



The Platformisation of Career

Dr Tom Staunton, iCeGS, University of Derby, UK

The Platformisation of Career

Concerned with responding critically to how individual's career development is increasingly situated on digital sites.

Sites – LinkedIn, Youtube, Instagram, Twitter/ X etc.

Practices – identity curation, networking, learning, applying, enterprise etc.

Defining Platformisation

- Builds on Srnicek's (2017) understanding of the platform as as an economic entity
- Considers how platforms have come to dominate structures as well as imaginations
- Considers how in education and career platforms have become fetishised
- Theoretically engages with issues of enclosure, surveillance, precarity and digital degradation in online spaces
- As platforms become dominant we need to respond theoretically and practically to them