**Data Commodification – A Global Problem?**

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History has proven that the race for supremacy has not ended at any point, and will not any time soon. As always, the struggle to be at the top was started by the desperate need for a commodity. Be it the colonial attitude that led to medieval imperialism, or the nuclear race that triggered major events in world politics, the reason was always a commodity.

A similar scenario that is taking over the digital era is the hunt for the commodity of “Data”. Now the question arises, has data became a commodity? A straightforward answer would be “yes”. When you look at the statistics of the past ten years, the graph of online users shot up exponentially. Imagine the amounts of data that are being generated and stored! After processing this data, exceptional results were achieved, and now the variety of services provided over the web is proof that data is the key commodity that is shaping the digital world.

However, is data being commodified a global problem? Data being commodified ranges from our personal and professional data to behavioural patterns on social platforms and E-commerce sites. Information produced by analysing this data had opened tremendous opportunities for monopolists to take over the digital market.

You may wonder how this would affect an individual. To begin with, the ones in the control can take over the digital freedom of users either directly or indirectly. Directly, by restricting free access to the web. Indirectly, by not letting user decide what they want, or by service providers putting out only information that they want users to access.

This can be understood as one form of slavery – digital slavery to be honest. There was a controversial statements made by an American economist once: "For a nation which was under imperialistic rule for nearly 200 years, losing digital freedom will not be such an issue".

Its high time we look into the problems of data commodification and spearhead the movement against the curbing of digital freedom by multi-national giants such as Google, Facebook, and Uber.