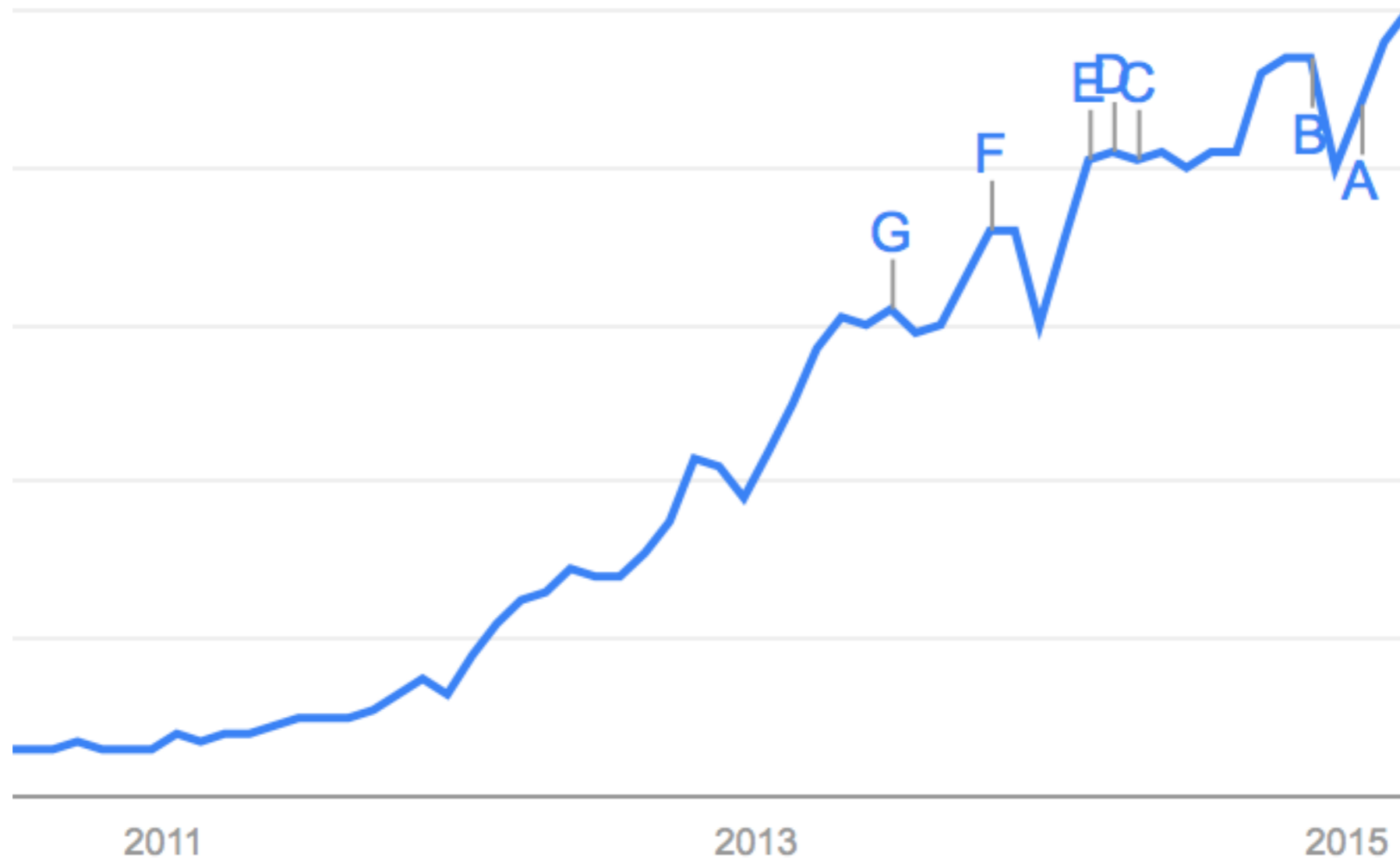


Données et pouvoir : une enquête sur les plateformes d'intermédiation

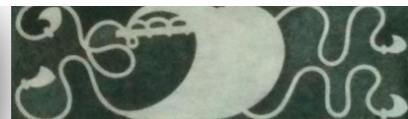
Aurélien Faravelon, Stéphane Frénot, Stéphane Grumbach
aurelien.faravelon@inria.fr

INRIA - Dice

Big Data: a trendy topic



Source: Google trend

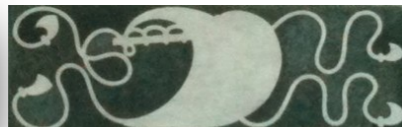
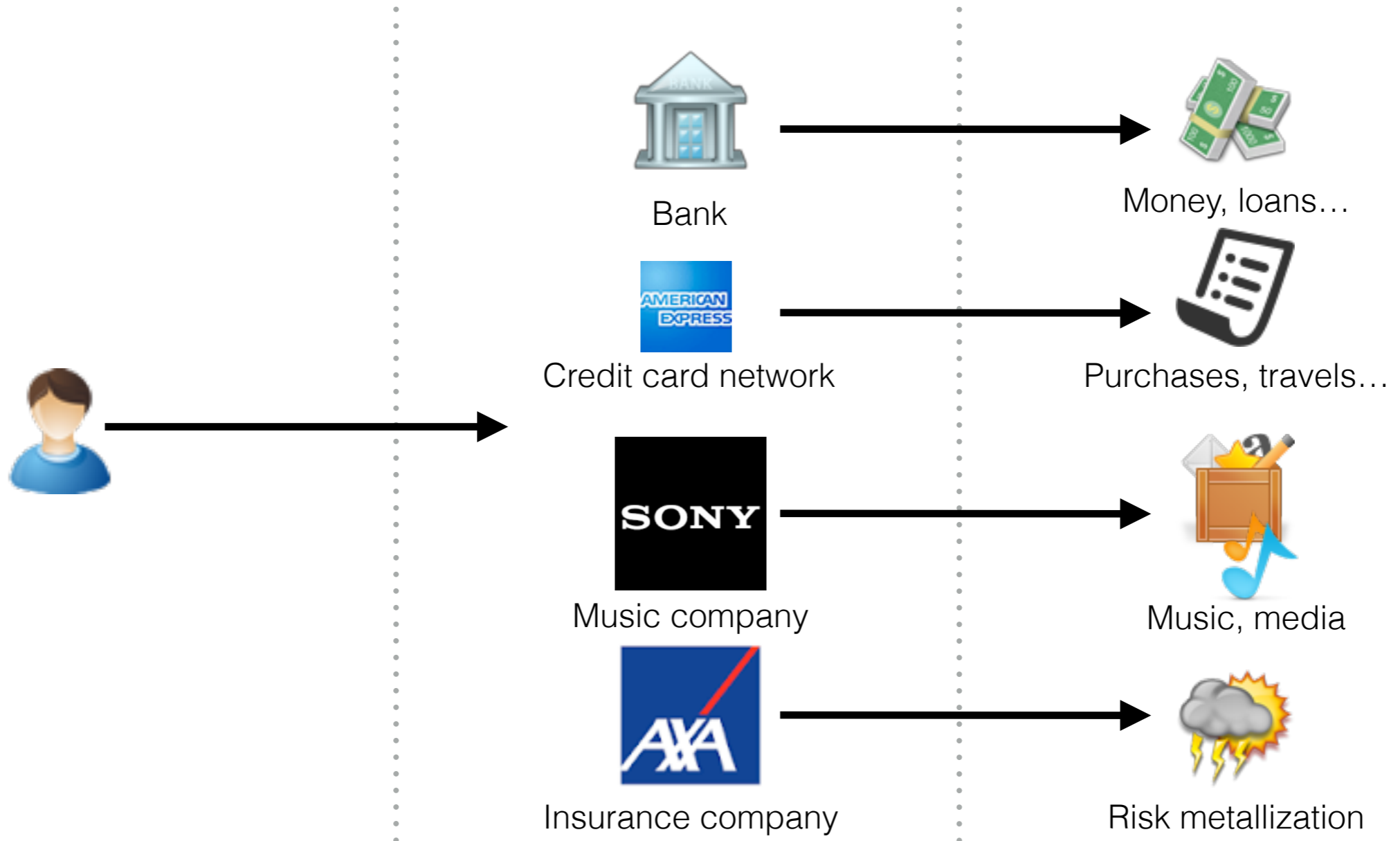


A world of intermediaries

People

Intermediaries

Goods and services





Efficient association
between producers/consumers
of data and services



Activity monetization

Knowledge extraction
from users activity

Intermediation Platforms

All 30

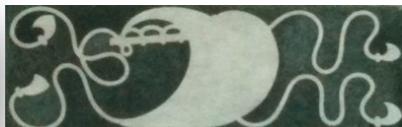
top sites

worldwide

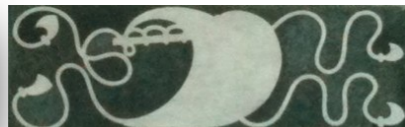
#1 site

traffic

10 times #15



Digital disruption



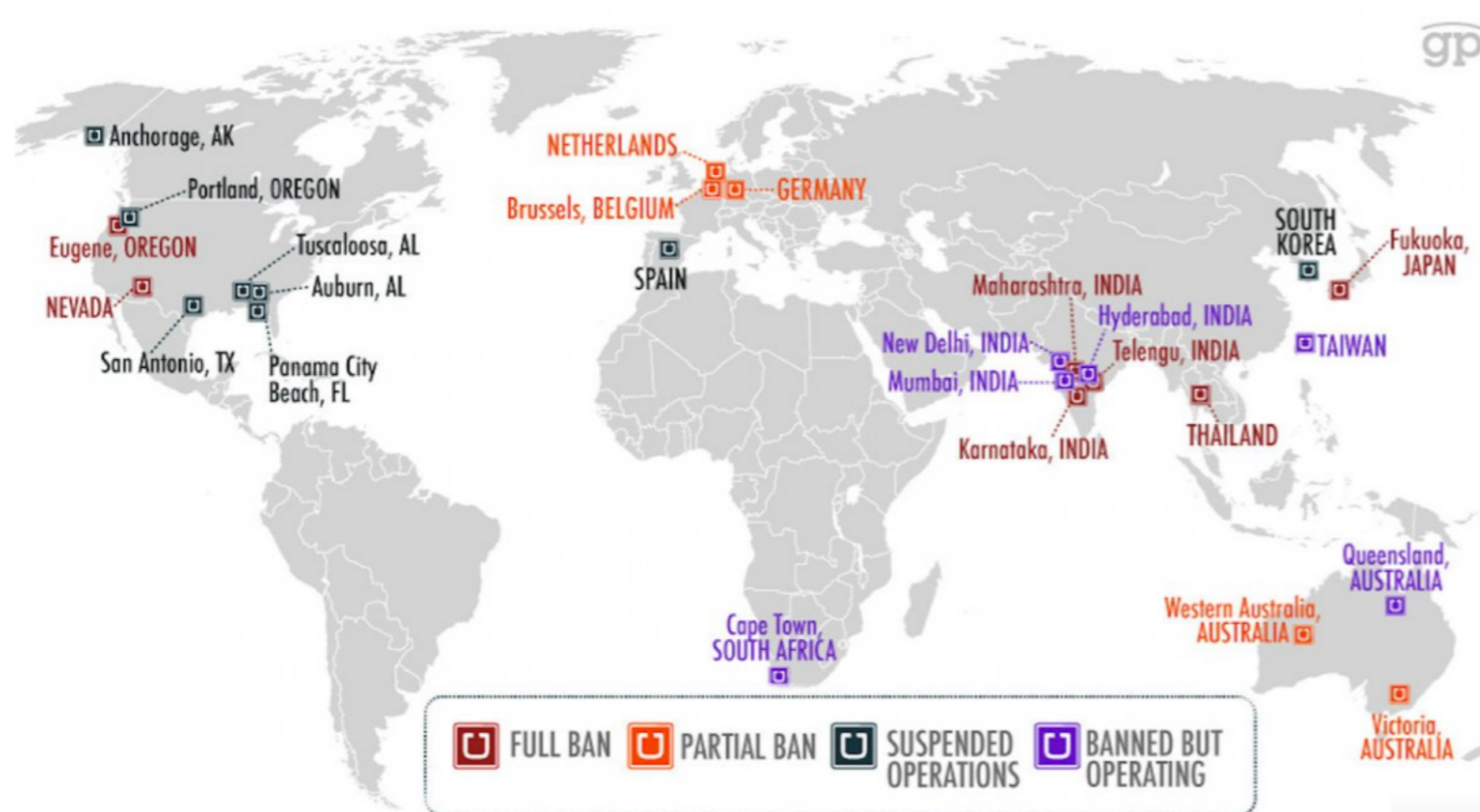
Digital disruption

Here's everywhere Uber is banned around the world



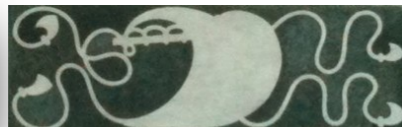
Eva Grant Simran Khosla, GlobalPost

🕒 Apr. 8, 2015, 11:03 AM 🔥 31,856 💬 3



Sources: Washington Post, TIME, Business Insider, NYTimes, HuffPo, Reuters, WSJ, CNN and local news reports

Simran Khosla + Eva Grant / GlobalPost



Digital disruption



WIKIPEDIA
The Free Encyclopedia

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Wiki Loves Africa: share A

PRISM (surveillance program)

From Wikipedia, the free encyclopedia

ACM CAREERS

New California Law Extends Privacy Rights to Electronic Data

By The Associated Press

October 9, 2015

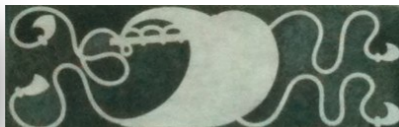
[Comments](#)

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User Name

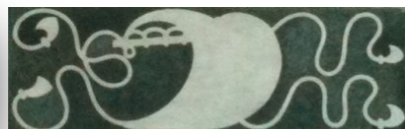
Password



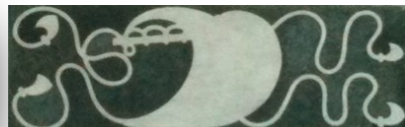
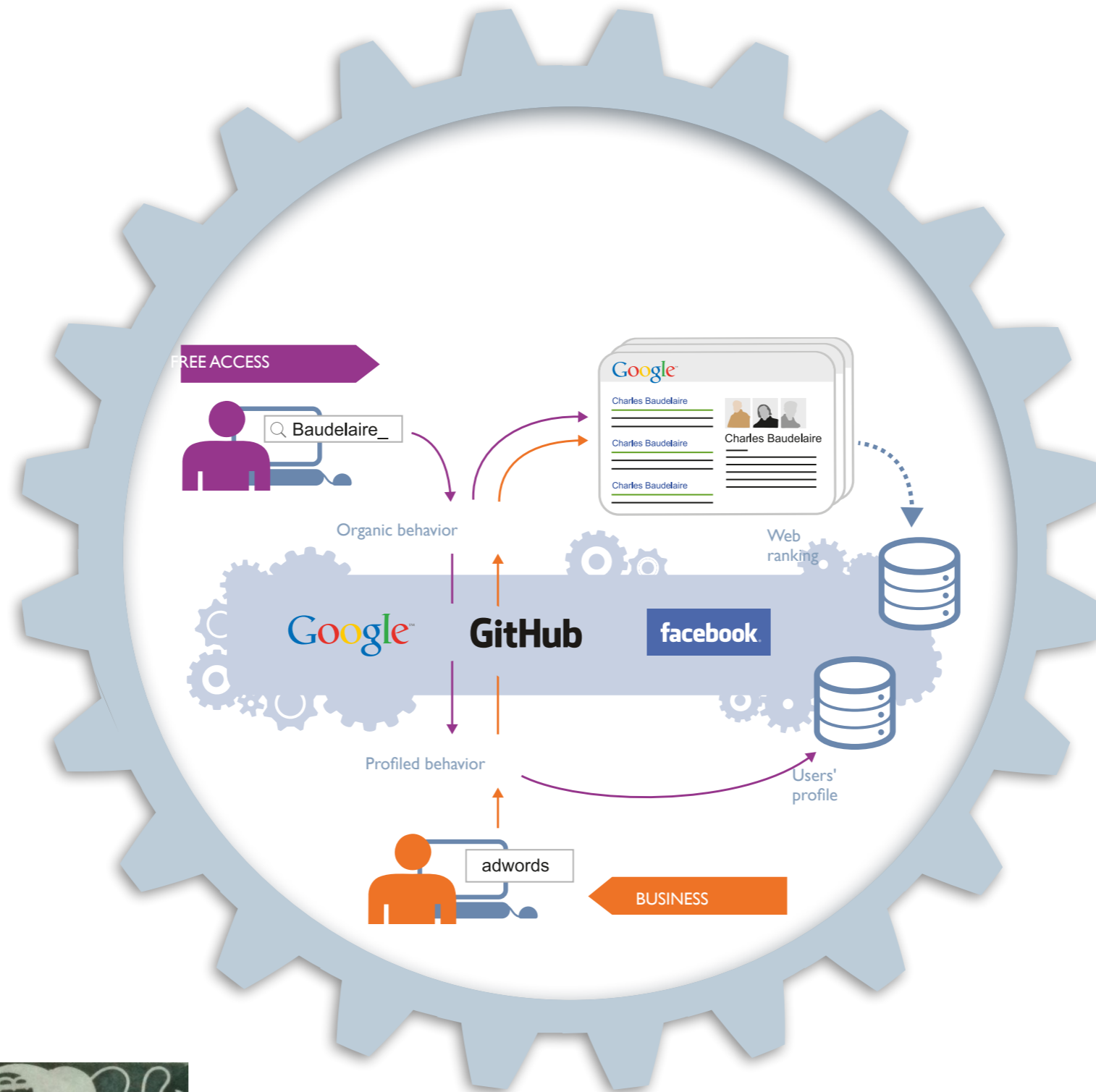
Roadmap

- Intermediation concepts
- Intermediation economy
- Next steps

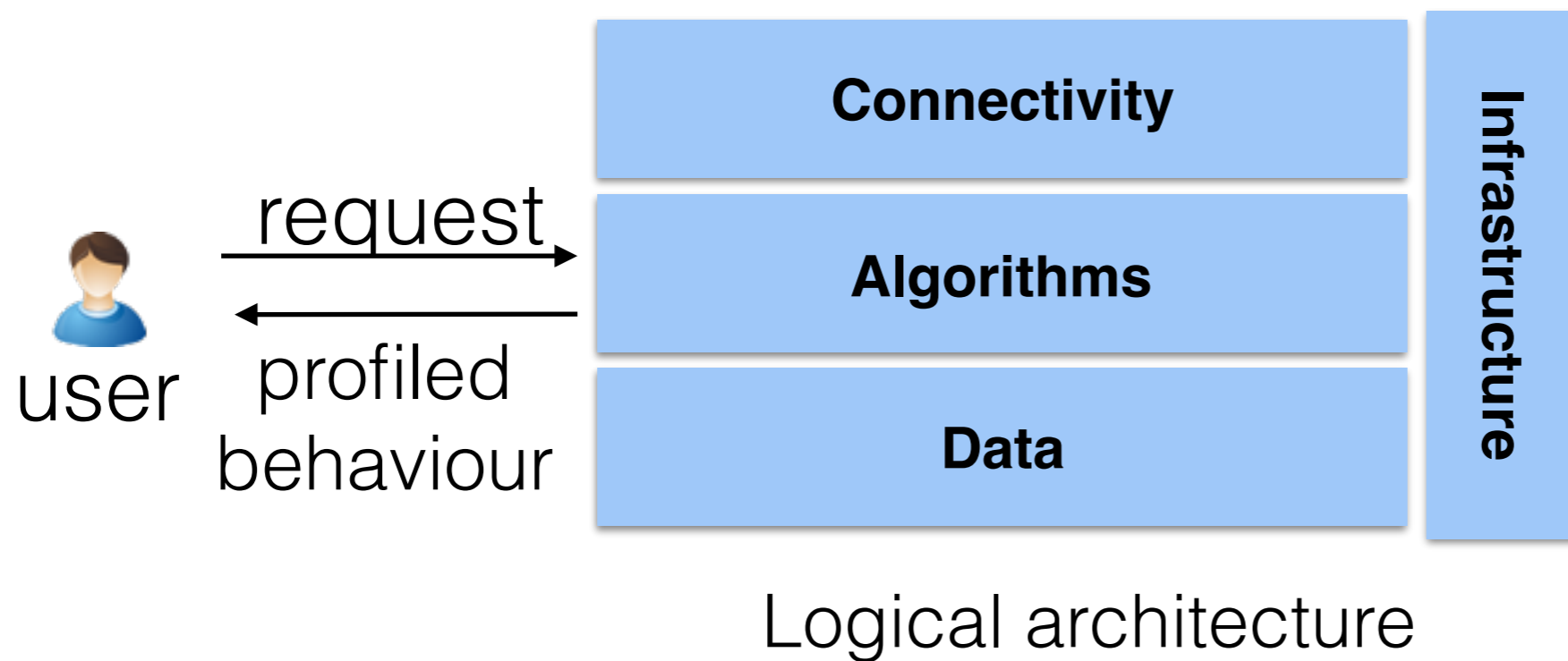
Intermediation concepts



A Twofold model

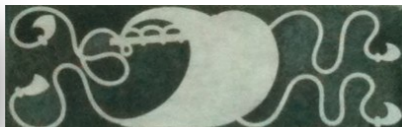
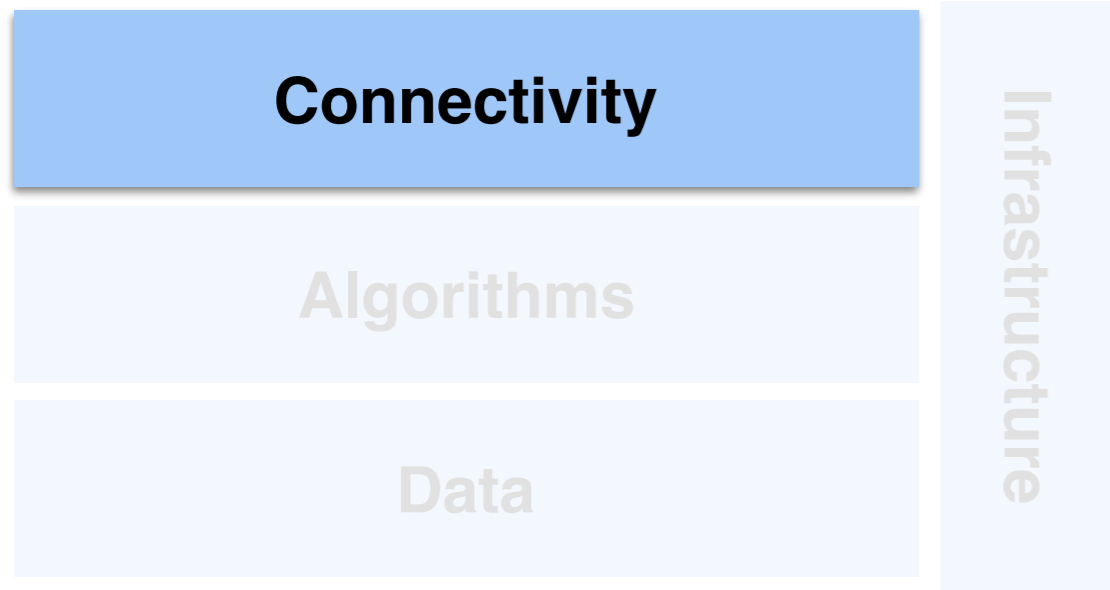


Digital Intermediation Model

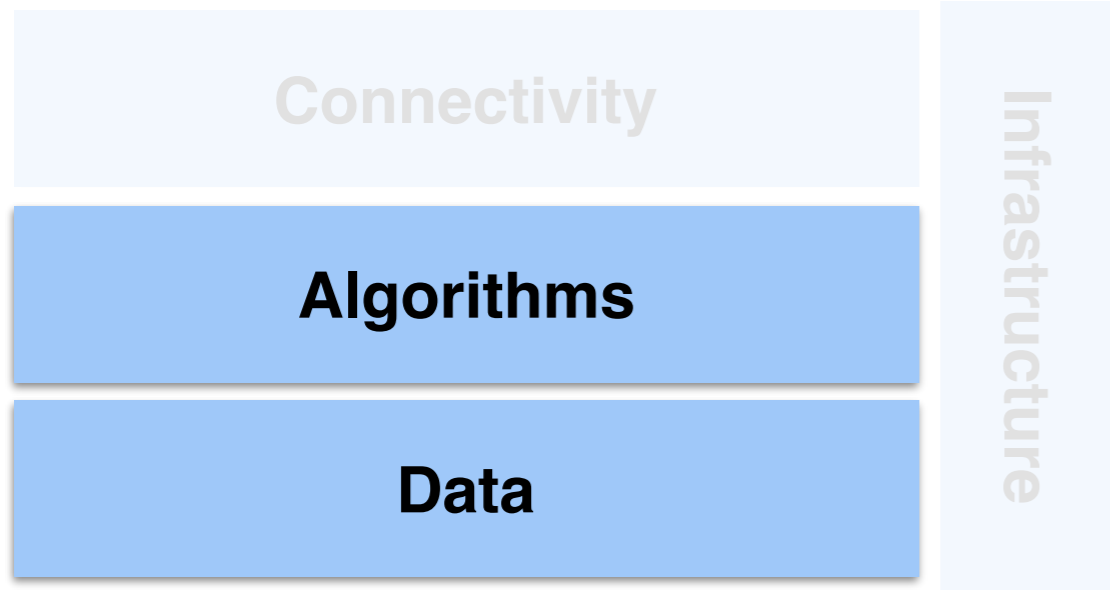


sources: <http://platformed.info/>

Connectivity



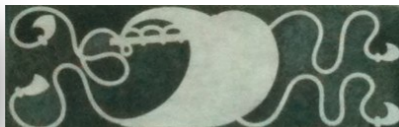
Data and algorithms



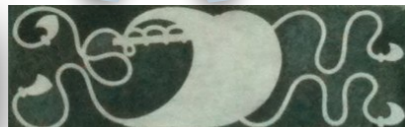
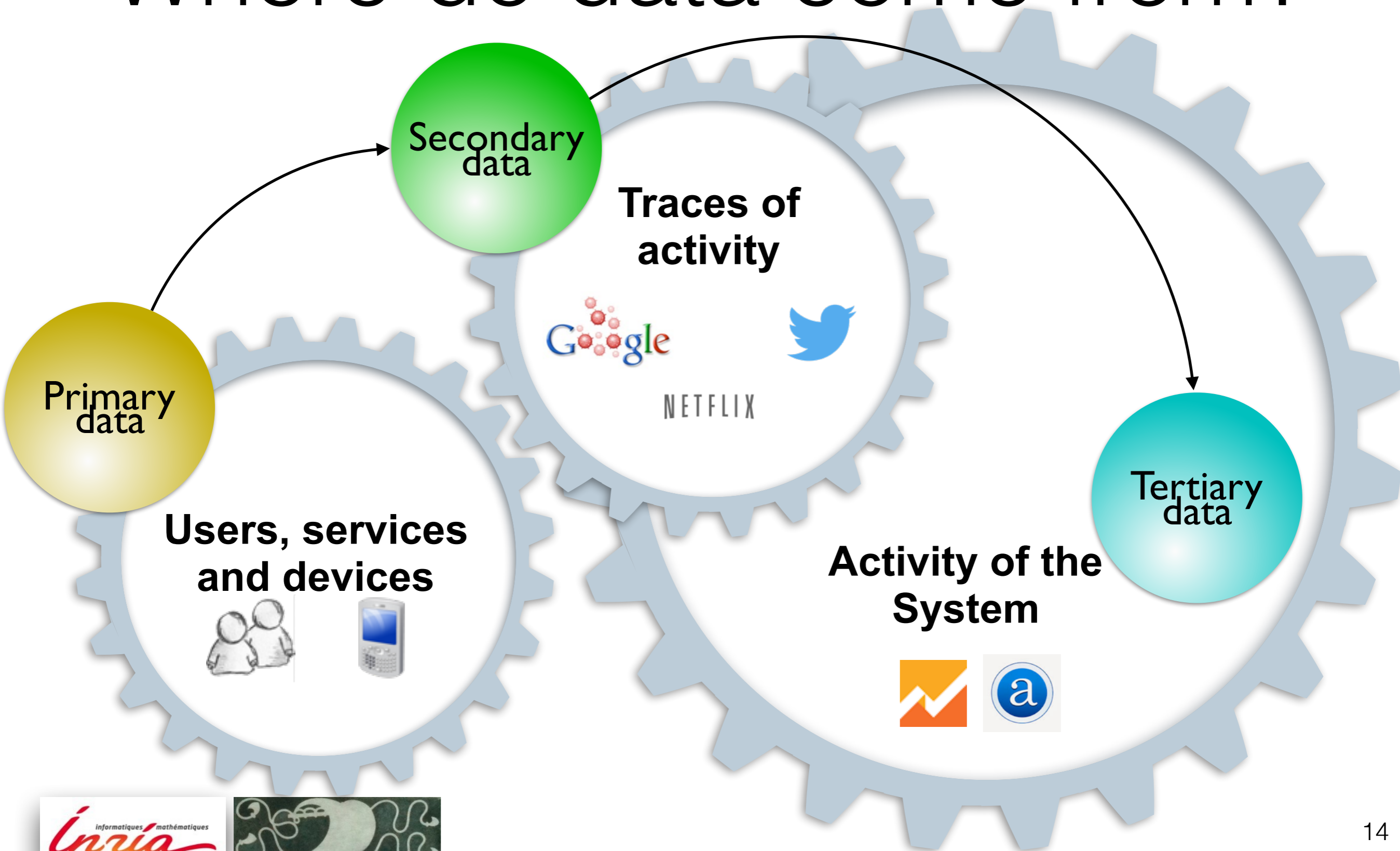
Aurélien Faravelon 334 relations
Docteur en informatique
Région de Lyon, France | Logiciels informatiques
Président LIG Grenoble, Laboratoire TIMC - Grenoble, Anacours
Études et formations Université Pierre Mendès-France (Grenoble II)

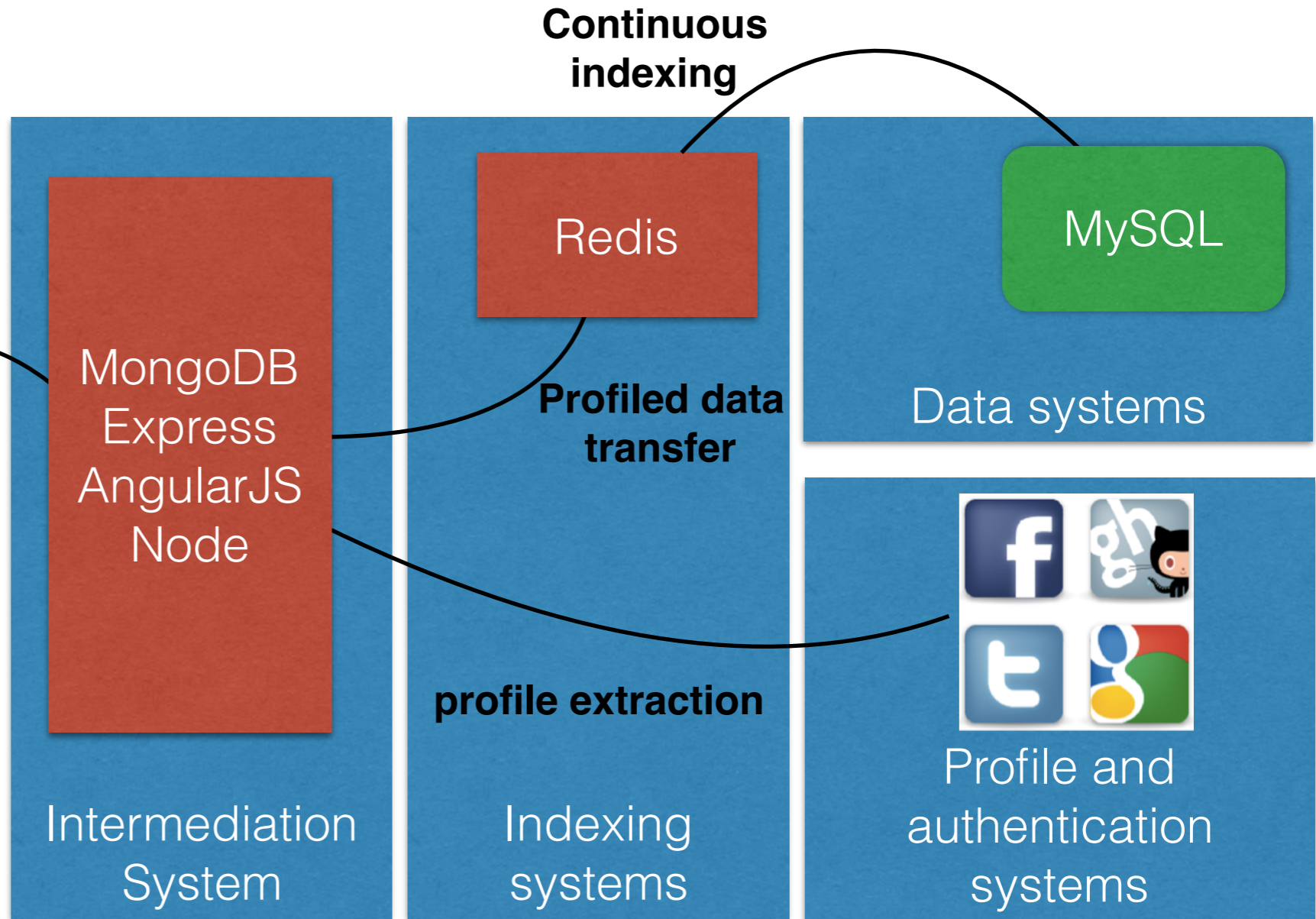
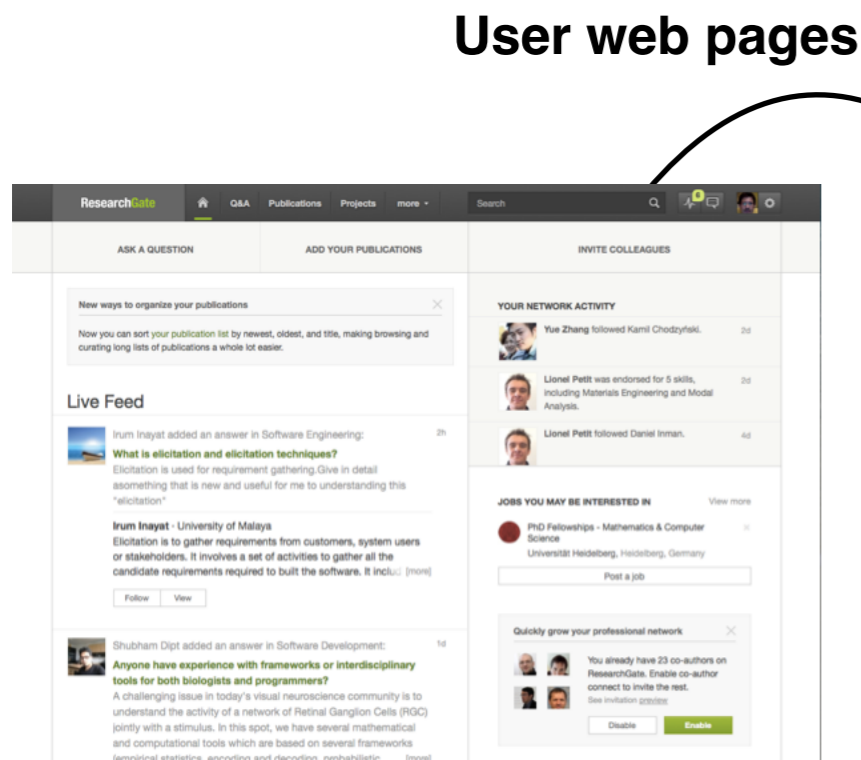
Inscrivez-vous sur LinkedIn et accédez au profil complet de Aurélien. C'est gratuit.

NETFLIX



Where do data come from?





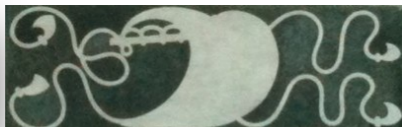
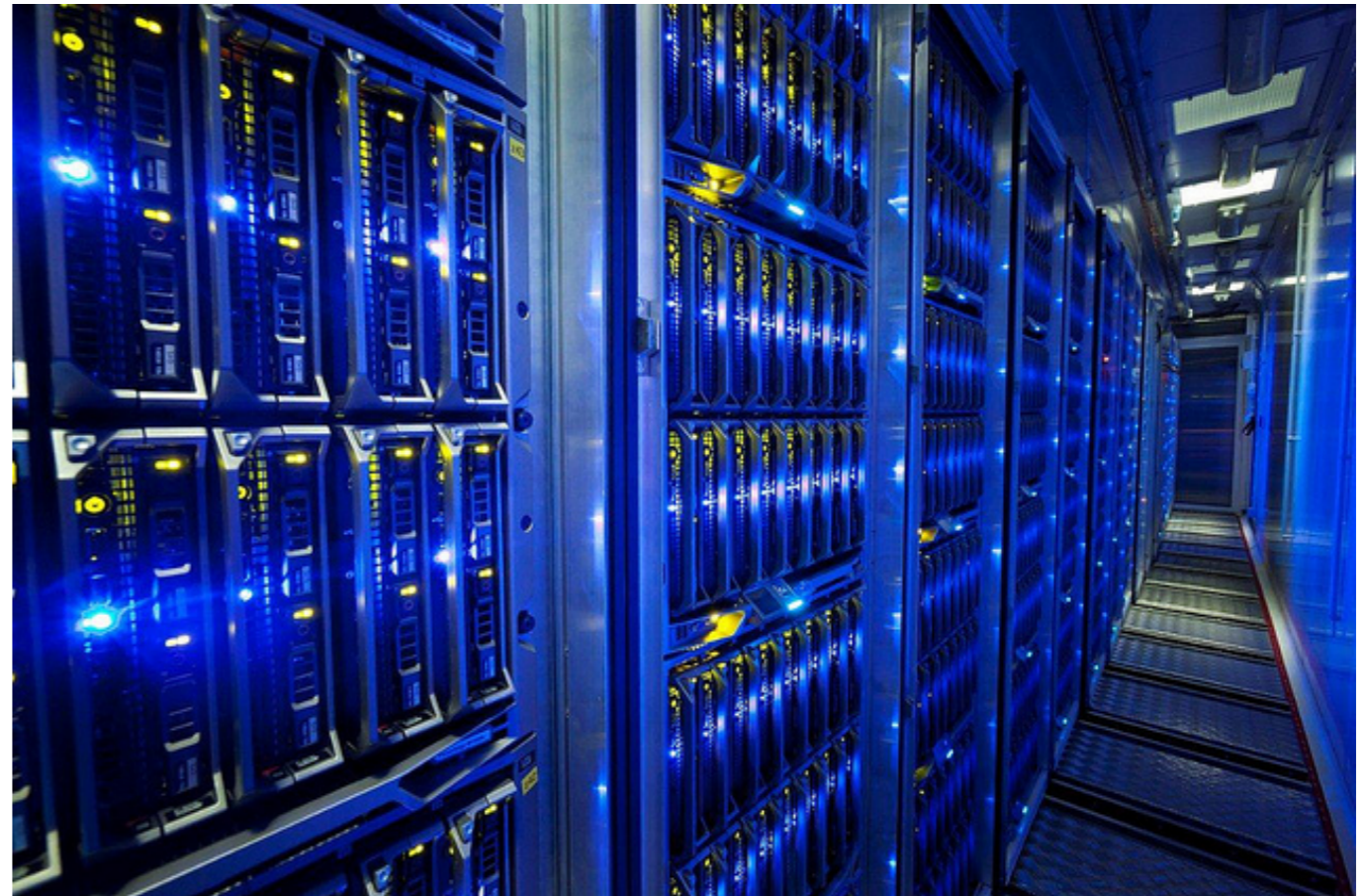
Infrastructure

Connectivity

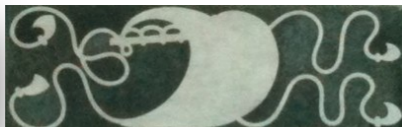
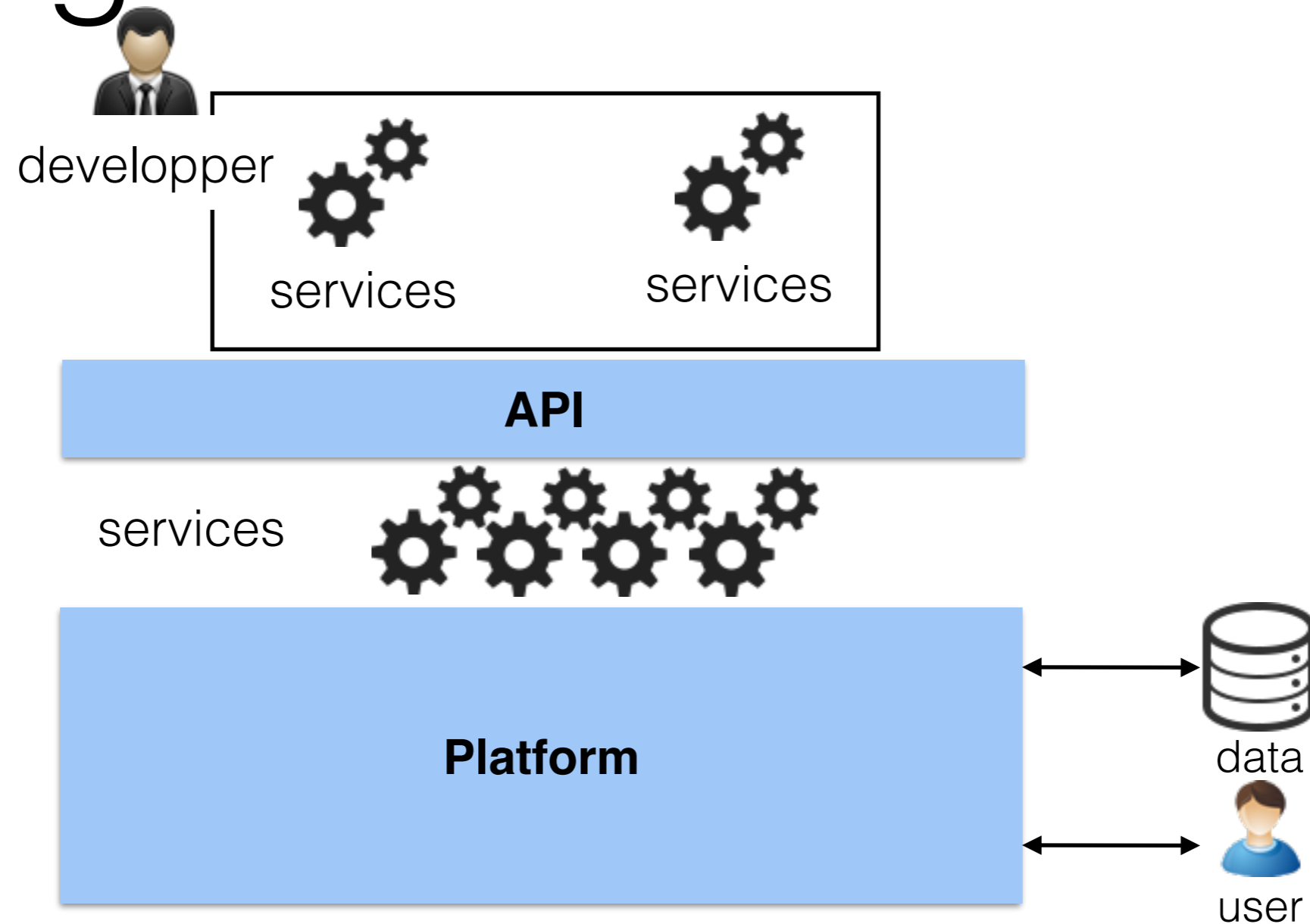
Algorithms

Data

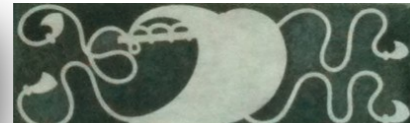
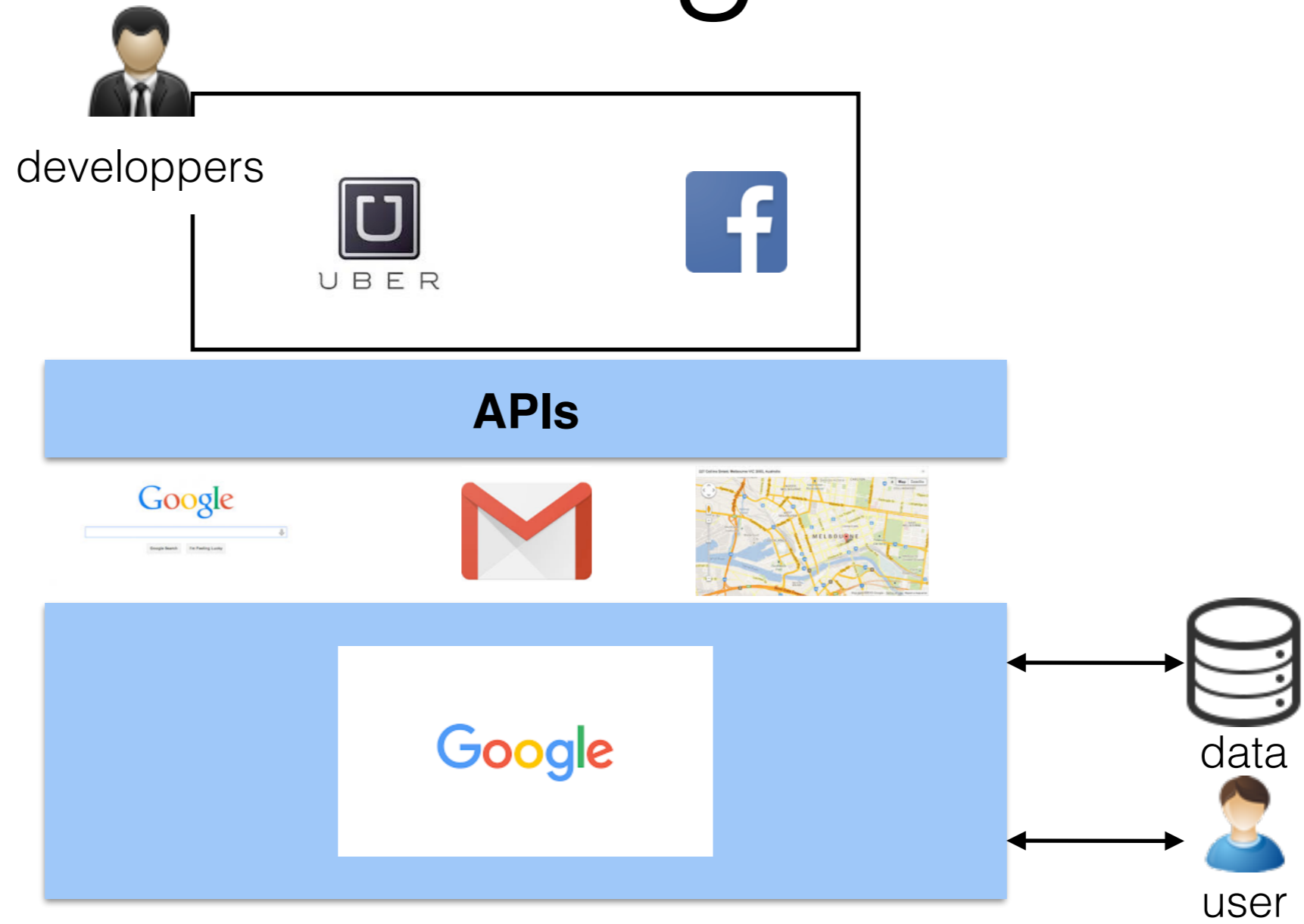
Infrastructure



Digital Platform Model

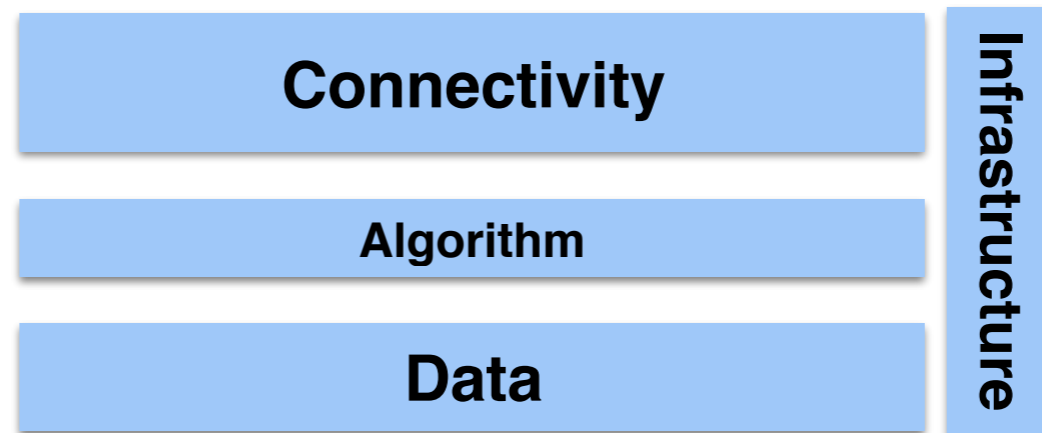


Google

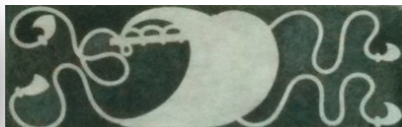


History of Facebook

Step 1 : 2003-2006 - Access restricted to university students

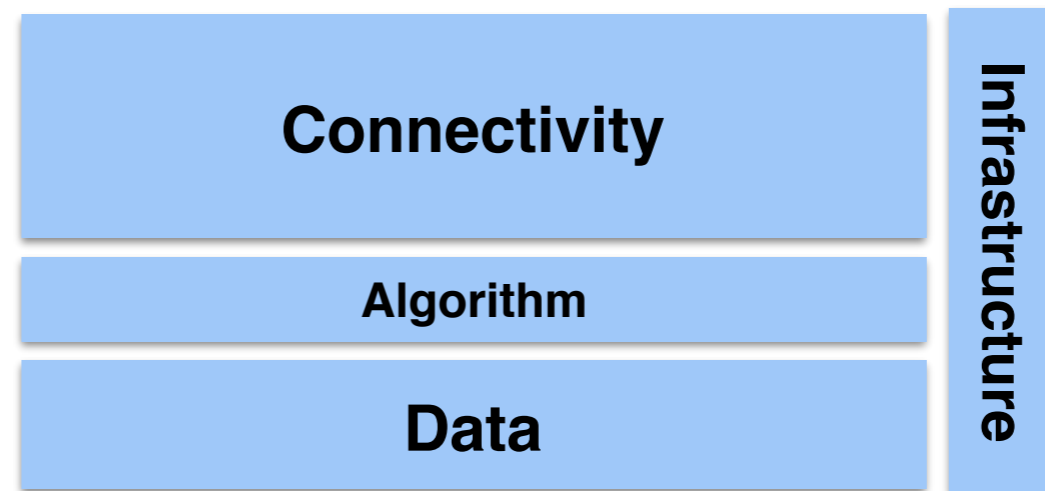


Comparable platforms:

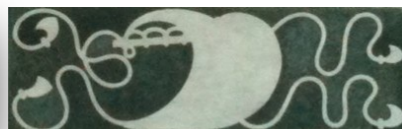


History of Facebook

Step 2 : 2006 - 2007 Access for everyone
New features: Newsfeed - Like button

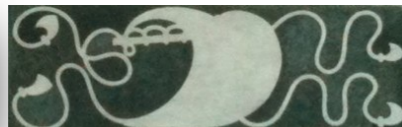
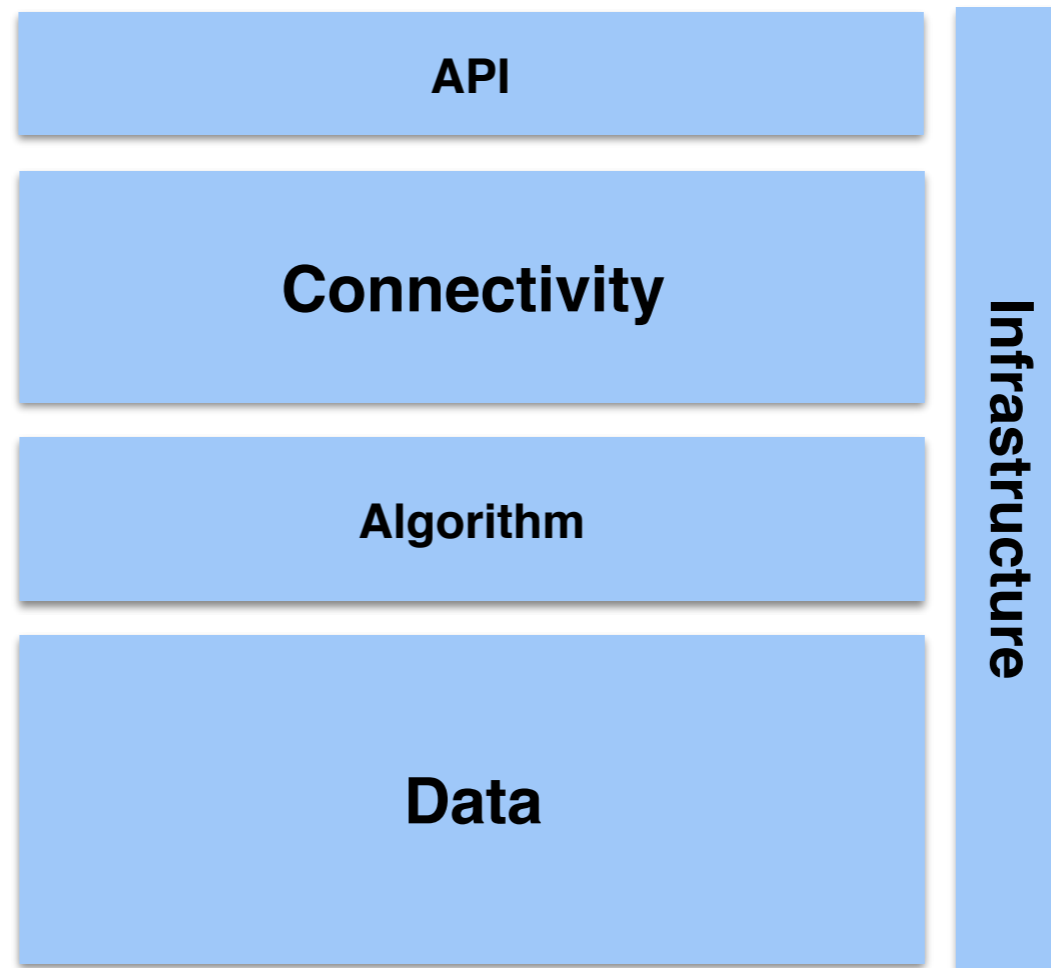


Comparable platforms:

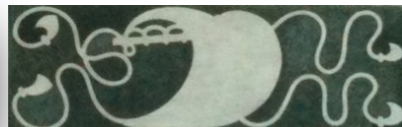
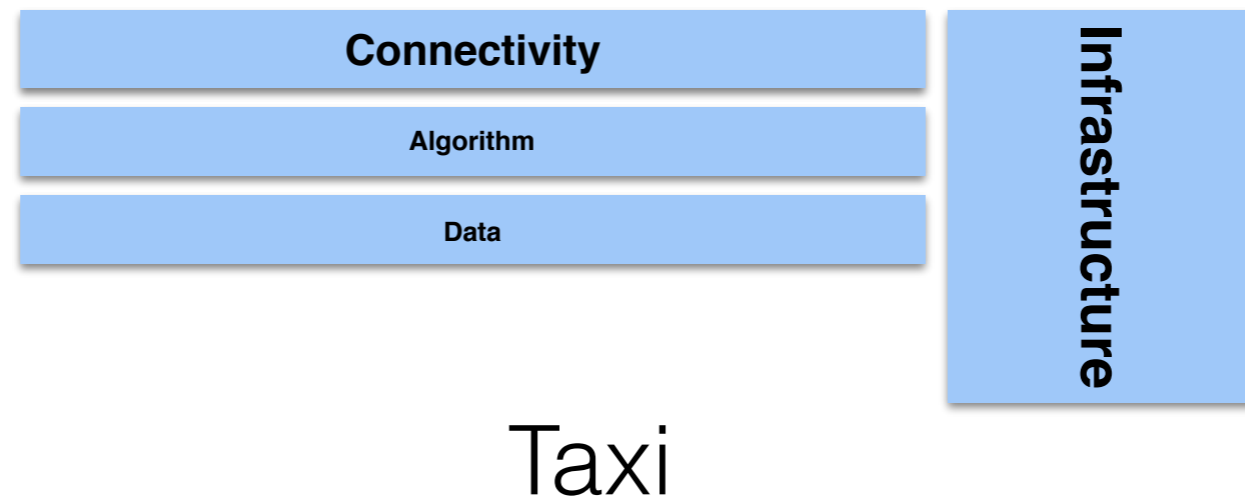


History of Facebook

Step 3 : 2007 Facebook as a platform
New features: API, Open Graph, social search...



From Uber to Uberization

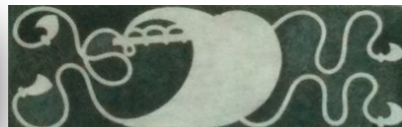
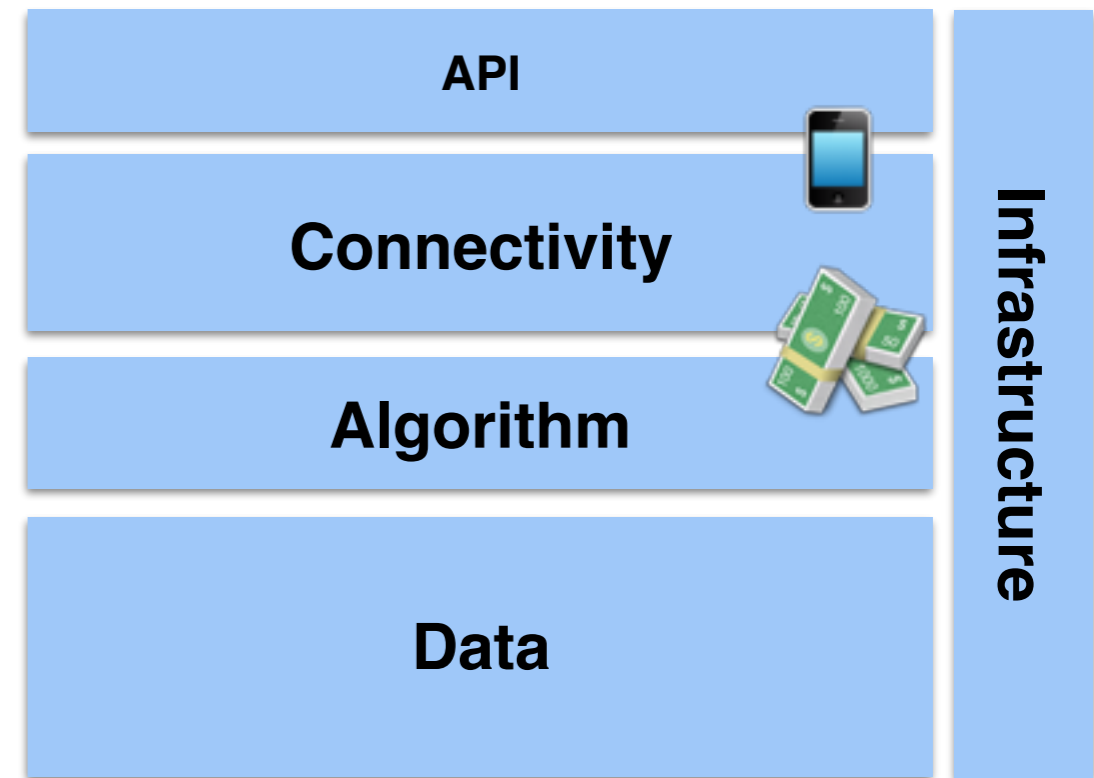
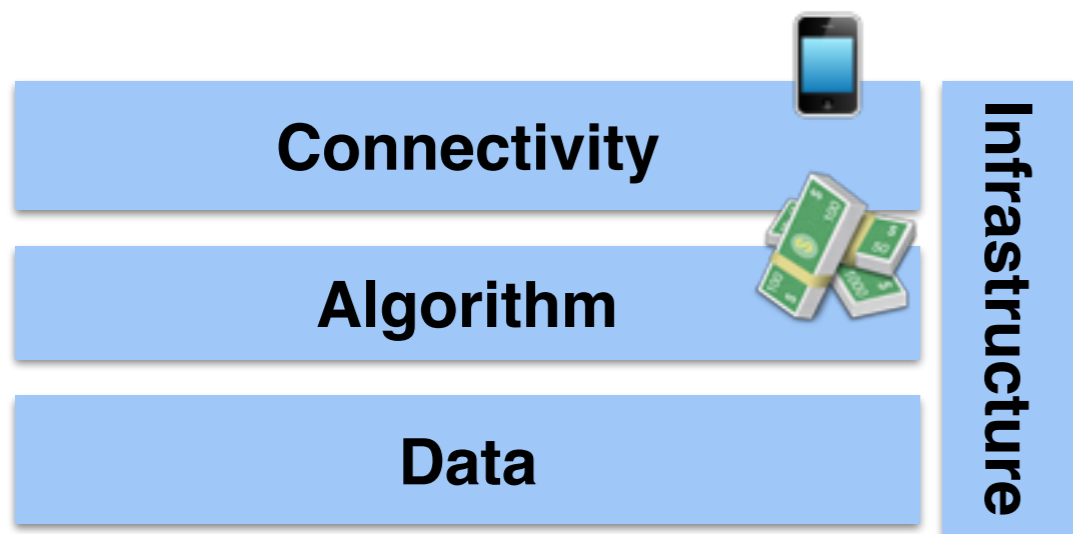


From Uber to Uberization

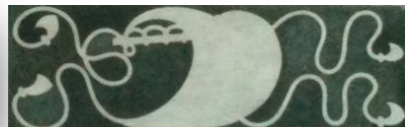
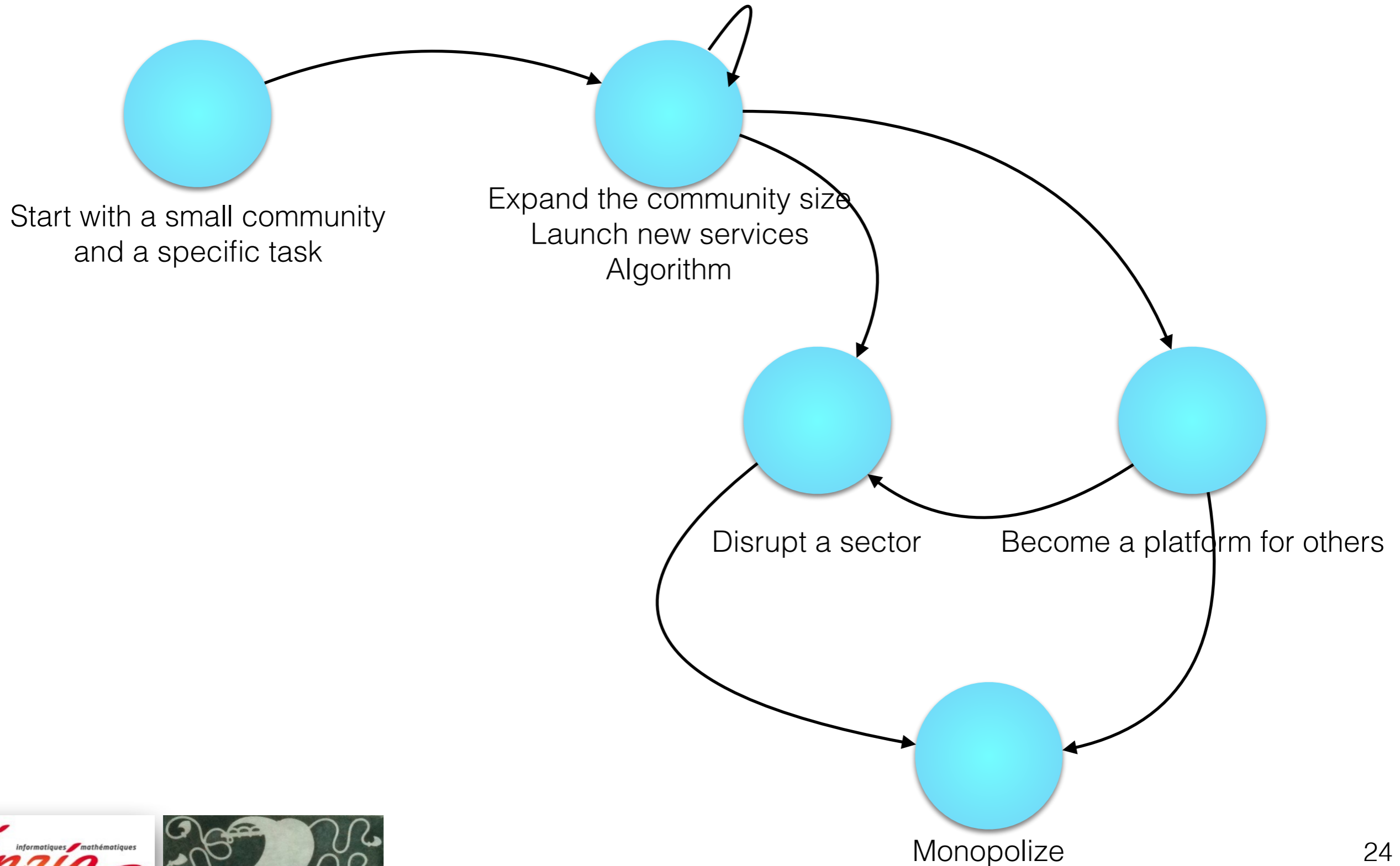
UberCab
2009



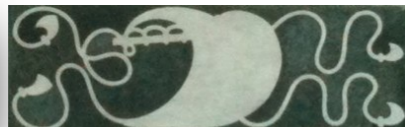
UberPop
UberPool
UberX
2015



The platform lifecycle



Intermediation Economy



Analysing intermediation, its economy and features

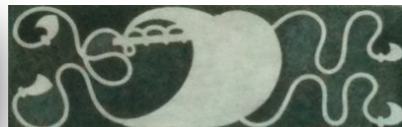
Analysis of the traffic to the top 25 websites of 30 countries
(about 450 websites after removing the duplicates)

Identification of influent platforms
(which belong to more than one Top 25)

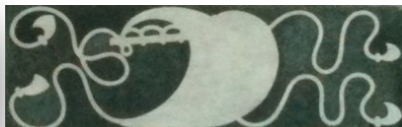
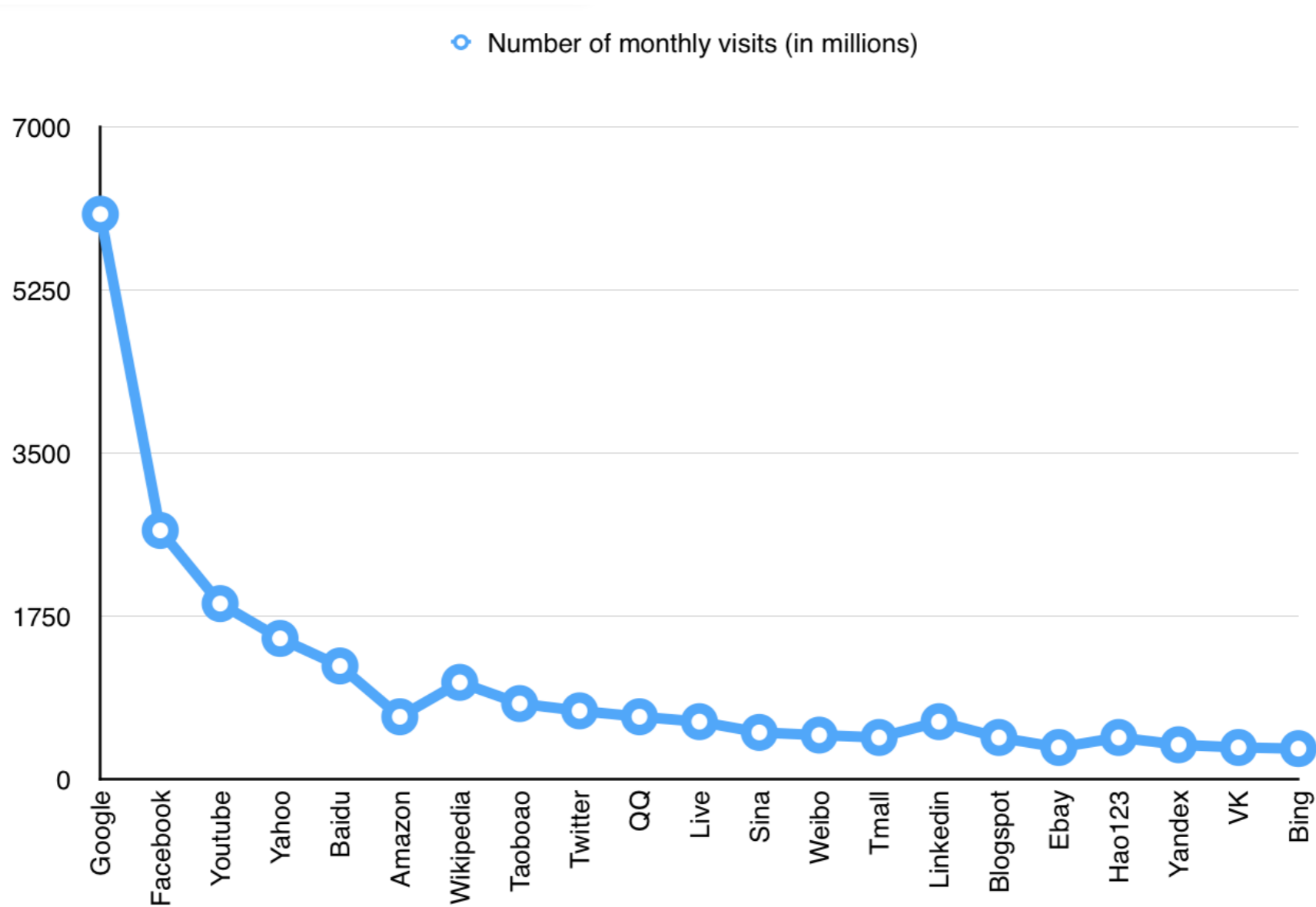
Identification of influent countries
(where influent platforms are headquartered)

Identification of main issues
(surveillance, right to be forgotten, disruption of legacy business models...)

Sources des données : alexa.com trafficestimate.com

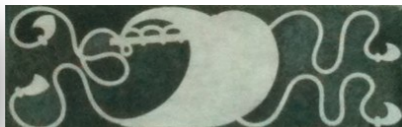
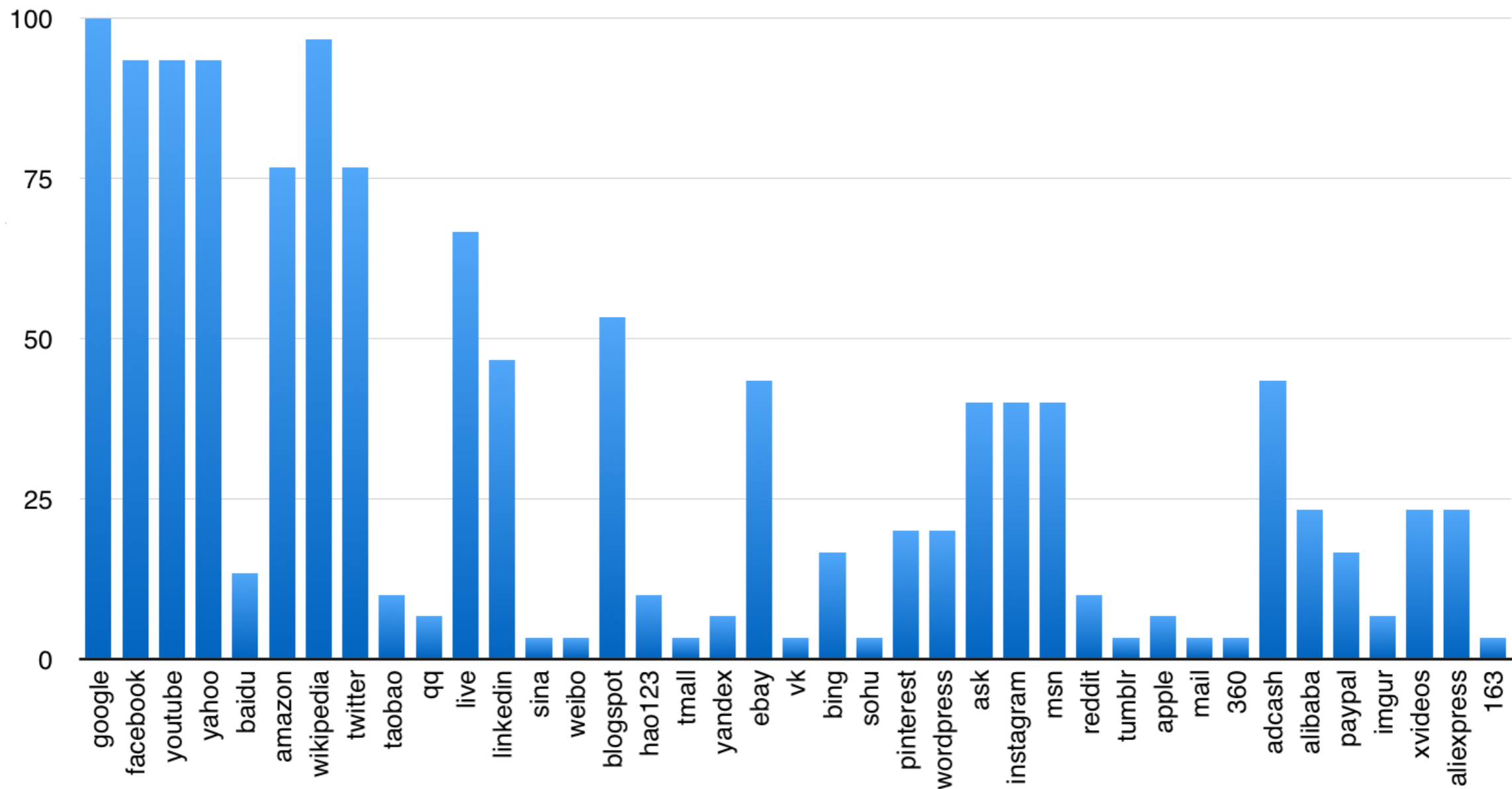


Flow centralisation

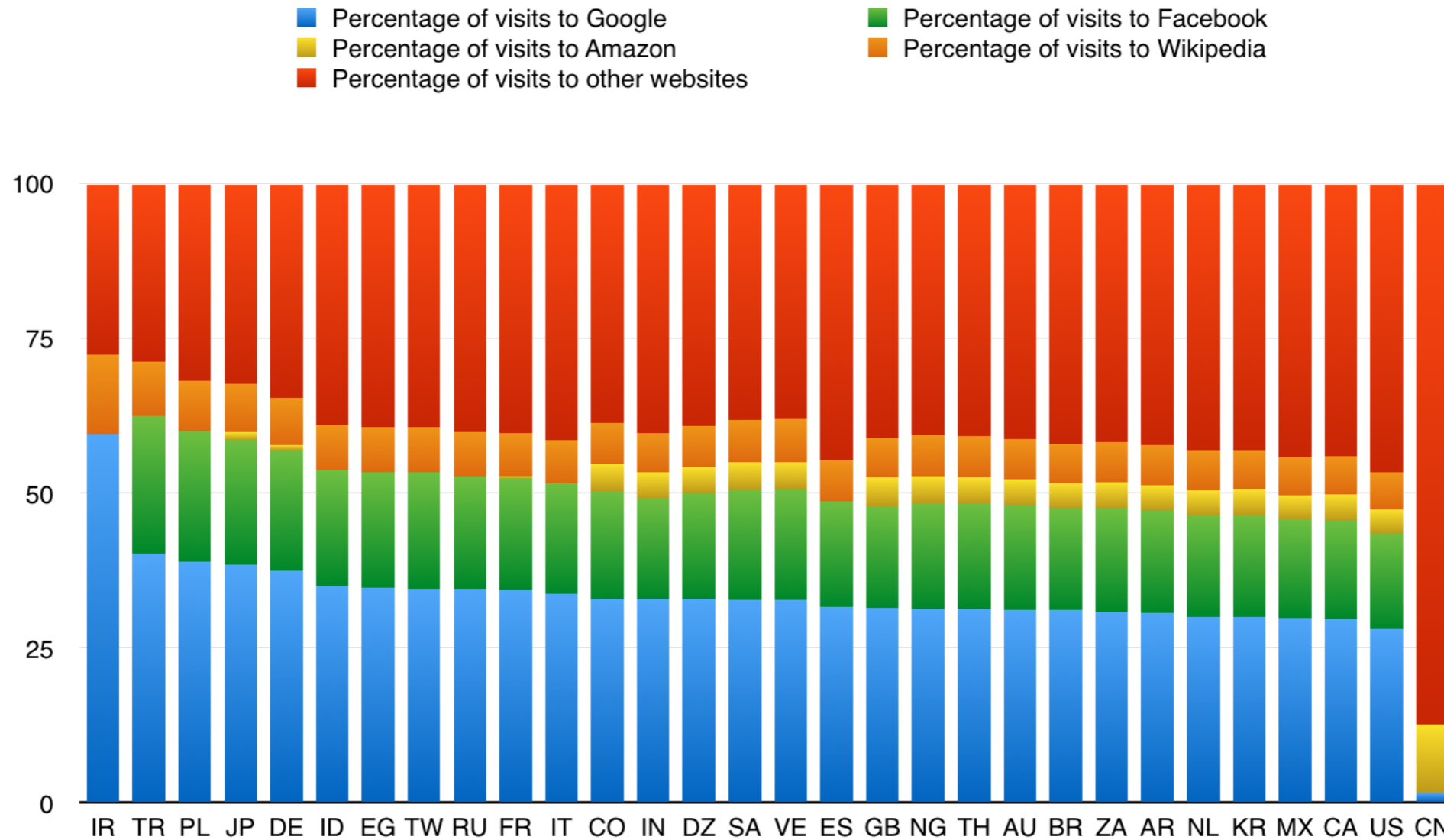


Global ranking

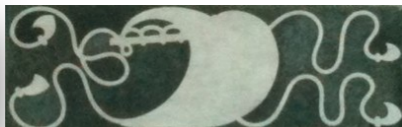
■ Percentage of top 25 the site belongs to



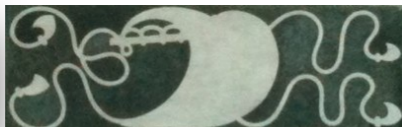
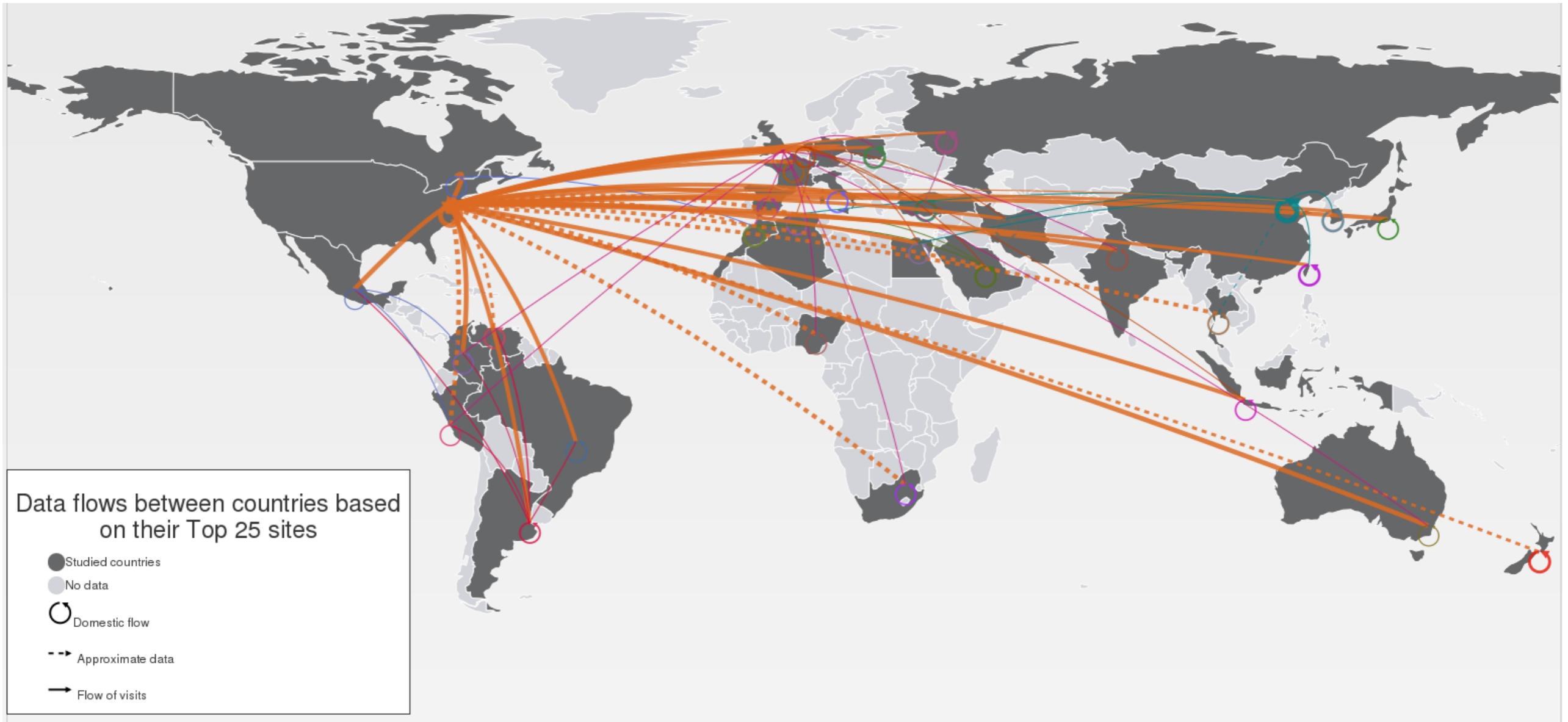
Few dominant platforms



Influent websites Sources: alexa.com trafficestimate.com

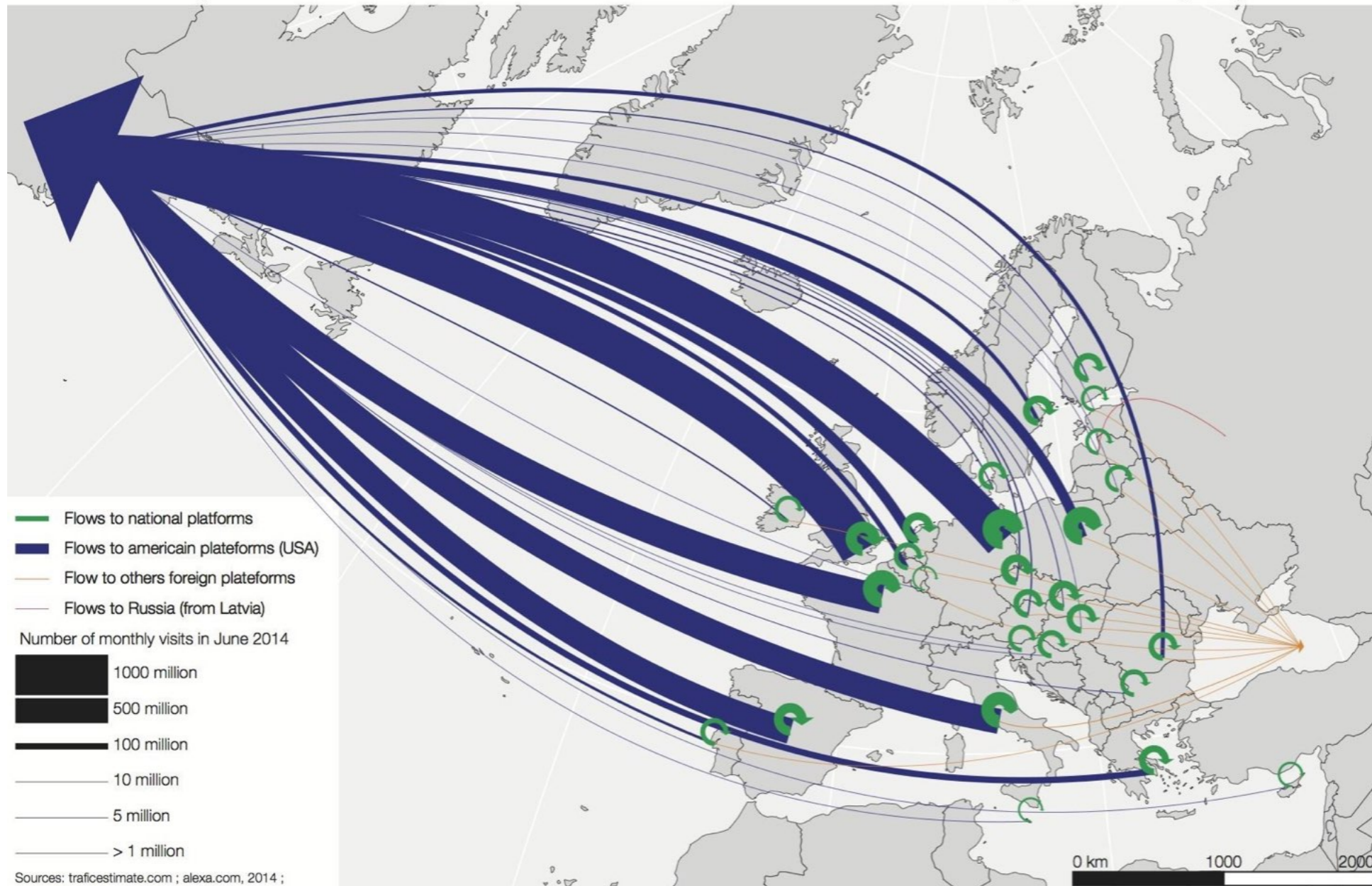


Web traffic

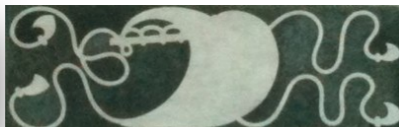


European dependence

Estimation of the monthly visits of the 25 most visited websites from each of the EU 28 countries and distribution of their visitors by the websites' country of origin



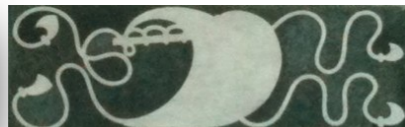
Sources: institut français de géopolitique



What's next?

Big data hegemony:

will big data belong to a small set of actors?

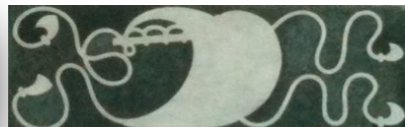


What's next?

Big data regime:

will big data be closed or open?

- Three scenarios :
 - Cohabitation
 - Ignorance
 - Conflict



Governing a digital world



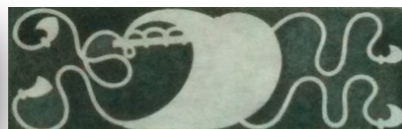
BUSINESS
INSIDER
UK

TECH

Europe's highest court just rejected the 'safe harbor' agreement used by American tech companies

James Cook and Rob Price

🕒 Oct. 6, 2015, 8:41 AM 🔥 15,738 💬 7



From car hailing to smart cities

UBER & EUROPE: PARTNERING FOR CITY TRANSFORMATION IN 2015



CREATE 50K
NEW JOBS



BRING uberPOOL
TO MORE EU CITIES



MASSIVE
ECONOMIC IMPACT



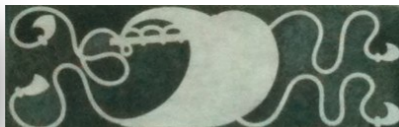
TAKE 400K CARS
OFF THE ROAD



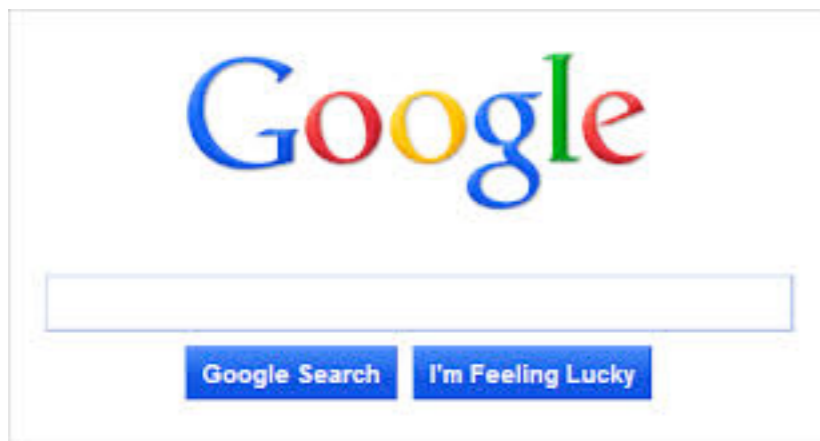
PARTNERSHIPS ON DATA
AND TECHNOLOGY



PROGRESSIVE
REGULATIONS



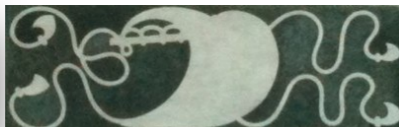
From search to values



Future Law / ●● How Google determined our right to be forgotten

Julia Powles and Enrique Chaparro

🕒 18 Feb 2015 💬 53



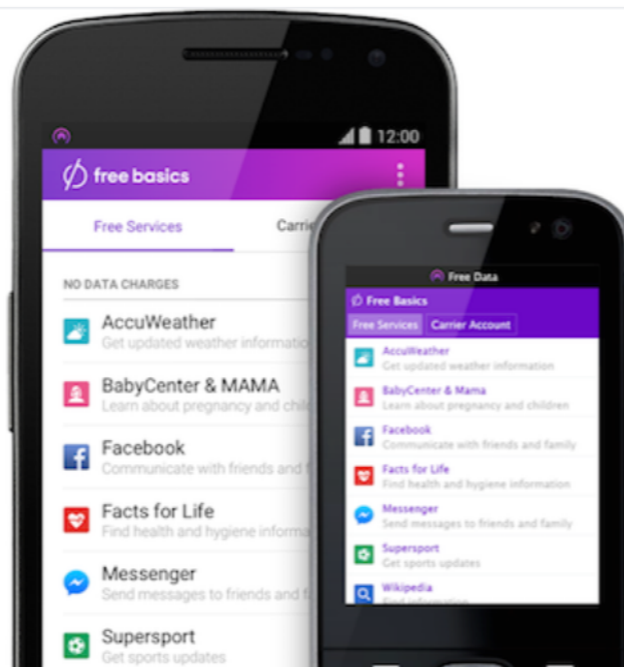
From social networks to internet providing

Free Basics Platform

Free Basics by Facebook provides free access to basic internet services to a billion people all over the world. Your service can be part of it.

[Submit Your Service](#)

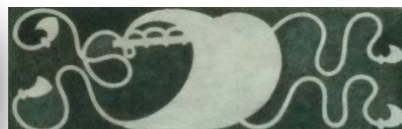
If you're interested in building towards this goal, please read the [Participation Guidelines](#) and the [technical documentation](#).



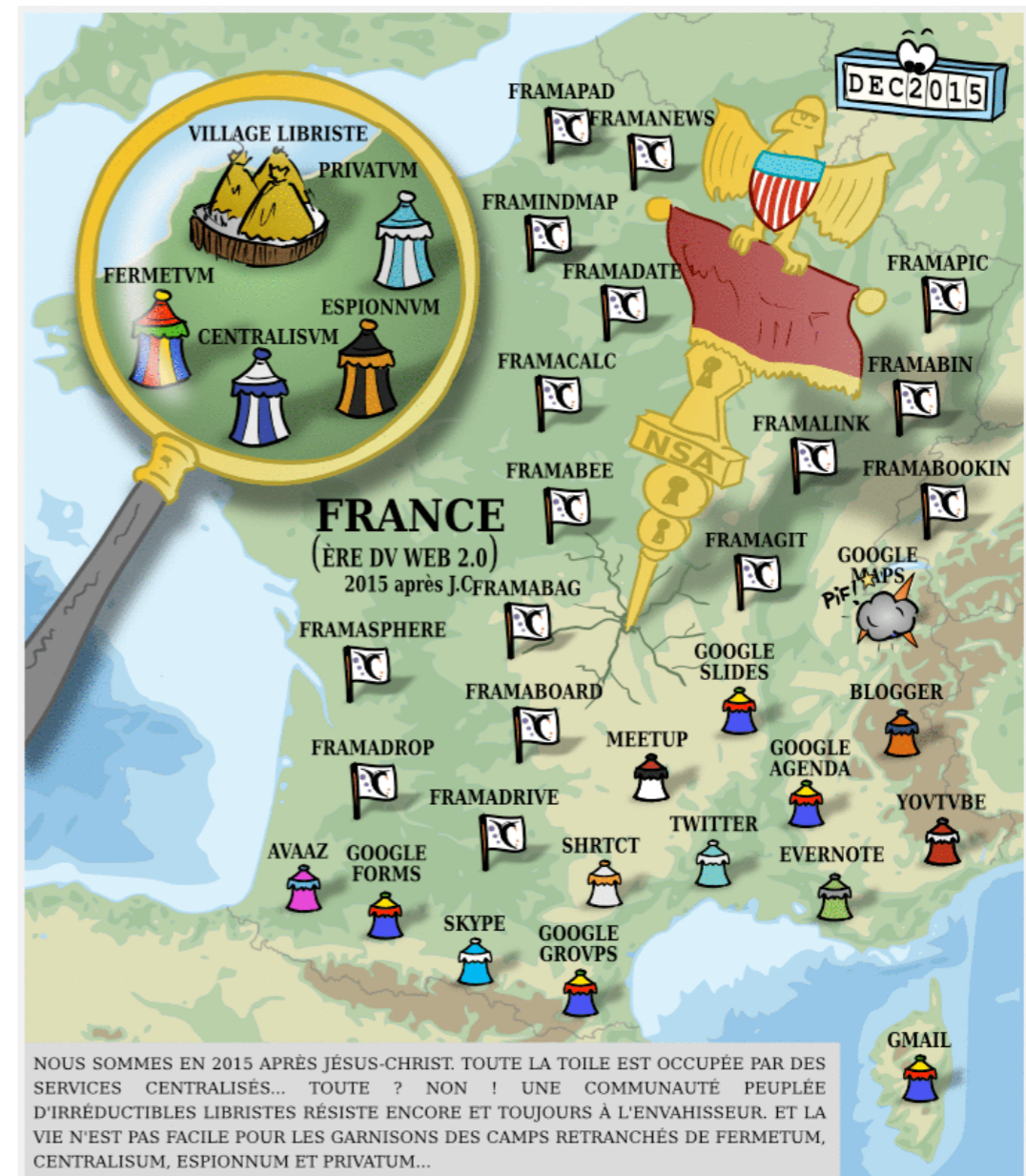
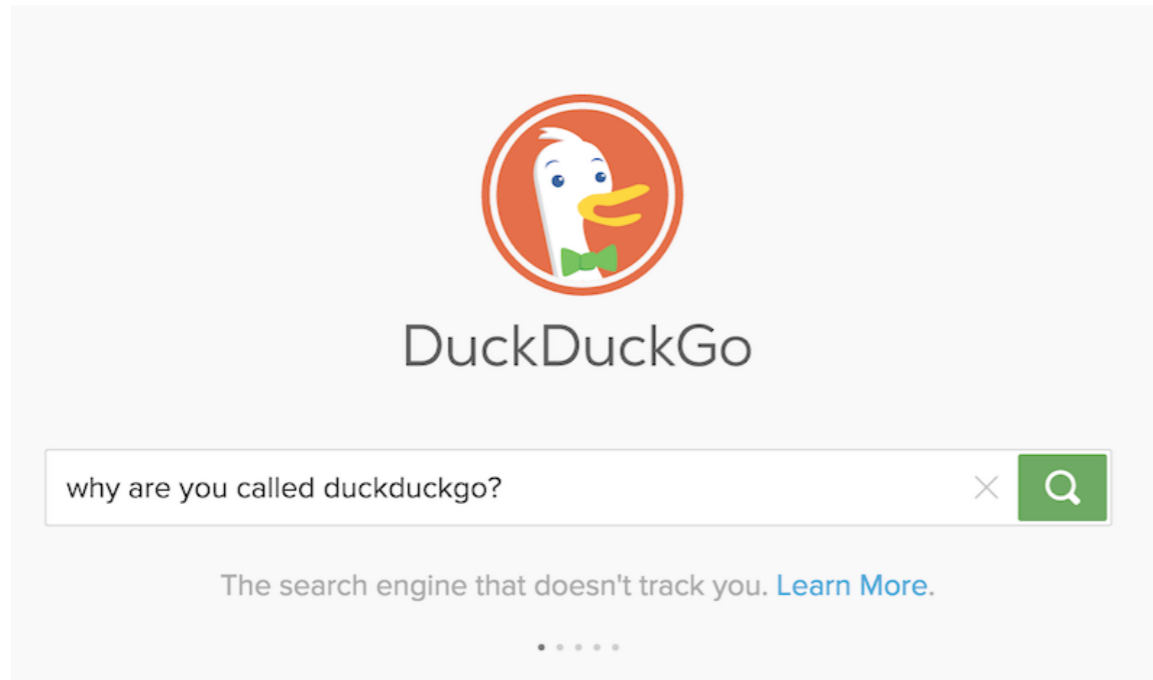
 internet.org by facebook

Internet.org is

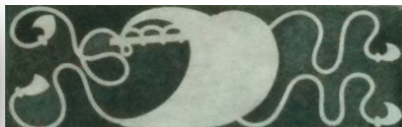
Connecting the world



Will we escape Google?



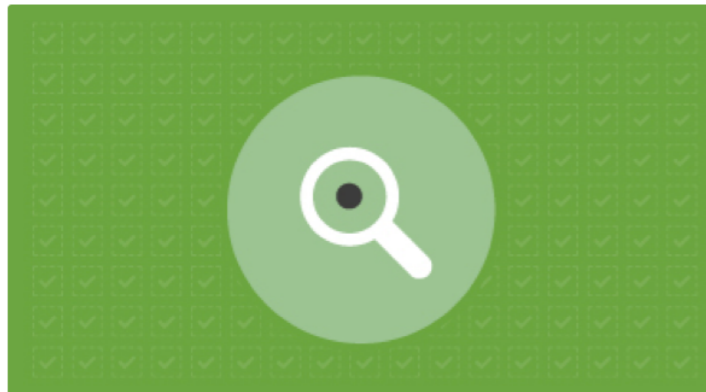
source : <https://degooglisons-internet.org/>



Will we store our own data?

Saison 1

L'EXPLORATION 2012 - 2013



« Si j'ai une donnée sur vous, vous l'avez aussi. Et vous en faites... Ce qui a du sens pour vous ! » C'est autour de cette idée que, depuis 2012, la Fing et plusieurs partenaires ont engagé le projet MesInfos : explorer ce qu'il se passerait si les organisations qui possèdent des données personnelles partageaient ces données avec les individus qu'elles concernent.

**PRODUCTIONS SAISON 1 «
L'EXPLORATION »**

Cahier d'exploration V1

SORTIR DE LA CRISE DE CONFIANCE

MesInfos part d'un constat simple : depuis des décennies, les entreprises et les administrations se sont dotées de moyens sans cesse plus performants de capturer, retenir et exploiter les données relatives à leurs clients et usagers. En revanche, les individus n'en retirent rien de vraiment perceptible : ni information, ni connaissance, ni capacités nouvelles. Cette asymétrie est de plus en plus mal supportée. Les pouvoirs publics la contestent également tandis que les technologies la fragilisent.

« FAIRE RETOUR » DES DONNÉES AUX INDIVIDUS

MesInfos propose une voie nouvelle, différente : faire en sorte que les individus puissent (re)trouver l'usage des données qui les concernent, à leurs propres fins.

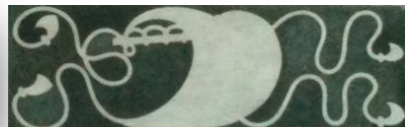
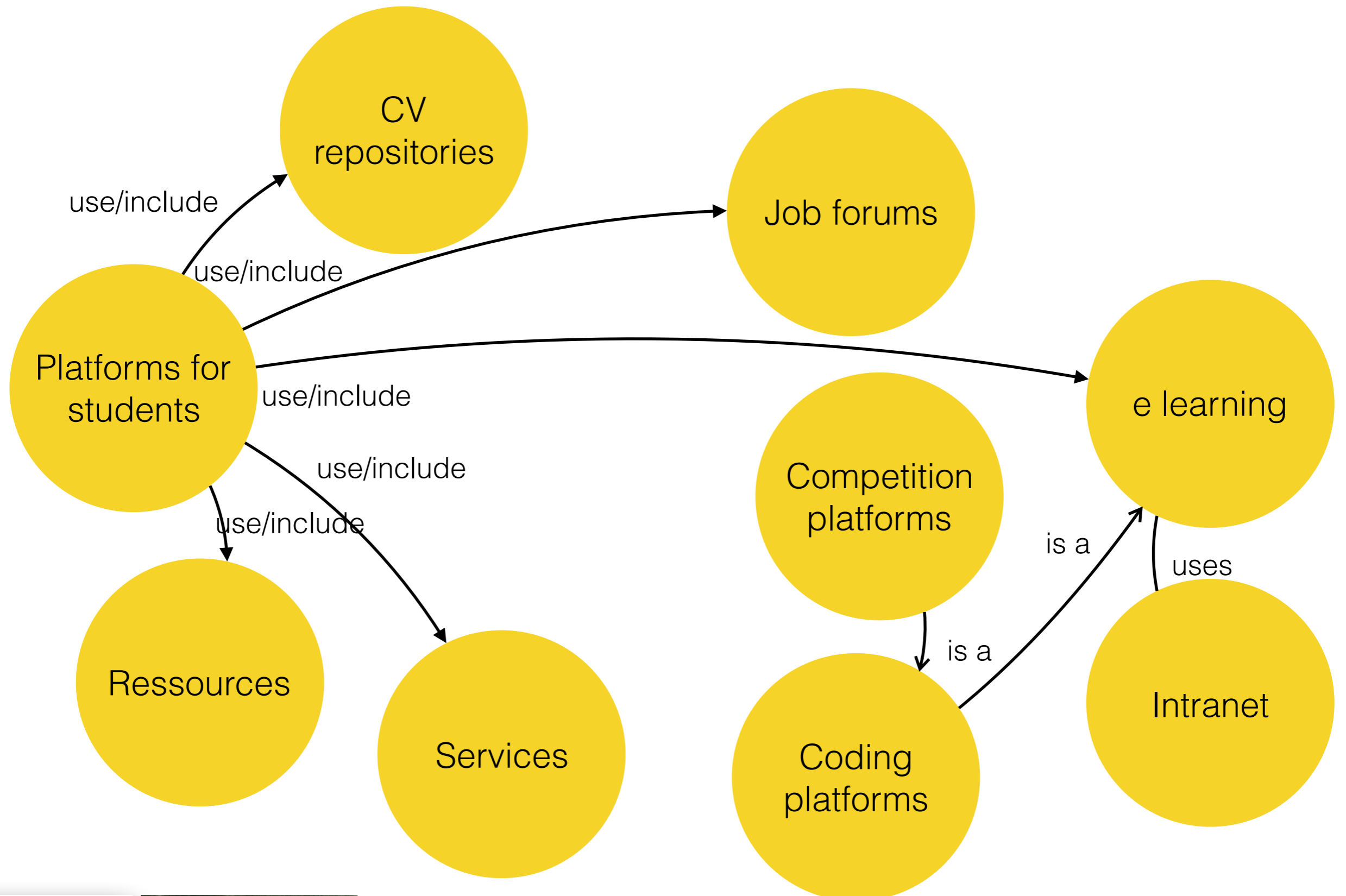
> Du point de vue des individus, il s'agit d'une nouvelle étape dans l'empowerment numérique.

> Du point de vue des entreprises et des administrations, il s'agit de recréer la confiance, de retrouver le sens de la relation avec leurs clients et usagers, d'imaginer de nouvelles formes de co-construction de valeur.

> Du point de vue de la société enfin, il s'agit de sortir par le haut de la tension montante autour de la vie privée et de l'usage croissant des données personnelles, en combinant protection et mise en capacité d'agir des individus.

Source : projet Mesinfos : <http://mesinfos.fing.org/projet/>

Intermediation for education





Jumplyn is

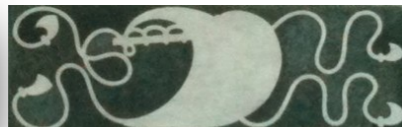


A place to store projects

A social network to test projects against cooperation and competition



A continuous flow of recommended information



Données et pouvoir : une enquête sur les plateformes d'intermédiation

Join us online: intermed.jumplyn.com !

