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

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INRIA - Dice
Big Data: a trendy topic

Source: Google trend
A world of intermediaries

People

Intermediaries

Bank

Credit card network

Music company

Insurance company

Goods and services

Money, loans…

Purchases, travels…

Music, media

Risk metallization
Intermediation Platforms

Efficient association between producers/consumers of data and services

- Activity monetization
- Knowledge extraction from users activity

All 30 top sites worldwide

#1 site traffic
10 times #15
Digital disruption

New Economic Models

professionals → algorithms → users

- Uber
- Google News
- Booking.com
- Airbnb
- Le Monde
- Twitter
Digital disruption

Here's everywhere Uber is banned around the world

Eva GrantSimran Khosla, GlobalPost

Apr. 8, 2015, 11:03 AM  ⬆️ 31,856  ⬇️ 3
Digital disruption

PRISM (surveillance program)

From Wikipedia, the free encyclopedia

New California Law Extends Privacy Rights to Electronic Data

By The Associated Press
October 9, 2015

SIGN IN for Full Access
User Name
Password
Roadmap

- Intermediation concepts
- Intermediation economy
- Next steps
Intermediation concepts
A Twofold model
Digital Intermediation Model

Logical architecture

sources: http://platformed.info/
Connectivity

Community

Network

Market place

Connectivity

Infrastructure

Algorithms

Data
Data and algorithms
Where do data come from?

Primary data
Users, services and devices

Secondary data
Traces of activity

Tertiary data
Activity of the System
BigUsers

User web pages

MongoDB
Express
AngularJS
Node

Intermediation System

Profiled data transfer

Redis

Continuous indexing

Indexing systems

MySQL

Profile and authentication systems

BigIndexes

BigData

15
Infrastructure

Connectivity

Algorithms

Data
Digital Platform Model

Platform

API

services

services

user

developer

data
Google

developers

APIs

Google

data

user
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
History of Facebook

Step 3: 2007 Facebook as a platform
New features: API, Open Graph, social search…
From Uber to Uberization

Connectivity
Algorithm
Data

Infrastructure

Taxi
From Uber to Uberization

UberCab
2009

UberPool
2015

UberX

Connectivity
Algorithm
Infrastructure
Data

API
Connectivity
Algorithm
Data

From Uber to Uberization
The platform lifecycle

Start with a small community and a specific task

Expand the community size
Launch new services
Algorithm

Disrupt a sector

Become a platform for others

Monopolize
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

Number of monthly visits (in millions)

Google, Facebook, Youtube, Yahoo, Baidu, Amazon, Wikipedia, Taobao, Twitter, QQ, Live, Sina, Weibo, Tmall, Linkedin, Blogspot, Ebay, Hao123, Yandex, VK, Bing
Global ranking

- Interesting synergy between
  - Abstract studies on the economy of intermediation
  - Technological & scientific development
Few dominant platforms

Influent websites  Sources: alexa.com trafficestimate.com
Web traffic

Data flows between countries based on their Top 25 sites

- Studied countries
- No data
- Domestic flow
- Approximate data
- Flow of visits
European dependence

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

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
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 is
Connecting the world
Will we escape Google?

DuckDuckGo

why are you called duckduckgo?

The search engine that doesn't track you. Learn More.

source: https://degooglisons-internet.org/
Will we store our own data?

Source: projet Mesinfos: http://mesinfos.fing.org/projet/
Intermediation for education

Platforms for students

CV repositories

Job forums

E learning

Competition platforms

Coding platforms

Intranet

Ressources

Services

use/include

uses

is a
Jumplyn is

A place to store projects

A continuous flow of recommended information

A social network to test projects against cooperation and competition
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Join us online: intermed.jumplyn.com !