

Information is power. This is how data transmitted and exchanged online made the Web such a valuable tool. From *DATA bits and packets* transmitted through the Net, to *personal DATA* distributed in social networks, data indeed, sit at the centre of most systems.

Tim Berners-Lee has also underlined their significance. He supported that by putting all data on the web, combined, under the same standard format and protocol, the Net would become more powerful and valuable to the users. So, just as *Linked Documents* created the World Wide Web, now is the time for *Linked Data* to introduce the Next Web, the *Semantic Web*. Our current digitalized society has already shown some semantic indications. Sensors embedded in small and portable devices enrich user's internet experience and create the new *Internet of Things*. Google glasses is an indicative example of this. Other sensors may track health activity and geographical altitude and suggest a preferable fitness route. Markets and private entities also target at personal data and especially at *Big Data*, which refers to the collection of personal information available on huge data-sets that algorithms retrieve from different platforms including online social networks, mobile phones, software logs, RFID readers and cameras. These platforms that gather big data, have been found to produce analytical results which are tailored for commercial and governmental purposes. The question raised though, is which are the limits of Linked and Big Data in relation to Social Data that are user generated and user controlled?