

October 2020

# Governing datafication

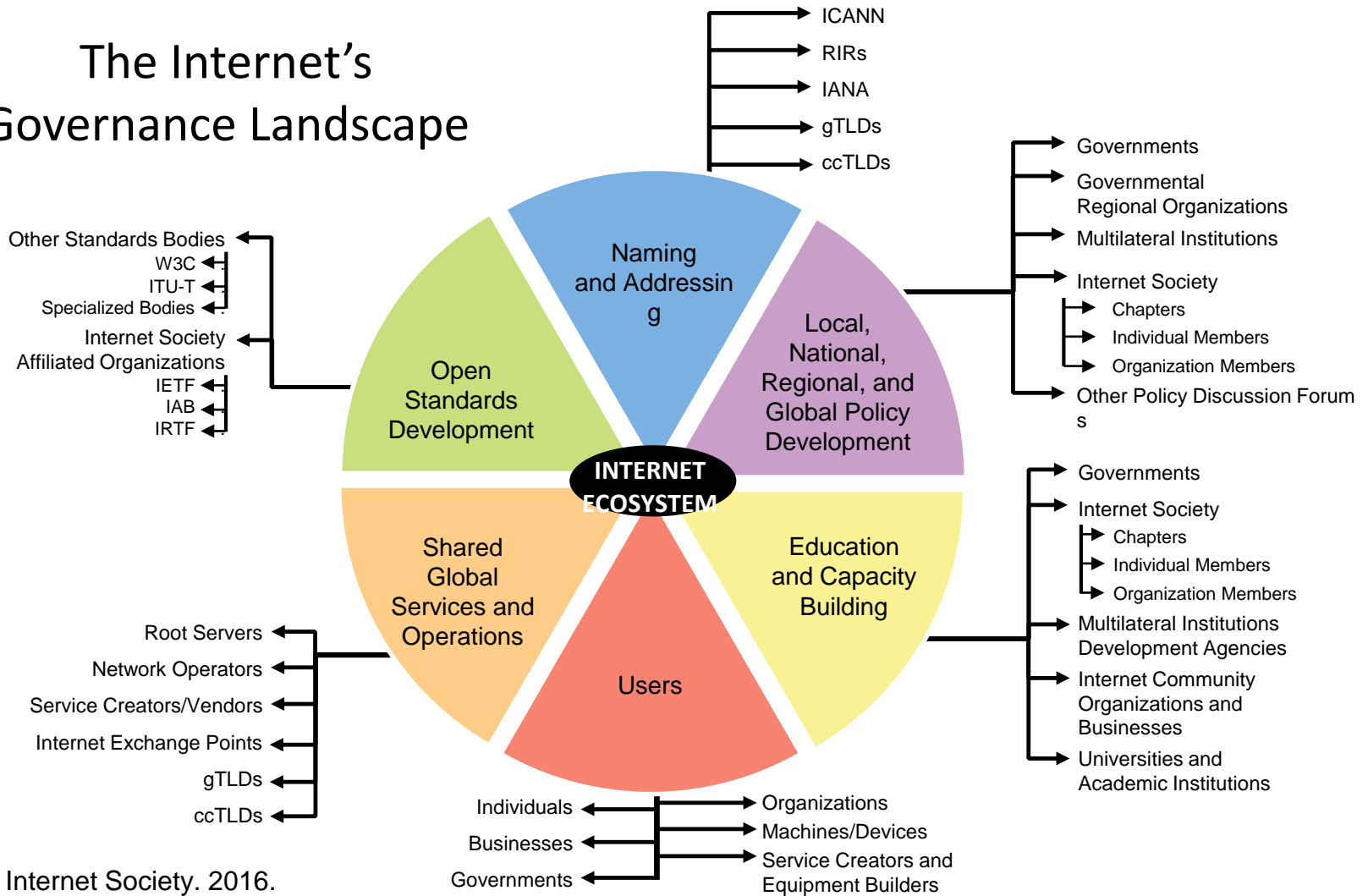
“Recent developments have increased the awareness that the current approach of governments and corporations to the governance of the Internet and the adjacent technological spaces raise a host of ethical, political, legal, and rights-related issues”

Flyverbom M, Deibert R, Matten D. The Governance of Digital Technology, Big Data, and the Internet: New Roles and Responsibilities for Business. *Business & Society*. 2019;58(1):3-19. doi:[10.1177/0007650317727540](https://doi.org/10.1177/0007650317727540)

# Who governs datafication?

- Not one, but multiple stakeholders
  - Public, private, public-private
  - Individuals, communities, civil society
  - Humans, non-humans, human-non-humans

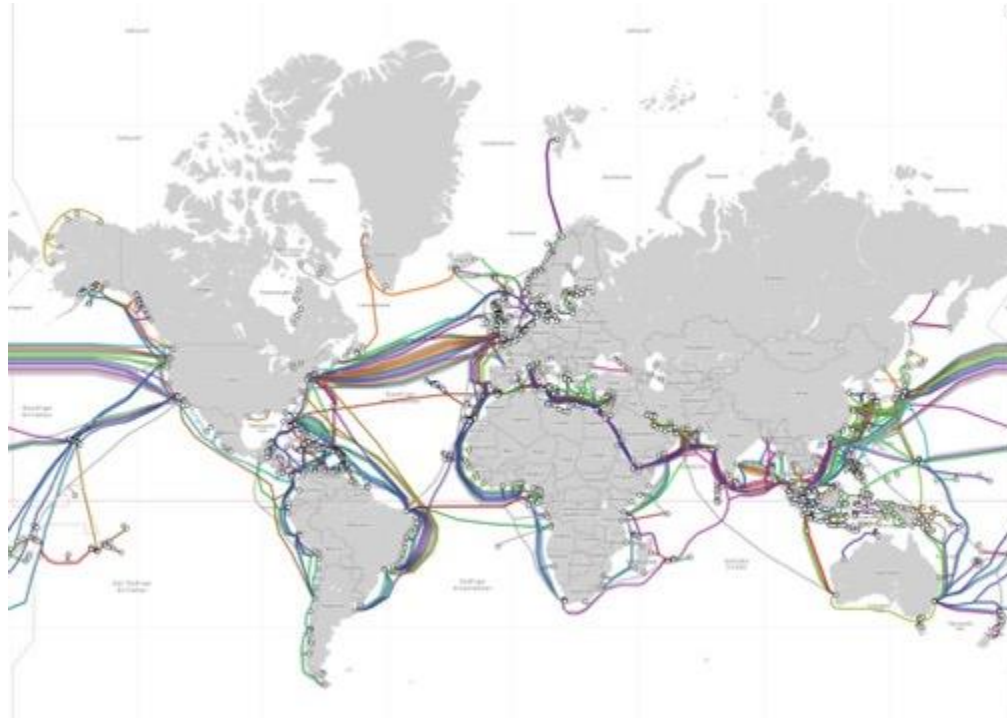
# The Internet's Governance Landscape



Layer	Internet Governance Characteristic
Physical Infrastructure	<ul style="list-style-type: none"> <li>Investments in broadband access penetration</li> <li>Policies that promote the development of IXPs and other interconnection and transmission systems in emerging markets</li> <li>Human capacity building</li> </ul>
Logical Resources	<ul style="list-style-type: none"> <li>A universal IP address space</li> <li>A universally consistent and stable DNS</li> <li>Adoption of IPv6</li> <li>Open technical standards that are open in participation and implementation, and engender multiple competing products that are interoperable</li> <li>Human capacity building in standards setting and critical logical resources</li> </ul>
Application and Content Layer	<ul style="list-style-type: none"> <li>Promotion of global access to knowledge rather than censorship of lawful content</li> <li>Universal support of IDNs</li> <li>Applications that adopt standards of accessibility for the disabled</li> <li>Promotion of digital literacy</li> <li>Promotion of interoperability norms in emerging contexts such as IoT</li> </ul>
Legal Layer	<ul style="list-style-type: none"> <li>Rejection of government policies that restrict the flow of data across borders and have detrimental effects on trade, economic growth and freedom of expression</li> <li>Agreements among governments to not tamper with the core infrastructure of the Internet, such as the DNS and systems of routing and interconnection</li> <li>Promotion of the private-sector-led multi-stakeholder governance system</li> </ul>

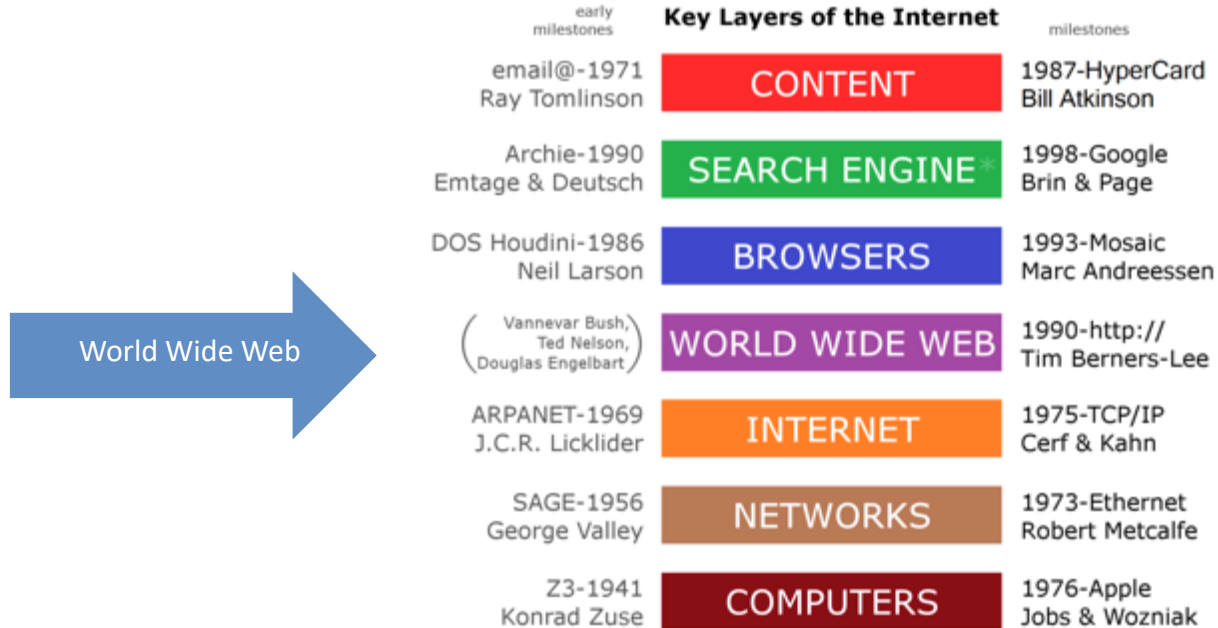
Source: Laura DeNardis, *One Internet: An Evidentiary Basis for Policy Making on Internet Universality and Fragmentation*, 2016

# The internet as cables

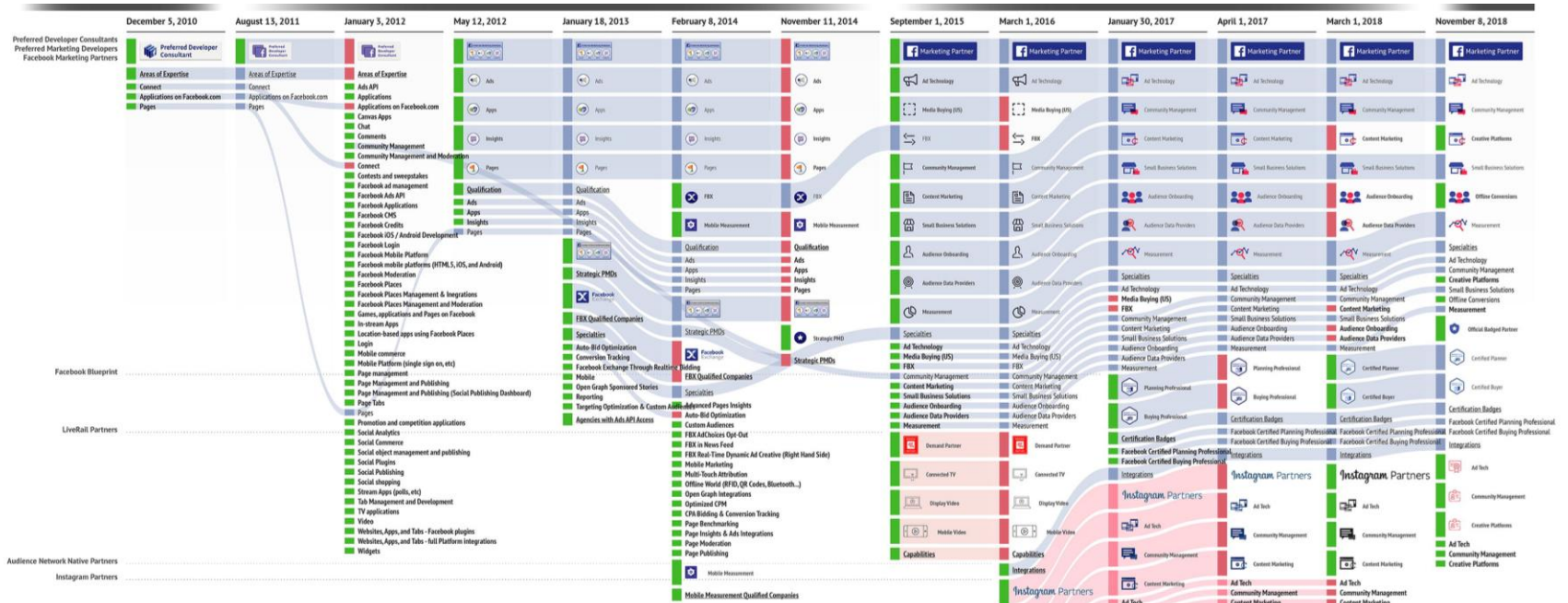


Source: <https://www.submarinecablemap.com>

# The World Wide Web?



# Platforms



Source: Helmond, Anne, David B. Nieborg, and Fernando N. van der Vlist. "Facebook's Evolution: Development of a Platform-as-Infrastructure." *Internet Histories* 3, no. 2 (April 3, 2019): 123–46. <https://doi.org/10.1080/24701475.2019.1593667>.



# New forms of governance

Platforms also introduce new forms of governance, such as “tiered governance”, where platforms offer different users different sets of rules, different material resources and opportunities, and different procedural protections.

Source: Caplan R, Gillespie T. Tiered Governance and Demonetization: The Shifting Terms of Labor and Compensation in the Platform Economy. *Social Media + Society*. April 2020. doi:[10.1177/2056305120936636](https://doi.org/10.1177/2056305120936636)

# Algorithmic governance

- a wide range of sociotechnical practices that order and regulate the social in specific ways ranging from *predictive policing* to the *management of labour* and *content moderation*
- Algorithmic governance: ordering, regulation and behaviour modification, a form of management, optimisation and participation
- Themes: bias and fairness, transparency and human agency

Katzenbach and Ulbricht,  
2019. Algorithmic  
Governance, *Internet Policy  
Review*,  
<https://policyreview.info/concepts/algorithmic-governance>

# Examples of new data governance models

- data sharing pools
- data cooperatives
- public data trusts
- personal data sovereignty

Source: Micheli M, Ponti M, Craglia M, Berti Suman A.  
Emerging models of data governance in the age of datafication.  
*Big Data & Society*. July 2020. doi:[10.1177/2053951720948087](https://doi.org/10.1177/2053951720948087)

# Governance of datafication

- Internet
- Web
- Platforms
- Algorithms
- Data