



TECHNIUM
SOCIAL SCIENCES JOURNAL

www.techniumscience.com



Vol. 76/2025
A New Decade for Social Changes

PLUS
COMMUNICATION P



International
Communication & PR

The Applicability of A Tripartite Platformisation Definition: A Systematic Review

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Introduction: This paper critically explores the broad application of the theoretical framework of platformisation. Platformisation is intricate and multidimensional, encompassing computational infrastructures, political economy, business studies, and cultural studies. Although existing research has addressed crucial gaps, an accurate definition is lacking.

Methods: First, the paper examines the applications and definitions of platformisation from different academic perspectives. Second, the tripartite definition of platformisation (data infrastructures, markets, and governance) proposed by Poell et al. (2019) is scrutinized. Third, based on these three dimensions, this literature systematically compartmentalized existing research and evaluated the utility of the tripartite framework.

Results: The review shows that although the tripartite framework provides a useful structure, it has certain limitations and is unable to adequately encompass numerous academic branches and theories. Simultaneously, with the rise of globalization, the framework must also address governance and policy challenges, incorporating intercultural perspectives into the analysis of platformisation

Conclusion: To further academic understanding and provide insights for policymakers and stakeholders navigating the terrain of platformisation, addressing these gaps and determining an exact interdisciplinary and intercultural theorizing model will be essential. This study lays the groundwork for future inquiry and refinement of platformisation discourse in communication and internet research.

Keywords. Platformisation, Platform, Governance, Datafication, Intercultural Communication

1. Introduction

The widespread revolutionary effect of digital platforms has caused platformisation to become an important topic in modern communication and media studies. Synthesis of various works achieves a more nuanced knowledge of significant arguments, noteworthy discoveries, and emerging trends. This systematic review critically explores the application of the tripartite framework of platformisation and considers certain limitations on this foundation that integrate disparate notions. The review first examines the development and definitions of platformisation from different academic perspectives. Second, the paper scrutinizes the tripartite definition of platformisation proposed by Poell et al. (2019). Third, based on these three dimensions, this literature systematically compartmentalized existing platformisation research and evaluated the

utility of the tripartite framework. Based on a comprehensive review, I argue that this fundamental framework has certain limitations and is unable to adequately contain numerous academic branches and theories. Simultaneously, the theoretical framework must comprehensively consider cultural and intercultural implications as a dimension of platformisation.

Platformisation landscape is intricate and multidimensional, with features that represent a wide range of theoretical and scholarly perspectives including computational and data infrastructure, critical political economy, business studies, and cultural studies (Poell et al., 2019). Although existing research has addressed crucial gaps and academics have incorporated earlier theoretical frameworks to a great extent, an accurate and consistent definition and framework is lacking, as each scholar defines and explores platformisation from different disciplines. Furthermore, research focused primarily on Western platforms may only be applicable in limited circumstances. There is a need for more intercultural and interdisciplinary research into the social ramifications of platformisation as shown by the criticisms of the existing studies.

To further academic understanding and provide helpful insights for communication scholars navigating the challenging terrain of platformisation, addressing the observed gaps will be essential. By examining different dimensions both independently and in their intersections, this literature review aims to evaluate the research status of platformisation, offering insights for future inquiry and refinement of platformisation discourse in media and communication studies.

1.1 The Different Definitions of Platformisation Before 2019

The term “platformisation” is derived from the concept of “platform” (Poell et al., 2019). Between 2000 and 2015, the platform field experienced a transformative evolution, characterized by the rise of big tech businesses, which not only altered the digital landscape but also created the framework for a new socioeconomic paradigm. During this time, there was a growing academic focus on the multiple roles of platforms in mediating social interactions, artistic production, and information diffusion. Since 2015, the term “platformisation” has emerged in academic discourse. Academic discourse then began to emphasize the need for a more robust theoretical understanding of platformisation, one that extends beyond the technological infrastructure to include the market, cultural, and social implications.

However, scholars from different disciplines critically analyzed the various dimensions of platformisation. Scholars in communication and media studies focused on the role of platforms in shaping public discourse and transforming media industries. Information science and technology scholars concentrated on how platform technical features (algorithms, architecture, and data) affect user interaction and content distribution (Andersson Schwarz, 2017). Sociologists studied how digital platforms influence social norms and community formation. Economists emphasized market dynamics and platform-based business models. Political scientists concentrated on platform involvement in regulatory challenges and governance (Zeng & Kaye, 2022).

From a material-technical perspective, Helmond (2015) assesses how Facebook works as a multi-sided platform. She investigates the shift of Facebook from a social network site to a social platform by focusing on programmability and APIs (Application Programming Interfaces). On the other hand, Jin (2015) has focused on the market aspect of platformisation, indicating its role in capital accumulation and the digital marketing culture. He explains how many nations have been able to create unique platforms and control their national markets with

the platform implementation. Srnicek (2017) emphasizes the governance aspect of platformisation, and this includes understanding how businesses have been able to provide the hardware and software foundation of how others can operate and also how capitalistic firms can interact with the rest of the economy. Van Dijck et al. (2018) also explain how the governance definition of the tripartite aspect of platformisation is critical. It has been able to give insight into the different struggles between the market, government, and civil society in the anchoring of values and common good in the platform society. the researchers bear in mind important aspects such as privacy, accuracy, and security and how these contribute to the common good.

As an interdisciplinary field, the platform concept is consequently implemented differently across various academic disciplines. Previous platformisation research can be divided into four categories: software studies, business studies, political economy, and cultural studies (Poell et al., 2019). However, scholars have worked for years to develop a consistent framework for the term “platformisation.” In this context, Poell, Nieborg, and Van Dijck (2019) propose that platformisation research should focus on three institutional dimensions, arguing for platformisation exploration within these parameters.

Consequently, this systematic review will be based on the framework and definition proposed by Poell, Nieborg, and Van Dijck. The review aims to demonstrate whether existing research on platformisation is grounded in these three dimensions, or if further aspects are proposed, thereby providing a comprehensive understanding of the evolution of platformisation.

1.2 The Tripartite Definition of Platformisation

Understanding the proposed framework is essential for conducting an effective literature review, as it sets the foundation for subsequent analysis and discussion. It is critical to scrutinize and better understand the tripartite definition of platformisation, which includes data infrastructures, markets, and governance (Poell et al., 2019). The researchers clearly summarize the relevance of these three critical aspects of platformisation (see Figure 1). Each of these dimensions is discussed in relation to the other, highlighting their interdependent nature.

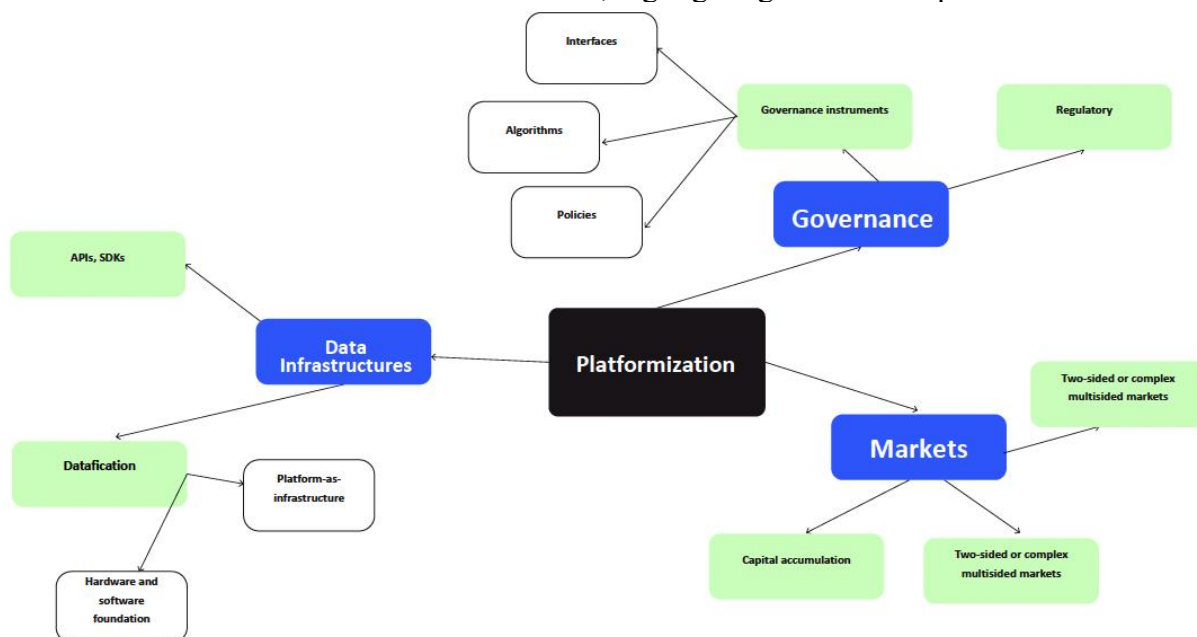


Figure 1. Three Institutional Dimensions of Platformisation (Poell et al., 2019)

The tripartite definition of platformisation is the integration of sophisticated data infrastructures for user data management, influential market relations shaping economic dynamics, and comprehensive governance frameworks that regulate user interactions and content within digital platforms (Poell et al., 2019). Data infrastructures include the use of information platforms and conversion into information, practices, and procedures that are suitable for quantification (Poell et al., 2019). Markets consist of the organization of monetary associations around either bilateral or multisided marketplaces, whose purpose is to aggregate dealings between end operators and third parties. This dimension involves the economic and competitive dynamics that platforms navigate and shape. Governance includes how these interfaces can interact with others and with complementors by proposing specific affordances while withholding others.

2. Methodology

2.1 Review Protocol

To enhance the evaluation of the platformisation framework's applicability, a comprehensive analysis was conducted on academic articles and books that were published after the framework proposed by Poell et al. The databases for this literature review included Web of Science and Scopus. With the keywords “platformisation” and “platformisation”, a comprehensive search initially yielded a total of 511 articles. A stringent selection criterion was applied to ensure the research material's relevance and quality, leading to the exclusion of 461 articles. This exclusion included 302 articles outside the scope of the communication category ($n=302$), 4 non-English language publications ($n=4$), articles outside the designated research period of 2019-2023 ($n=7$), and 148 publications with a low Citation Impact (which indicates limited influence or relevance in the field, $n=148$). The remaining 50 publications were subjected to further scrutiny, out of which 20 were chosen for an in-depth review. This selection was based on their direct relevance to the research objectives and their contribution to the field, ensuring a comprehensive and focused analysis (see Figure 2).

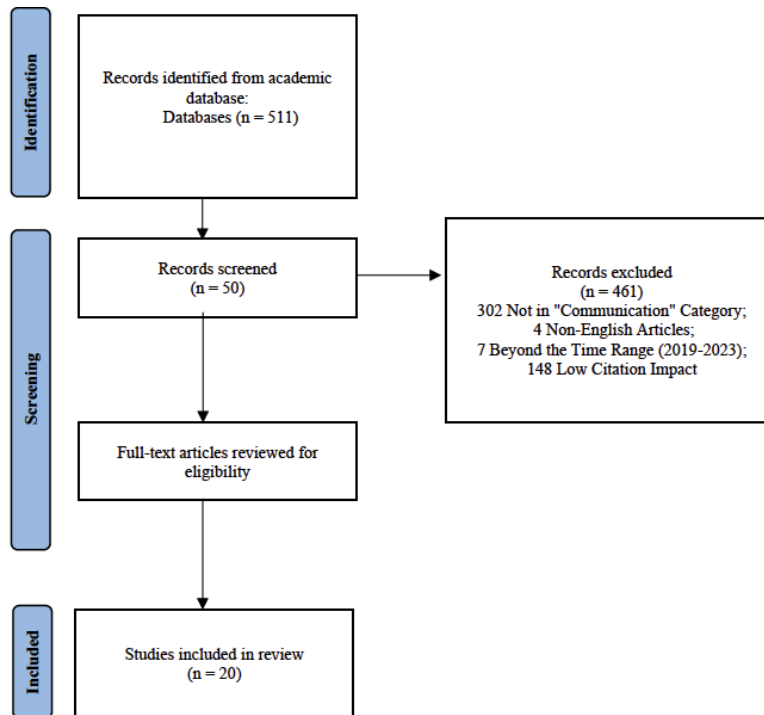


Figure 2. Flow diagram for the Literature Review

2.2 Review Scope and Focus

In the initial phase of this literature review, the scope was concentrated on three institutional dimensions of platformisation: data infrastructure, market dynamics, and governance. However, during the preliminary review, it became evident that a significant number of selected studies ($n=14$) extensively addressed topics related to cultural or intercultural implications. This recurring theme highlighted the importance of cultural factors in the discourse. Therefore, to encompass this critical dimension, the literature review parameters were expanded to include a fourth aspect: cultural implications.

The following table is developed for this literature review, focusing on examining scholarly literature across four aspects: data infrastructure, markets, governance, and cultural implications. It involved a detailed analysis of the authors' perspectives, the year of publication, and the key findings of each study (see Table 1). The aim was to demonstrate whether these studies provided a comprehensive view containing all four aspects or were more narrowly focused on specific areas. The results not only highlighted the current state of research in platformisation but also identified potential gaps and opportunities for future exploration.

Table 1. Summary of Key Dimensions and Findings of Included Studies ($n = 20$)

| Author(s) | Year | Data Infrastructure | Market | Governance | Cultural (Intercultural) | Key Findings |
|--------------|------|---------------------|--------|------------|--------------------------|---|
| Poell et al. | 2019 | X | X | X | (X) | "The different perspectives on platformisation, which we derived from the various research traditions, suggest that this process unfolds along three institutional dimensions: data infrastructures, markets, and governance" (p. 6). |
| Poell et al. | 2021 | X | X | X | (X) | "Platformisation involves not only what we call institutional shifts in markets, infrastructures, and governance, but also changes in the practices of labor, creativity, and democracy" (p. 7). |

| | | | | | | |
|---------------------------------|------|---|---|---|---|--|
| Plantin & Seta | 2019 | X | | | X | “By viewing Chinese digital platforms through an infrastructural lens, we hope to encourage the production of further nuanced comparative analyses of platforms in different regional, national, and local contexts” (p. 269). |
| Kaye et al. | 2021 | X | X | X | X | “The different perspectives on platformisation, which we derived from the various research traditions, suggest that this process unfolds along three institutional dimensions: data infrastructures, markets, and governance” (p. 6). |
| Nieborg & Helmond | 2019 | X | X | | | “Our mixed-method approach suggests ... to consider platforms as data infrastructures that own and operate a variety of platform instances that each perform particular data work” (p. 211). |
| Van Dijck | 2021 | X | X | X | | “The layered shape of the tree draws attention to the dynamics of power concentration: vertical integration, infrastructuralization, and cross-sectorization. Next, the metaphor helps to revision the current patchwork of European regulatory frameworks” (p. 2801). |
| Helmond et al. | 2019 | X | X | | | “We examined how social media platforms, such as Facebook, evolve as programmable architectures and, via integrations with corporate partners, as businesses” (p. 140). |
| Zhang | 2021 | X | X | X | X | “In this sense, infrastructural process of TikTok is not only limited to the data or commercial logic of the platform itself, but also endorsed by the central and local government” (p. 232). |
| Lin & de Kloet | 2019 | | X | X | X | “...complicated relationship between Kuaishou and the state governance of culture and economy, and how such contingency is embedded in the digital algorithmic system of the platform” (p. 10). |
| Duffy et al. | 2019 | X | X | X | X | “Far from stable entities, platforms should be thought of as dynamic infrastructures that continuously change their user (front-end) and application programming (back-end) interfaces, algorithms, terms and conditions, developer resources, and business models, all of which impact how cultural production unfolds” (p. 2). |
| Duffy | 2019 | X | | | X | “I urge fellow researchers of digital culture and society to consider how what we term “algorithmic precarity” exacerbates the instability of cultural work in the platform era” (p. 105). |
| Steinberg | 2021 | X | X | | X | “attending to the three aspects of LINE’s platformisation in relation to the privileged object of the sticker, we gain a vantage point from which to consider the platformisation of cultural production in its specific historical and regional contexts” (p. 2). |
| Hutchinson | 2021 | X | | | X | “visible content is directly connected to power as Brighenti (2007) argues, which is the result of platformisation that connects content producers with consumers, combined with social media logics that enable additional opportunities through the programmability of data” (p. 48). |
| Van Doorn et al. | 2021 | | X | X | | “What makes platforms a different type of partner compared to other private actors is that they are hybrid entities that merge functions traditionally attributed to the market, the state, or civil society” (p. 728). |
| Willing | 2022 | X | X | X | | “The analysis shows how media agencies are deeply engaged in digitizing, quantifying and commodifying media audiences while at the same time aware of ethical challenges of the digital media infrastructure and in the process, they are fundamentally changing the infrastructure of the public sphere” (p. 67). |
| Carah et al. | 2023 | | X | | | “We argue that the platformisation of advertising and retail on Instagram should be understood as more than just the socio-technical formation of a multi-sided market for attention, the platform is a significant part of the longer history of optimizing looking and buying in consumer cultures” (p. 381). |
| Finger & Montero | 2021 | X | | X | X | “Our main argument is that platform regulation must build, and already is building, on the experience of the regulation of the traditional network industries” (p. 4). |
| Morais & Jerónimo | 2023 | | | | X | “...reflect on changes made by platforms to journalism and to think in terms of new strategies of media literacy concerning how and what ways platforms are involved in news distribution infrastructures “ (p. 1). |
| Nielsen & Fletcher | 2023 | | | | X | “The present analysis is just one first step towards expanding our cross-country empirical understanding of how the penetration of economic and infrastructural extensions of online platforms into the web affects cultural content. We hope many more will follow “ (p. 496). |
| Smyrnaiois & Baisnée | 2023 | X | X | X | X | “In fact, the transformation of the public sphere under platformisation reveals the political contradictions that run through our societies” (p. 443). |

3. Development of platformisation

As highlighted by Poell et al. (2019), the three dimensions are not isolated - they influence and are influenced by each other in various ways. This framework offers a comprehensive approach to examining the multifaceted nature of platformisation. The analysis reveals that most studies integrate more than one dimension to capture the intricate relationships and interdependencies that define digital platforms. To better understand the current landscape in the field of platformisation, I created the Venn diagram shown below, which synthesizes key dimensions from a review of 20 relevant literature (see Figure 3).

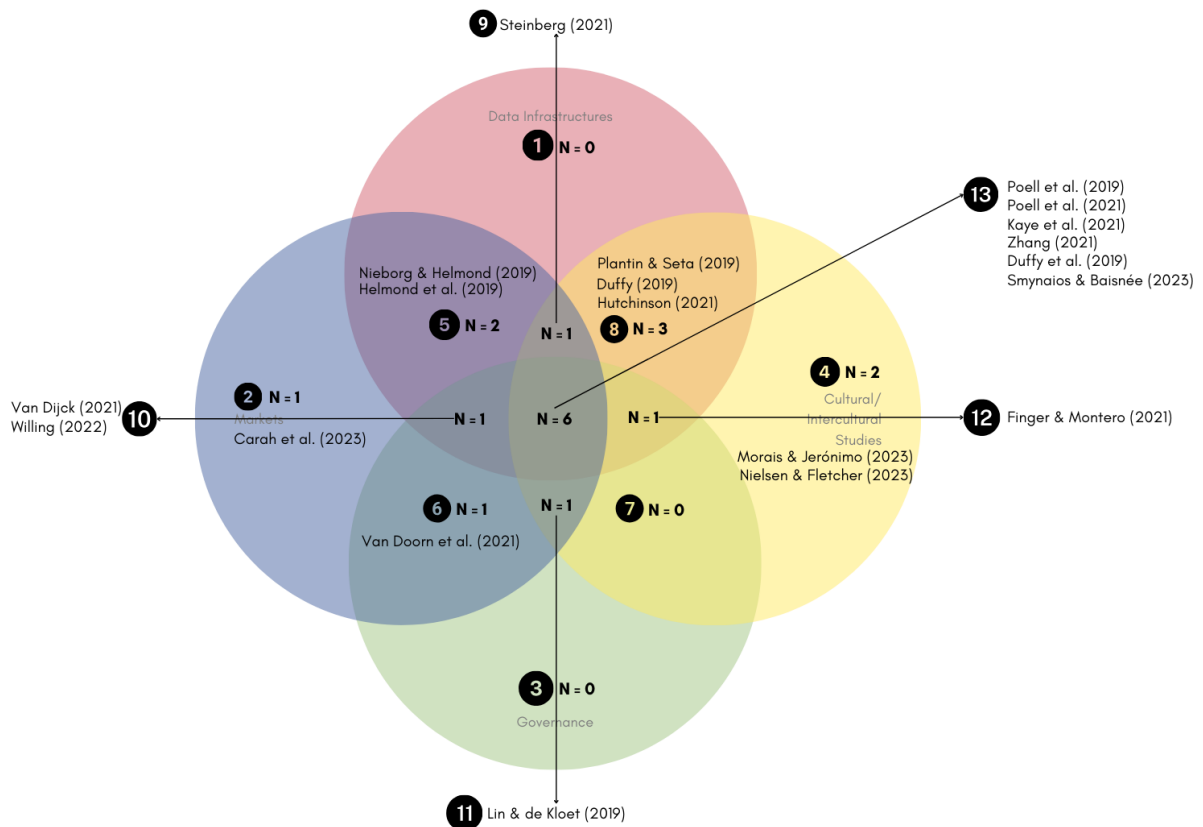


Figure 3. Classification of Platformisation Literature (n = 20)

The analysis of the reviewed literature demonstrates a varied inclusion of the key dimensions in platformisation research. A total of 14 studies contain the dimension of data infrastructures and at least one other dimension. 13 studies discuss the intersection between markets and other dimensions, focusing on the economic dynamics within platform ecosystems. Governance, a crucial aspect concerning regulation, interfaces and policy within platforms, features in 10 of these studies. 14 studies also address cultural or intercultural implications, highlighting the impact of platforms on cultural norms. Notably, 6 studies stand out for their comprehensive approach, extending analysis beyond the core dimensions of data infrastructures, markets, and governance, to also include cultural or intercultural aspects. By examining these dimensions both independently and in their intersections, this literature review aims to illustrate how they collectively shape the landscape of digital platforms.

3.1 Data Infrastructure

Data infrastructure development is usually accomplished through using data, which includes how digital platforms are rendered into data, practices, and processes based on quantification. Poell et al. (2019) emphasize the crucial role of data infrastructures in the process of platformisation. Helmond, Nieborg, and van der Vlist (2019) provide an effective account of the implementation of the data infrastructure dimension of platformisation and how it plays an important role in the process. They explain how Facebook has evolved from a simple social networking site to a sophisticated “platform-as-infrastructure,” tracing Facebook's programmability and corporate partnerships (Helmond et al., 2019). This is because social media sites such as Facebook are constantly able to change their platform architectures as well as interfaces and control mechanisms as a response to changes in the larger environment. Helmond et al. (2019) propose conceptual frameworks of platformisation and infrastructuralisation, illustrating Facebook's programmability, architecture alterations, interface innovations, governance frameworks, and control mechanisms.

To better evaluate platform infrastructure, Nieborg and Helmond (2019) examine how the functionalities of Messenger have expanded and integrated with third-party applications. Messenger demonstrates Facebook's strategy of becoming a central data intermediary in the mobile ecosystem, influencing connectivity, and user data commodification (Nieborg & Helmond, 2019). Datafication is determined by complementors who can keenly assimilate the platform information into merchandise and facilities that can be used in average aspects as well as procedures. An example of the data infrastructure, which is vital for software distribution, is the use of app stores. There are incredibly consolidated, deeply measured, and curated tool marketplaces (Poell et al., 2019). By placing strict control over the distribution, it is possible to ensure that data standards remain constant and also improve the process of standardization. Morais & Jerónimo (2023) give a clear understanding of the data infrastructure aspect of platformisation as seen through how news media and digital platforms can publish and distribute content while considering the role of their audiences. Nielsen and Fletcher (2023) focus on the data infrastructure aspect and describe how different platforms have been able to platformize news media systems in different countries.

To examine data infrastructure in further depth, Duffy (2020) examines the increasing instability in media and cultural industries due to platformisation and algorithm-driven systems. She emphasizes that these producers must continually adapt to and anticipate the evolving algorithmic systems of various platforms, a situation she terms “algorithmic precarity” (Duffy et al., 2019). Consequently, researchers should consider the interventions to address the algorithm-driven precarity. From an intercultural perspective, Plantin and de Seta (2019) focus on the development of WeChat, a prominent Chinese social media platform. They position WeChat as an exemplary case of a non-Western social media service that has transitioned from a mere platform to a comprehensive infrastructure. The insights provided by Plantin and de Seta offer significant cross-cultural reference points, enriching the understanding of platformisation, particularly in contexts traditionally dominated by Western perspectives.

3.2 Market

The second critical aspect is markets, and platformisation will rely on the reorganization of market relations around needs. The platforms will usually depend on two-sided or complex multi-sided markets, which can work as aggregators of connections amongst the end operators and a variation of third parties. The markers impact the delivery of commercial control and affluence, and they are also controlled by market properties (Poell et al., 2019). Helmond et al.

(2019) emphasize corporate partnerships and platform boundaries. It is critical to understand that changes in market relations will be determined by the actions of the end-users, content creators, and extra companies in the marketplace. For example, app stores are two-sided platforms whose market arrangement can impact the distribution of power, and they also ensure that the platform operators can gain visibility in the hyper-competitive market (Poell et al., 2019). Through the lens of partnerships, van Doorn, Mos, and Bosma (2021) examine platformisation as a concept and its effects on modern society. They propose a strategy of joint geography with platforms by evaluating three industries including the food delivery platform, rental platform, and voluntary platform. The authors offer case studies and empirical examples including DoorDash, Airbnb, and NLvoorelkaar, highlighting the path-dependent nature of platformisation which is intricately linked with local norms, stakeholder objectives, and policy frameworks (van Doorn et al., 2021). With a focus on “the technique of partnership building” (van Doorn et al., 2021, p. 716), the authors further examine previous terminology of partnership strategies (Helmond et al., 2019), highlighting their role in the evolving landscape of urban digital infrastructures and governance. The power relationships between platforms and urbanism are emphasized in the text, along with the idea of neoliberal partnership with platforms in the post-COVID-19 era.

By looking into the platformisation process, Willig (2022) analyzes how media agencies act as intermediates, deliberately allocating marketing funds to various media and platforms. The introduction of digital platforms has substantially disrupted traditional advertising methods, requiring news media businesses to adapt to new, multi-sided markets. Willig explains how big corporations such as Alphabet Inc., Facebook, and Amazon affect media firms' strategies. Furthermore, Carah, Brown, and Hickman (2023) demonstrate the platformisation of retail and advertising on Instagram. They exemplify diverse ways in which Instagram has changed to a well-known platform for multi-sided retail and advertising paying attention to the optimization of the experiences of users in terms of purchasing and viewing products. The article discusses the shift towards retail on social media platforms and the seamless integration of advertising, which specifically emphasizes the role of Instagram in shaping the behaviors of consumers and its challenges and developments in traditional retail. This study contributes to other platformisation research by providing insights specific to Instagram's function in retail and advertising, allowing researchers to conduct a comparative analysis of platformisation between Instagram, Facebook (Helmond et al., 2019), and TikTok (Douyin) (Kaye et al., 2021). The market aspect of platformisation provides the systematic collection of end-user information to track and optimize operator distribution, retention, and monetization (Sfetcu, 2024). As a result, insights concerning the importance of markets give an in-depth understanding of how using this legitimate source helps enhance platformisation.

3.3 Governance

The governance aspect of platformisation is also critical to consider and has attracted attention from political-economic and software studies scholars. Governance will consider how the end users can interrelate with each other and by other complementors with the use of graphical user interfaces and also offer particular affordances while also withholding others (Poell et al., 2019). Platform governance will often materialize with the help of algorithmic sorting, the privileging of different information indicators over others, and, therefore, determining what type of content and facilities can come to be observable. It will also consider how platforms can switch how the complementors can trail and mark end users using application program design boundaries, software advance equipment, and information services.

Finger and Montero (2021) examine the development and regulation of digital platforms within the framework of emerging network industries. In addition to offering insights into potential legislative solutions to these problems, the authors thoroughly study the difficulties raised by platformisation. Finger and Montero emphasize the importance of a comprehensive regulatory strategy. They contend that the particular difficulties presented by digital platforms might not be adequately addressed by conventional regulatory systems. The authors successfully distinguish the differences and assess the evaluation from “indirect (traditional)” to “algorithmic (new)” network effects.

Platforms will also be governed through the use of contracts and policies, as well as license agreements and developer guidelines (Poell et al., 2019). Governance will, therefore, include the moderation of what the end users and complementors can segment and in what way they interrelate with each other. There are different governance instruments, and these include interfaces, algorithms, and policies. The platform operators will regularly juggle their governance instruments to ensure that the end operators and complementors remain connected to the stage.

Furthermore, governance also explores the issues of labor exploitation, surveillance, and imperialism in the context of platformisation. Van Dijck (2021) explains how governance plays a major role in platformisation, particularly in assisting the identification of regulatory frameworks and policies that enhance a connection between the people and data-driven systems through which the daily practices are able to operate effectively. The author creates a visual paradigm for platformisation and its governance to understand the dynamics of power consolidation in platformisation. The framework is made up of three primary parts: 1) the platform infrastructure as a whole; 2) the intermediary that surrounds the platform; and 3) the structures of societal sectors and governance that influence the growth and application of the platform (Van Dijck, 2021). As a result, the “platformisation tree” emphasized the importance of shifting governance strategies accordingly under the patterns of power centralization. Furthermore, Smyrniaios and Baisnée (2023) emphasize the increasing dominance of platforms such as Alphabet and Meta in shaping public discourse, access to information, and the production and dissemination of political content, leading to a fundamental contradiction between concentration and fragmentation within the public sphere. It is essential to conduct a nuanced analysis of how citizens are informed and how they take part in political debates through online platforms controlled by global private corporations. Through this way, Smyrniaios and Baisnée (2023) explore the key aspects of platformisation, including algorithmic intermediation, digital monopoly, and the role of platforms in news access and distribution. From an intercultural perspective, Kaye et al. (2021) also give an account of how Chinese media have been able to exist in different markets and be governed by various forces. It focuses on the governance aspect of platformisation, which helps to enhance the culture of production.

3.4 Intersection of Dimensions

This section re-emphasizes Poell et al.'s viewpoint on how these dimensions are not isolated entities but are deeply intertwined, collectively shaping the landscape of digital platforms. van Doorn et al. (2021) explain platforms as roving entities and believe they are subject to experimentation, expanding when there is an opportunity. By concerning the platforms in a multi-sided market and “algorithmic network effects” (p. 37), Finger and Montero contend that there have been substantial economic and societal ramifications as a result of the disruption and transformation of traditional sectors by digital platforms (Finger & Montero, 2021). Poell, Nieborg, and Duffy (2021) explore in their book how platforms have

changed the media industries, innovative labor, and audience participation, among other facets of cultural production. The power dynamics and ramifications of platformisation under institutional changes are critically analyzed in this book. Aligning with Poell et al.'s (2019) tripartite definition of platformisation, they explore the platform's institutional changes from markets, infrastructure, and governance.

Zhang (2020) explores the intricate process of infrastructuralization within TikTok. He defines TikTok's evolution from an entertainment-based platform to a complex infrastructure combining e-commerce, online education, propaganda, and tourism. This transformation not only emphasizes TikTok's increasing societal importance, but also a closer integration with governmental attempts, evolving the power relations between the government and digital platforms. Zhang's research (2020) focuses on data infrastructures, market relations, governance, and - most importantly - a specific cultural context. Kaye, Chen, and Zeng (2021) also evaluate the similarities and distinctions in three dimensions between Douyin and TikTok, including 1) infrastructures (platform functions, user experiences, content consumption, and social components), 2) business models, and 3) content governance. Notably, the research contributes to platformisation theory by introducing the concept of "parallel platformisation" (Kaye et. al, 2021, p. 245). Ethical problems posed by digital media infrastructure should be evaluated from different perspectives. Willig (2022) emphasizes the importance of political attention and critical inquiry in determining the democratic implications of these developing value chains. Poell et al.'s (2019) multidimensional approach to platformisation aligns with Willig's exploration of media agencies as intermediaries, both highlighting the complex interconnections between media organizations, digital media infrastructure, economic structures, and governance.

As a result, the tripartite definition of platformisation has made a significant contribution to the field by offering a structured lens through which to evaluate the independent nature and intersections of multiple dimensions of platformisation. This theoretical framework has been critical in guiding subsequent research, allowing scholars to further investigate the complexity of platform dynamics.

4. Discussion: Limitations of the Framework

In consideration of the available sources, it is evident that the theoretical framework of platformisation has various limitations (Poell et al., 2019). It needs to encompass different academic branches and theories to enhance a better understanding of the effectiveness of platformisation. It needs to be more comprehensive and also needs cultural and intercultural considerations, therefore raising questions concerning its accuracy and relevance. Duffy, Poell, and Nieborg (2019) focus on cultural practice with platformisation and address the evolution of cultural production as influenced by platforms, noting that changes in the industry, platforms, and producers are interlinked. Poell et al. (2021) highlight the power relationships between platforms and the different parties that are involved in the creation of cultures, such as media firms, culture producers, audiences, and cultural institutions.

Furthermore, it needs to consider the importance of intercultural communication in implementing platformisation. For example, there needs to be more discourse that focuses on the experiences of platformisation across different cultures as well as the successes and challenges faced in the integration of platformisation (Poell et al., 2019). Different aspects of cultural identity, such as race, ethnicity, gender, and social class, have not been considered in the tripartite definition, and this means that it has failed to offer a holistic understanding of the major issues of concern.

It needs to explain cultural aspects, such as how the different cultures are integrated in the realization of platformisation, and how intercultural communication is to be considered. Finger and Montero (2021) conduct case studies and comparative analyses of regulatory frameworks in different countries. Lin and de Kloet (2019) determine platformisation and its implications on creative production in the context of the Chinese platform economy. They explain how the inventive class of China is part of the quick platformisation of Chinese social creation. This research is based on a theoretical model of cultural production proposed by Nieborg and Poell, providing a specified inspection of the platformisation of cultural production (Nieborg & Poell, 2018). Kaye, Chen, and Zeng (2021) offer a new paradigm for assessing platformisation by comparing two “versions” of an application under different social, political, and economic dimensions, which complement the studies conducted solely on a single platform (Helmond, 2015; Helmond et al., 2019; Carah et al., 2023). This research is crucial for understanding the global expansion of digital platforms and their adaptability to varied sociopolitical situations. Furthermore, Steinberg (2020) explores the global implications of platformisation through the lens of LINE, an East Asian super app. He critically examines how LINE has transformed from a messaging app into a multifunctional platform, demonstrating a significant shift in digital culture. His investigation of LINE's stickers indicates the importance of considering distinctly regional platforms from a non-Western context. Nielsen and Fletcher (2023) explore the convoluted terrain of global news platformisation across 46 nations in their detailed investigation. They conduct a comprehensive study on news media systems, focusing on social media platforms like Facebook, Google, Twitter, WhatsApp, and TikTok, providing a nuanced perspective on platformisation's effect on news consumption throughout the world. With an emphasis on YouTube, Hutchinson (2021) begins by exploring platformisation and its effects on digital activism in a global scope.

5. Conclusion

The three-dimensional framework of platformisation has been a key contribution to the understanding of digital platforms, offering a structured approach to analyze their complexities. Its application in subsequent research has enabled a deeper exploration of the interconnections between technology, economic dynamics, and regulatory frameworks, thereby enriching the academic discourse on platformisation. However, this framework also presents certain limitations. In the adaptation of Powell's tripartite definition of platformisation, it is critical to improve it with a consideration of cultural and intercultural aspects.

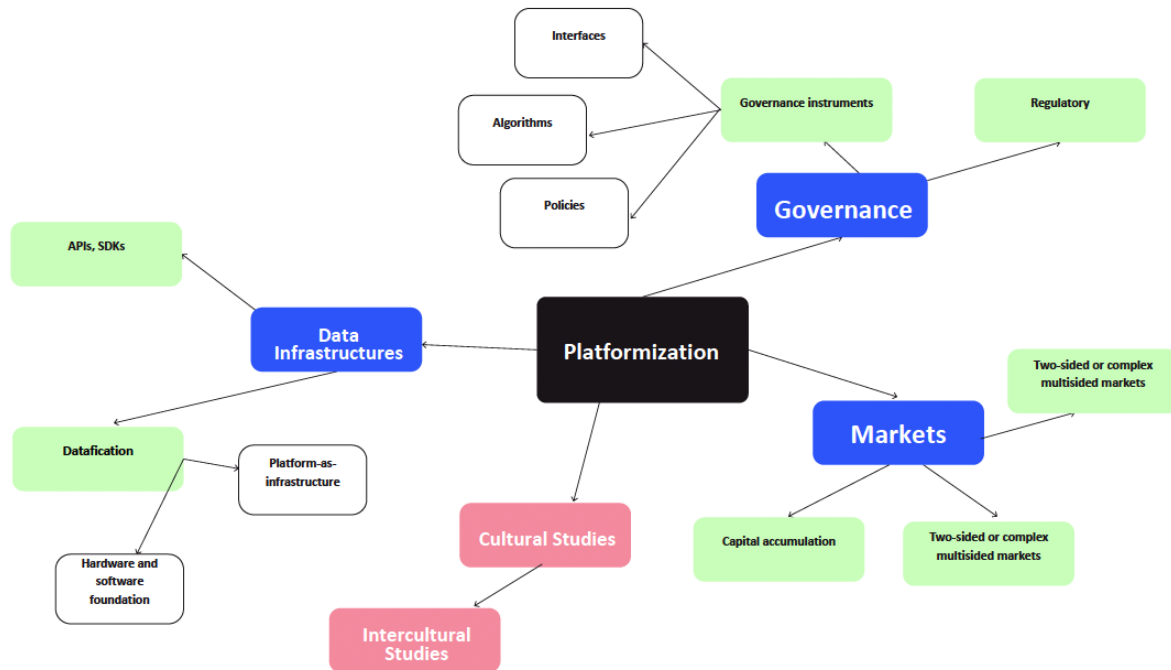


Figure 4. New Dimensions of Platformisation

Indeed, research before 2020 primarily concentrated on specific cultural contexts to investigate platformisation. This framework proposed in 2019 was useful and practical. However, this focus, primarily centered on Western platforms, potentially limits the applicability of findings to broader, more diverse contexts. In recent years, there has been a noticeable shift towards incorporating intercultural aspects into platform studies. Integrating these aspects is critical, especially because it will help better understand the relationships between individuals, environments, and institutions. The adaptation with four dimensions will be placed as central players, ensuring an understanding of how social conditions and physical conditions frame the experiences related to platformisation (Pandey & Pandey, 2021). It will be done through the effective description of platformisation using the cultural ensemble, and this will form the basis for describing its distinctive elements and the different dynamics involved. In this scenario, it will be critical to explain the different motivators and activities as well as the external influences supporting platformisation and the external influences supporting cultural change. Therefore, in the future platformisation study, I argue, addressing the observed gaps and determining an exact cultural and intercultural dimension will be essential.

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