Europe and responsible platform societies

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How can we anchor public values in open digital societies in Europe?
1. Platform ecosystems
2. Public values
3. Responsible actors
4. Challenges for Europe
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2. Public values
3. Responsible actors
4. Challenges for Europe
Baidu
Alibaba
Tencent
JD.com
Didi
(BAT)
Alphabet-Google
Amazon
Facebook
Apple
Microsoft
(GAFAM)

Baidu
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JD.com
Didi
(BAT)
GAFAM: Data owned by corporations
corporate surveillance
Libertarian capitalism

BAT: Data owned by the state
state surveillance
State capitalism
Location corporate headquarters:
47% in Asia
36% in North America
15% in Europe
Big 5 vertical ownership

Sectoral platforms

Intermediary platforms

Internet architecture, digital infrastructure
Jeff Bezos is going to create schools where ‘the child is the customer’

Inside Facebook's plan to build a better school

How Mark Zuckerberg's philanthropy led to this

How Google Took Over the Classroom

The tech giant is transforming public education with low-cost laptops and free apps. But schools may be giving Google more than they are getting.
1. Platform ecosystems
2. Public values
3. Responsible actors
4. Challenges for Europe
transparency
security
privacy
accuracy
transparency
fairness
inclusiveness
responsibility
accountability
democratic control
1. Platform ecosystems
2. Public values
3. Responsible actors
4. Challenges for Europe
1. Platform ecosystems
2. Public Values
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4. Challenges for Europe
Challenges for Europe:

• Comprehensive approach to data-platforms
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• Articulate value-centric principles
Contract for the Web - Core Principles

The web was designed to bring people together and make knowledge freely available. Everyone has a role to play to ensure the web serves humanity. Toward that end, we have developed a set of core principles to build a “Contract for the Web”. We are encouraging governments, companies and citizens around the world to commit to these principles, and to help protect the open web as a public good and a basic right for everyone.

Governments will:

Ensure everyone can connect to the internet
So that anyone, no matter who they are or where they live, can participate actively online.

Keep all of the internet available, all of the time
So that no one is denied their right to full internet access.

Respect people’s fundamental right to privacy
So everyone can use the internet freely, safely and without fear.

Companies will:

Make the internet affordable and accessible to everyone
So that no one is excluded from using and shaping the web.

Respect consumers’ privacy and personal data
So people are in control of their lives online.

Develop technologies that support the best in humanity and challenge the worst
So the web really is a public good that cuts out people first.

Citizens will:

Be creators and collaborators on the web
So the web has rich and relevant content for everyone.

Build strong communities that respect civil discourse and human dignity
So that everyone feels safe and welcome online.

Fight for the web
So the web remains open and a global public resource for people everywhere, now and in the future.
Challenges for Europe:

• Comprehensive approach to data-platforms
• Articulate value-centric principles
• Update and harmonize regulation
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• Comprehensive approach to data-platforms
• Articulate value-centric principles
• Update and harmonize regulation
• Stimulate nonprofit and public platforms
“WE ARE ALL RESPONSIBLE FOR CREATING A FAIR, OPEN DIGITAL SOCIETY”
THANK YOU!
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