**Data Centralisation**

Data Centralisation is a database that is stored in a single location, allowing everything connected to it to be controlled. Usually a centralised database refers to the top level of information stored or shared, giving it the most authority to make decisions. Decentralisation is next in the hierarchy of data sharing, made up of a few different databases that each have access to different information. Distribution is data that is completely disconnected from each other, each with their own database.

In many ways data centralisation is to do with connections via social media. Mark Zuckerburg, founder of Facebook, is very much in control as nowadays everything we use is connected to Facebook. In the past 10 years, nearly every budding tech website/company has been bought by one of the following companies: Amazon, Google, Apple, Microsoft, and Facebook. It almost seems a competition to see who will be in control of the highest number of companies, and therefore their databases. Those smaller companies who aren’t bought by one of these five major companies tend to veer off and begin their own form of data centralisation, which then adds to the problem as well.

Any information we may give to the giant universe that is the internet, could have been shared with other sites connected to each database, some that we don’t even know are connected. Apps and websites that many of us use daily such as Facebook, Instagram, Snapchat, Spotify etc. are connected. Through buying different companies over the years, Facebook has adapted and started ‘borrowing’ technologies from other companies, such as the “like” button and the newsfeed, taken from FriendFeed. They also bought Instagram for one billion dollars in 2012 which was a famous decision made by them. WhatsApp was bought for nineteen billion dollars in 2014, a much larger amount of money than what Instagram was bought for.

While data centralisation is increasing rapidly, it seems there is no turning back. But this is a good thing. Not only is it convenient and easy to have all of your information in one place, generally it is only being shared between different websites when we consent to this. That is why we are sent to the Facebook app to enter our password when trying to link our Facebook page to our Instagram account, or other instances similar to this. Through doing this we can easily find our Facebook friends on Instagram, or whatever it may be, and connect with people on more than one media platform. Admittedly it can be a little bit of a surprise/worry seeing an advert for something you Google searched less than a few hours ago pop up on your news feed, but this is just the internet adapting to people’s requirements, as everyone is different.

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