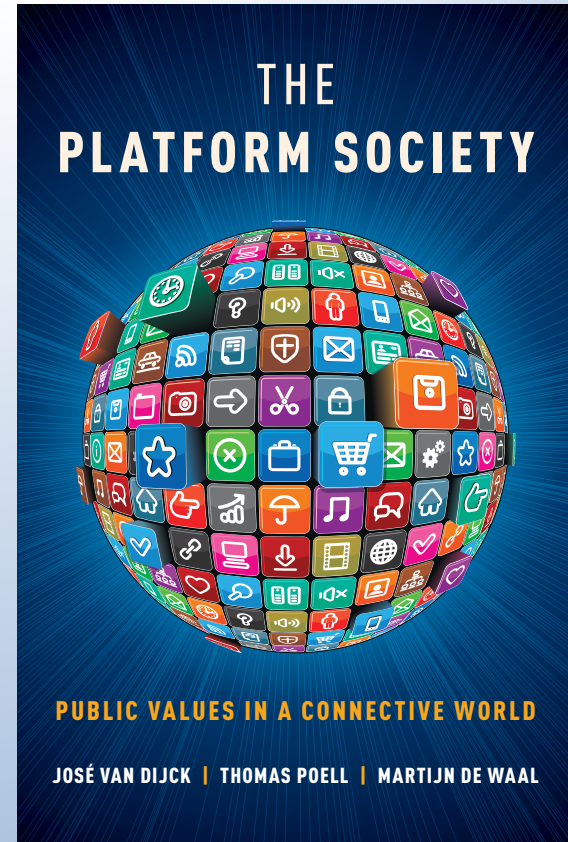


An aerial night view of a city, likely Berlin, with a network of glowing blue lines and nodes overlaid on the image, symbolizing a global or digital network. The city lights are visible in the background, and the sky is dark with some clouds.

:

# Europe and responsible platform societies

José van Dijck  
Utrecht University | The Netherlands  
Berlin HIIG | June 5, 2019



**Oxford UP, 2018**





**SECURITY LEAKS**

**HATE SPEECH, TROLLING**

**TAX EVASION**

**FACEBOOK-CAMBRIDGE  
ANALYTICA SCANDAL**

**DISINFORMATION, FAKE NEWS**

**PRIVACY SCANDALS**

**UNDERMINING LABOR LAWS**

**ELECTION INTERVENTION**



**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

- 
- A satellite map of Europe with a network of yellow lines representing digital infrastructure or data flows. The lines are concentrated in major urban centers and along major transportation routes, creating a complex web across the continent. The background is a dark blue satellite image showing landmasses and surrounding waters.
- 1. Platform ecosystems**
  - 2. Public values**
  - 3. Responsible actors**
  - 4. Challenges for Europe**









Baidu  
Alibaba  
Tencent  
JD.com  
Didi

**(BAT)**



A world map is centered in the background, rendered in a light blue color against a dark blue background. The map is surrounded by a dense pattern of white binary code (0s and 1s) that fills the entire frame. Two semi-transparent grey rectangular boxes are overlaid on the map, one on the left (North America) and one on the right (East Asia).

**Alphabet-Google**

**Amazon**

**Facebook**

**Apple**

**Microsoft**

**(GAFAM)**

**Baidu**

**Alibaba**

**Tencent**

**JD.com**

**Didi**

**(BAT)**



A world map is centered in the background, rendered in a light blue color against a dark blue background. The map is overlaid with a dense pattern of white binary code (0s and 1s) that flows across the entire image. Two semi-transparent white rectangular boxes are positioned on the map, one over North America and one over East Asia, each containing text.

**GAFAM:**

**DATA OWNED BY  
CORPORATIONS**

**CORPORATE  
SURVEILLANCE**

**LIBERTARIAN  
CAPITALISM**

**BAT:**

**DATA OWNED BY  
THE STATE**

**STATE  
SURVEILLANCE**

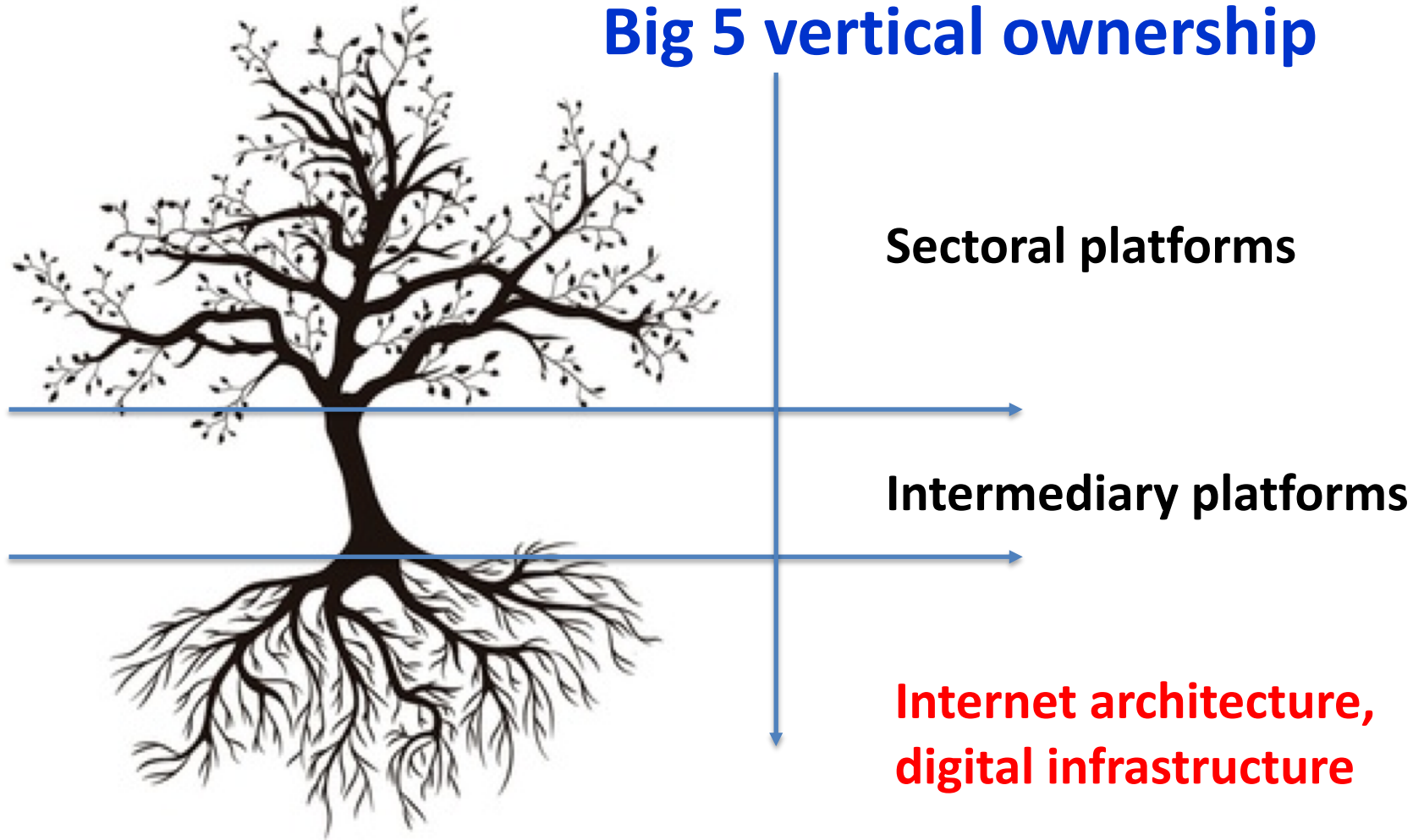
**STATE CAPITALISM**





**Location corporate headquarters:**  
47% in Asia  
36% in North America  
15% in Europe

# Big 5 vertical ownership







Apple Inc.



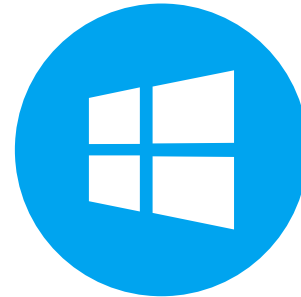
Facebook, Inc.



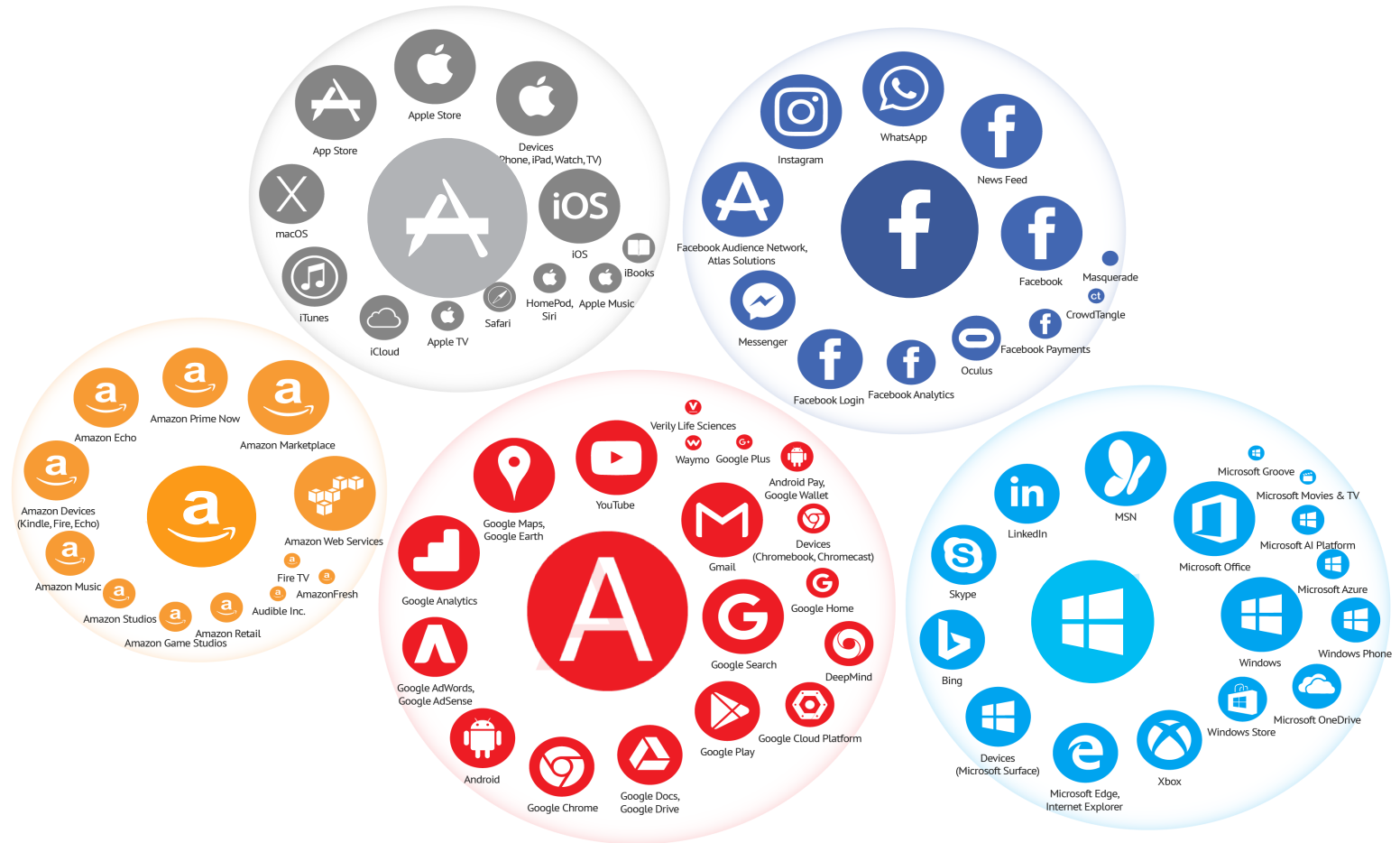
Amazon.com, Inc.



Alphabet Inc.,  
Google LLC

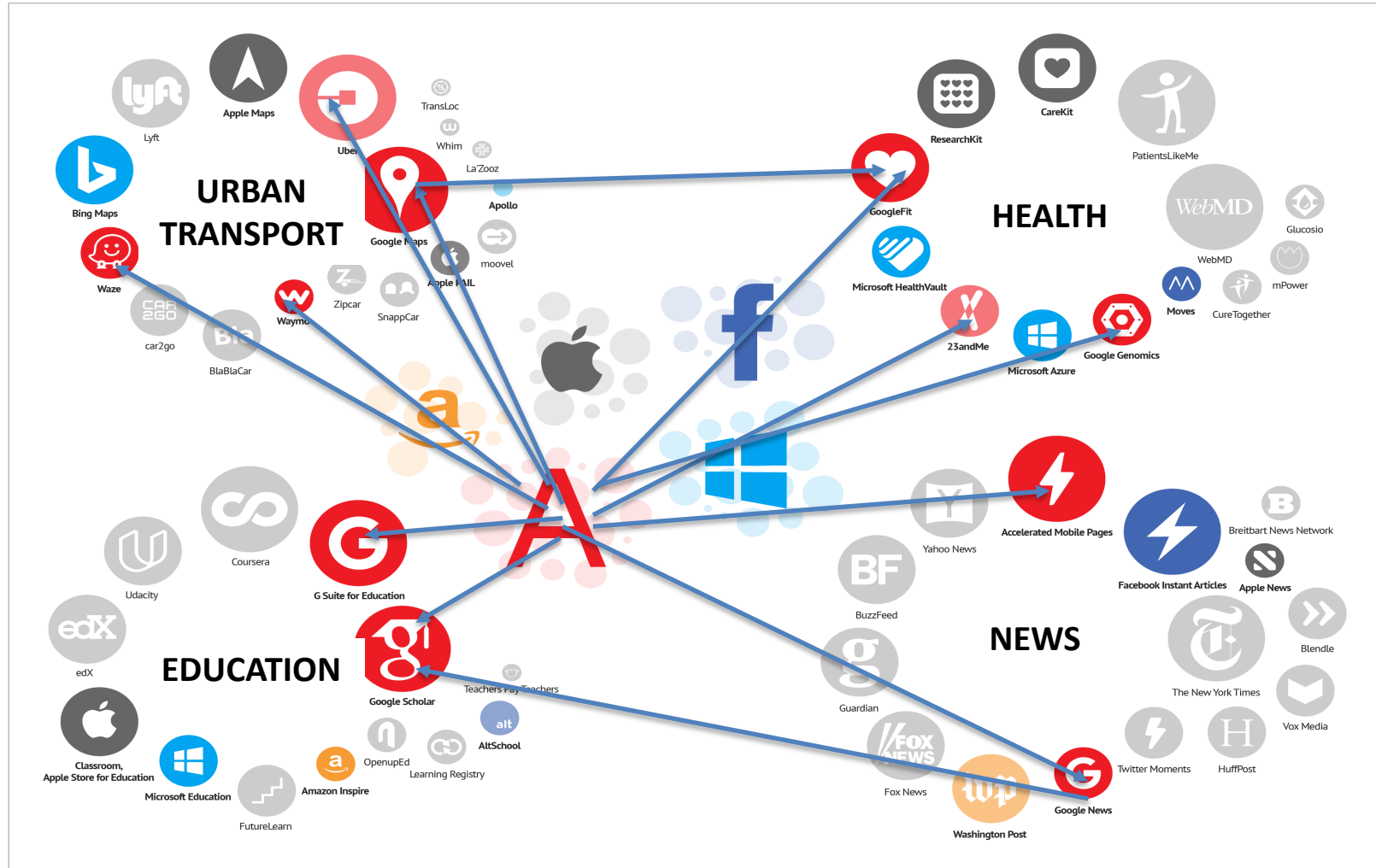


Microsoft Corporation











# EDUCATION

US & WORLD TECH AMAZON

## Jeff Bezos is going to create schools where 'the child is the customer'

By Jacob Kastrenakes | @jake\_k | Sep 13, 2018, 11:57am EDT

f t SHARE



THE VERGE

LOG IN | SIGN UP

TECH SCIENCE CULTURE CARS REVIEWS LONGFORM VIDEO CIRCUIT BREAKER TL;DR FORUMS

f t r u s

PREVIOUS STORY

T-Mobile launches native video calling starting with Samsung's latest phones

NEXT STORY

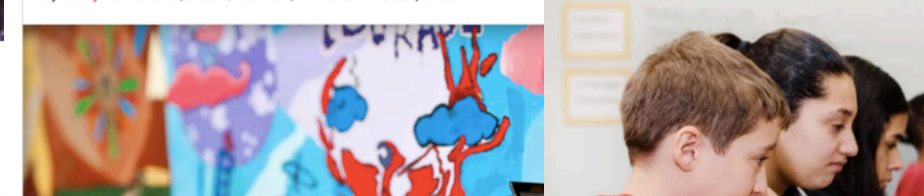
Netflix has renewed Narcos for a second season

APPS BUSINESS FACEBOOK TECH EXCLUSIVE REPORT

## Inside Facebook's plan to build a better school

How Mark Zuckerberg's philanthropy led to the creation of Facebook Impact

By Casey Newton on September 3, 2015 12:01 pm Email @CaseyNewton



EDUCATION DISRUPTED

## 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



privacy  
accuracy  
transparency  
security



**privacy**  
**accuracy**  
**transparency**  
**security**

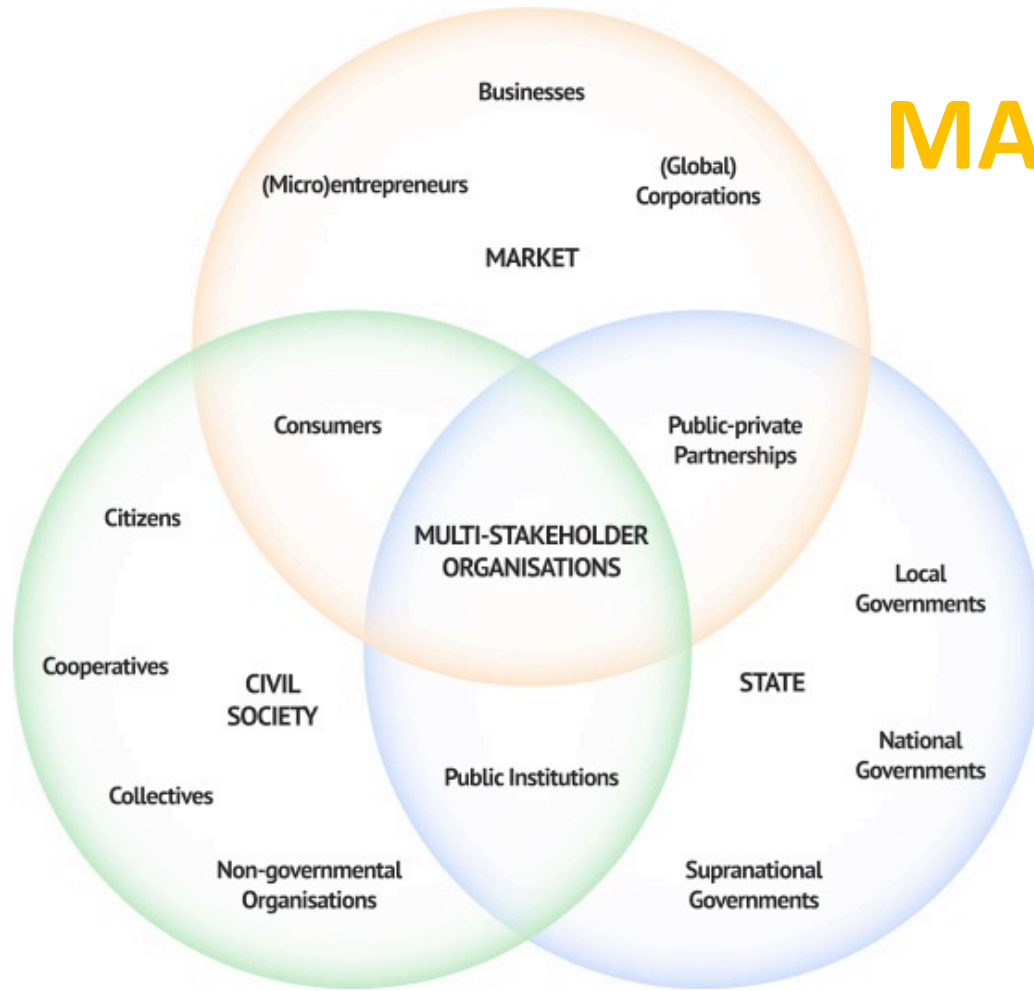
**fairness**  
**inclusiveness**  
**responsibility**  
**accountability**  
**democratic control**





- 
- A satellite map of Europe with a blue overlay. The overlay is a semi-transparent blue shape that covers most of the European landmass, with some internal white lines suggesting a network or infrastructure. The background is a dark, textured map of Europe.
1. Platform ecosystems
  2. Public values
  3. Responsible actors
  4. Challenges for Europe

# CIVIL SOCIETY



# MARKET

STATE

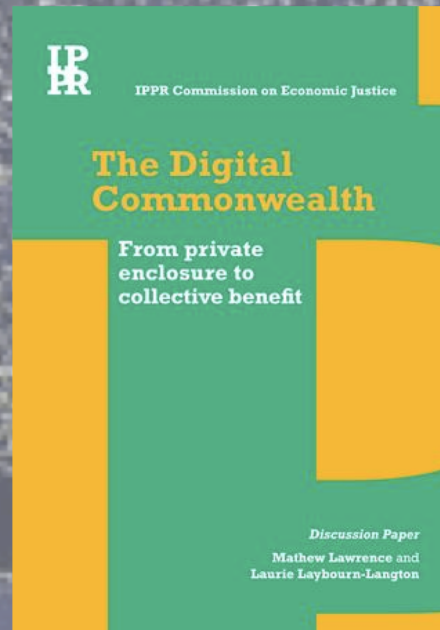
# STATE



- 
- 1. Platform ecosystems**
  - 2. Public Values**
  - 3. Responsible actors**
  - 4. Challenges for Europe**

# Challenges for Europe:

- Comprehensive approach to data-platforms





# Challenges for Europe:

- Comprehensive approach to data-platforms
- Articulate value-centric principles





## \_ For The Web

## The Case #ForTheWeb

## 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 puts 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



# Challenges for Europe:

- Comprehensive approach to data-platforms
- Articulate value-centric principles
- Update and harmonize regulation
- Stimulate nonprofit and public platforms





An aerial night view of a city with a digital network overlay. The city lights are visible, and a network of glowing blue lines and nodes is superimposed over the scene, suggesting a digital or data network. The sky is dark with some clouds, and the city lights are concentrated in the lower half of the image.

**“WE ARE ALL RESPONSIBLE FOR  
CREATING A FAIR, OPEN DIGITAL SOCIETY”**





**THANK YOU!**  
[j.f.t.m.vanDijck@uu.nl](mailto:j.f.t.m.vanDijck@uu.nl)