

Affiliated to Visvesvaraya Technological University, Belagavi

Approved By AICTE, New Delhi.

Recognized by UGC with 2(f) & 12(B) status.

Accredited by NBA and NAAC.

A Report on workshop On Cyber Security

Date of the event	20.01.2023
Title of the Event	Guest lecture on “Datafication”
Organized by	Dept of Computer Science and Engineering MVJCE, Bangalore

The Department of Computer Science and Engineering organized an event entitled. The event was Guest seminar on” Datafication” conducted in “Smt Rajalakshmi Jayaraman Seminar Hall”. The event started at 10:30 am and concluded at 12.30 pm. Total 190 students from all the 3rd semesters of Dept. of Computer Science and Engineering participated in this event.

Chief guest Dr.Mohan H M

Research Engineer (AI/ML), Technical evangelist experience of supporting the research and development of new products and applications, the promotion of existing products, and the investigation of new applications for existing products. Team-orientated professional who works effectively with all levels of employees in cross-functional teams.

Datafication is the transformation of social action into online quantified data, thus allowing for real-time tracking and predictive analysis. Simply said, it is about taking previously invisible process/activity and turning it into data, that can be monitored, tracked, analysed and optimised.

Latest technologies we use have enabled lots of new ways of ‘datify’ our daily and basic activities. Summarizing, datafication is a technological trend turning many aspects of our lives into computerized data using processes to transform organizations into data-driven enterprises by Datafication refers to the fact that daily interactions of living things can be rendered into a data format and put to social use.



Let's say social platforms, Facebook or Instagram, for example, collect and monitor data information of our friendships to market products and services to us and surveillance services to agencies which in turn changes our behaviour; promotions that we daily see on the socials are also the result of the monitored data. In this model, data is used to redefine how content is created by datafication being used to inform content rather than recommendation systems.

However, there are other industries where datafication process is actively used:

- **Insurance:** Data used to update risk profile development and business models
- **Banking:** Data used to establish trustworthiness and likelihood of a person paying back a loan.
- **Human resources:** Data used to identify e.g. employees risk-taking profiles.
- **Hiring and recruitment:** Data used to replace personality tests.
- **Social science research:** Datafication replaces sampling techniques and restructures the way social science research is performed.



- Edge computing is a new paradigm that brings decentralized computing power as close as possible to the origin point of the data. In edge computing, the networking architecture is built in a way that helps close the distance between connected devices and the cloud.
- Intelligent edge refers to edge devices that collect, communicate, generate, and analyze data in near real-time.
- For example, sensors, autonomous cars, GPS receivers, navigation systems, etc.



Faculty Coordinator of the event:

POSHITHA M (AP, Dept of CSE)

Outcome of the Event:

Datafication involves behind-the-scenes operations and processes for those consumers are largely unaware of translation them into meaningful information to make the business a fully data-driven operation and with tools like Artificial Intelligence (AI), Machine Learning(ML), the Internet of Things(IoT), associated smart devices.

