#6: What is datafication? How can we perform datafication? Give an example of datafication.

Southerton C. (2020) Datafication. In: Schintler L., McNeely C. (eds) Encyclopedia of Big Data. Springer, Cham.

<https://doi.org/10.1007/978-3-319-32001-4_332-1>

Datafication is a process that transforms subjects, objects and practices into digital data(Southerton, 2020). Since these activities involve humans, datafication can also be defined as the transformation of social actions into machine-readable, quantifiable data.

Mejias, Ulises & Couldry, Nick. (2019). Datafication. Internet Policy Review. 8. 10.14763/2019.4.1428.

<http://eprints.lse.ac.uk/104417/1/Internet_Policy_Review_Datafication_2019_12_09.pdf>

To perform datafication, there are two essential elements in datafication that need to be implemented: external infrastructure and value generation(Mejias ,2019). The external infrastructure collects, processes and stores data through a diverse range of sources such as sensors, social networks, scientific equipment, smart phones, wearables, GPS, etc. The control value generation process then aggregates, analyzes and extracts different kinds of values from data.

Margarita Shilova. (6.15.2017) In: Technology Industry Trends, Apiumhub. The Concept Of Datafication; Definition & Examples.

<https://apiumhub.com/tech-blog-barcelona/datafication-examples/>

One example of datafication is the replacement of personality tests during the hiring and recruitment process(Margarita , 2017). Instead of letting people take personality tests, their personal data such as social platform, behaviour, background and etc, can be used to evaluate their personality. This saves time and resources as well as remains neutral and accurate.