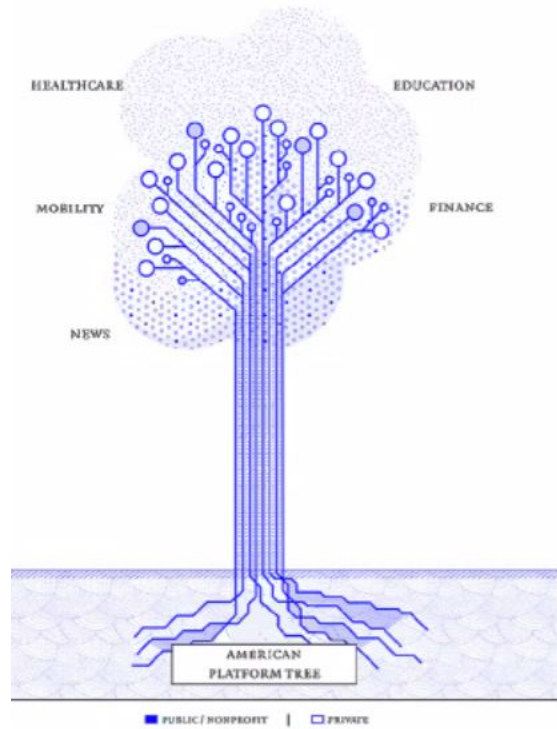


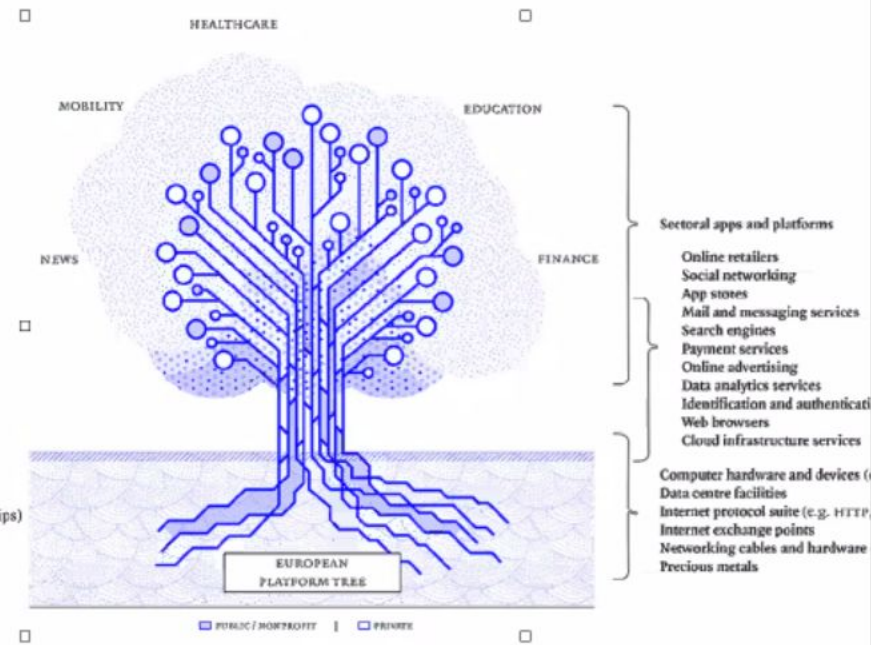
Plataformas



Sectoral apps and platforms

- Online retailers
- Social networking
- App stores
- Mail and messaging services
- Search engines
- Payment services
- Online advertising
- Data analytics services
- Identification and authentication services
- Web browsers
- Cloud infrastructure services

- Computer hardware and devices (e.g. smartphones, chips)
- Data centre facilities
- Internet protocol suite (e.g. HTTP, DNS, TCP/IP)
- Internet exchange points
- Networking cables and hardware (e.g. GPS satellites)
- Precious metals



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Daniela Osvald...



Jose van Dijck

GISELA GRANG...

Gabriel Tomé

margot pavan

Luis Henrique R...



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How can we govern public values in platform societies, particularly in Europe?

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1. Platform ecosystems
2. How do they operate?
3. Public values
4. Responsible actors
5. Challenges for Europe

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## References:

1. Van Dijck, J., Poell, T. & De Waal, M. (2018) *The Platform Society. Public values in an online world*. Oxford University Press. (Chpts 1 & 7)
2. Van Dijck, J. (2020) Seeing the forest for the trees. Visualizing platformization and its governance. *New Media & Society*, DOI: 10.1177/1461444820940293



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1

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Baidu  
Alibaba  
Tencent  
JD.com  
Didi  
**(BAT)**

Talking: Jose van Dijk

**GAFAM:**  
  
DATA OWNED BY CORPORATIONS  
  
CORPORATE SURVEILLANCE  
  
LIBERTARIAN CAPITALISM

**BAT:**  
  
DATA OWNED BY THE STATE  
  
STATE SURVEILLANCE  
  
STATE CAPITALISM

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Claudia Erthal



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EUROPE

The New York Times

PLAY THE CROSSWORD

September 11, 2020

# *Europe Feels Squeeze as Tech Competition Heats Up Between U.S. and China*

As the rapid pace of change mixes with national security issues, Europe's role as a global regulator is increasingly tested — and may not be enough.





Talking: Jose van Dijck



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Facebook, Inc.



Amazon.com, Inc.



Alphabet Inc.,  
Google LLC

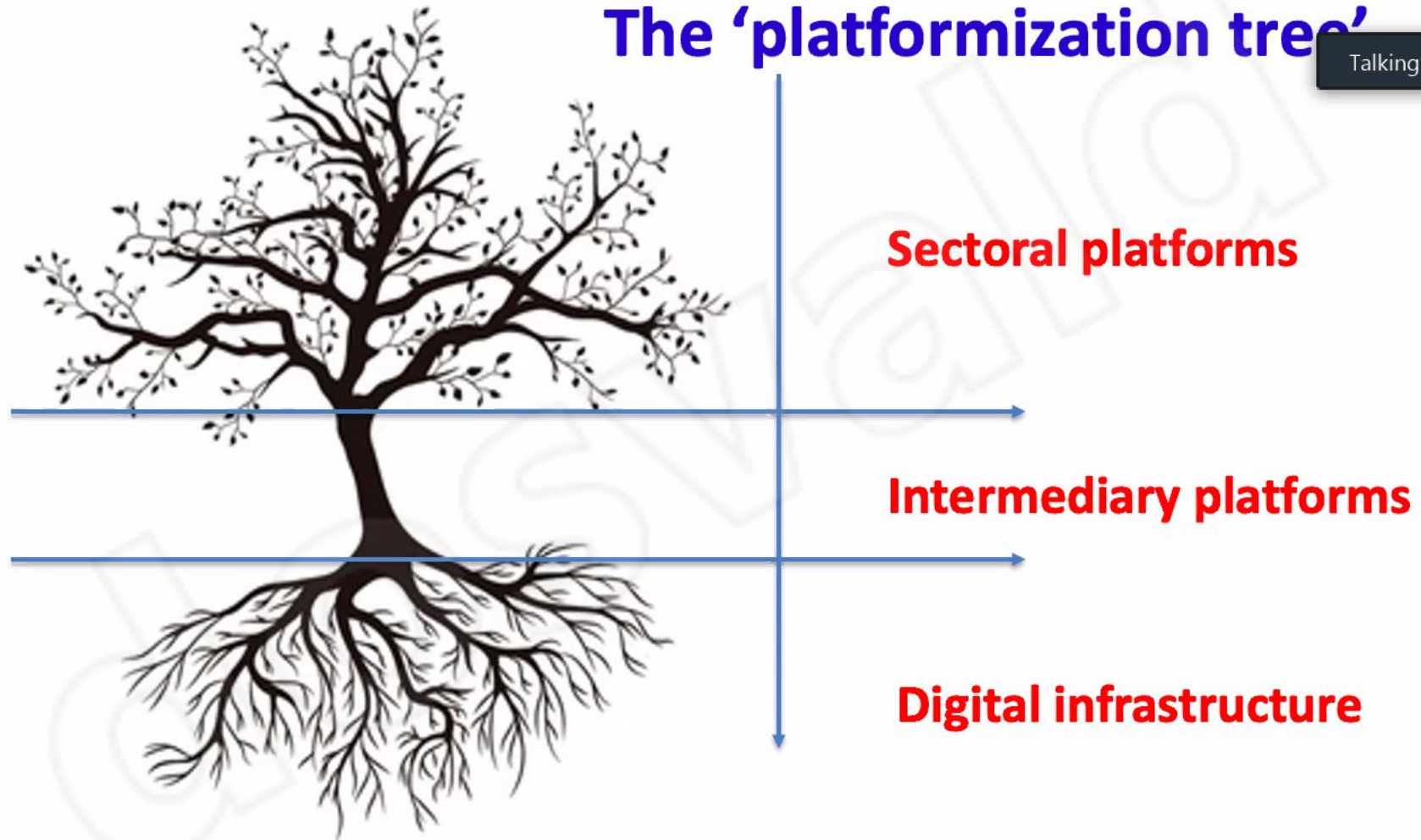


Microsoft Corporation

- Alphabet Inc.
- Facebook, Inc.
- Apple Inc.
- Microsoft Corporation
- Amazon.com, Inc.

# The 'platformization tree'

Talking: Jose van Dijck



Talking: Jose van Dijck

## Data flows produce economic value:

- user-generated data →
- Personalized information →
- User attention (ads) →
- Paid services (premium)

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Jose van Dijck

Amanda Siqueira

Elizabeth Saad

Vanessa Valiati

Renata Nascime...



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Elizabeth Saad

Vanessa Valiati

Renata Nascime...



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**privacy**

**accuracy**

**transparency**

**security**

**fairness**

**inclusiveness**

**autonomy**

**accountability**

**democratic control**

**PUBLIC VALUES**



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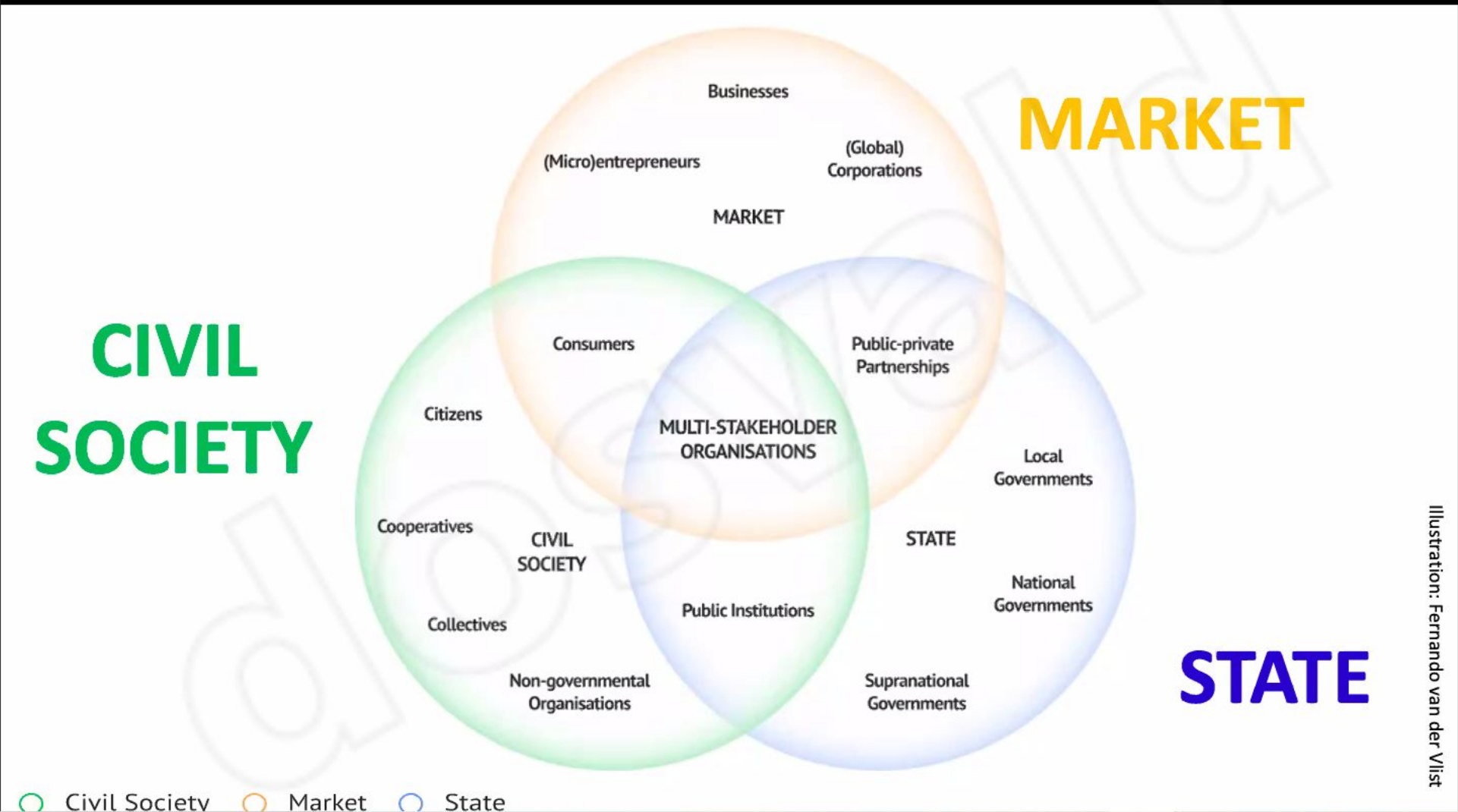
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Elizabeth Saad

Vanessa Valiati

Renata Nascime...

Lauriano Benazzi



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### American sequoia (GAFAM)

### Chinese bamboo tree (BAT)



**For Europe, both ecosystems are problematic:**

- No democratic control
- Data are proprietary
- Lack of open, public space in ecosystem



### 3. Promote platform diversity



- **Stimulate public and nonprofit platforms**
- **Require Interoperability between platforms**
- **Mandate open source software when possible**
- **Secure public online infrastructure**







Recording

You are viewing Jose van Dijck's screen

View Options

View

dosvald



Talking: Jose van Dijck

“We need to rethink the architecture, design, and governance of platform ecosystems if we want to secure a fair and open digital society.”

Unmute Start Video

Participants 137

Chat 1

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plataforma|



- plataforma **lattes**
- plataforma **brasil**
- plataforma **caed**
- plataforma **cederj**
- plataforma **sucupira**
- plataforma **cev**
- plataforma **bravo**
- plataforma **carlos chagas**
- plataforma **vibratoria**
- plataforma **mais brasil**

Pesquisa Google

Estou com sorte



## **Plataforma Fixa**

- Perfuração de poços e extração de petróleo
- Própria para águas rasas
- Feita de aço, ideal para operações de longa duração
- Primeiro tipo de plataforma que usamos e a que temos em maior quantidade

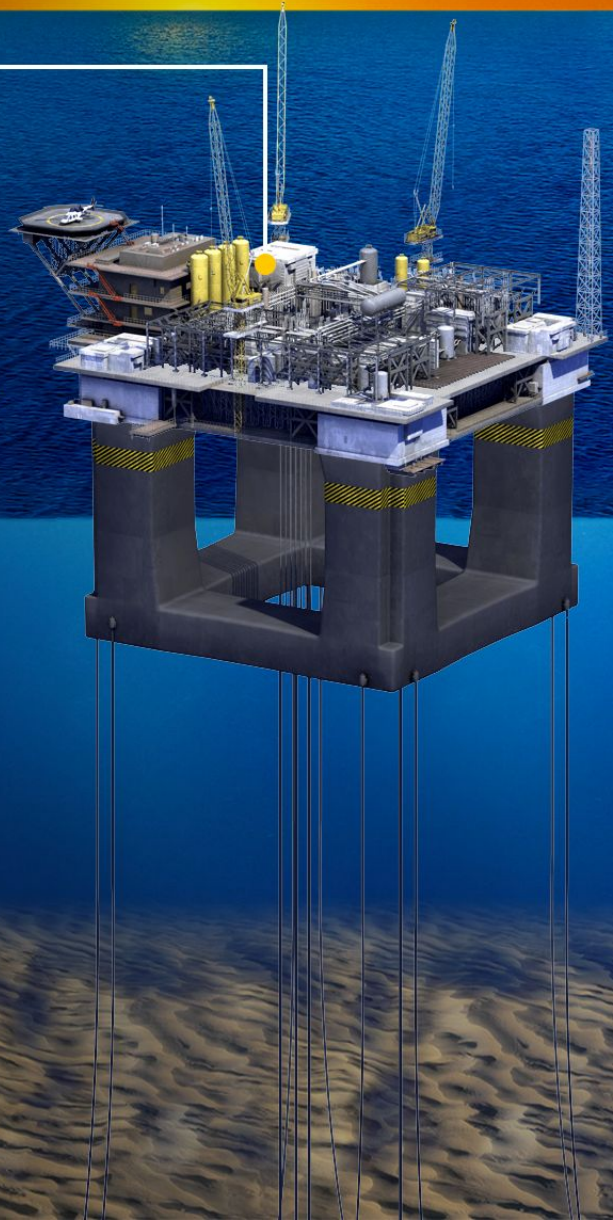
## **Plataforma autoelevável**

- Usada para perfurar poços em águas rasas.
- Pode se movimentar, mas também oferece grande estabilidade.
- É composta por uma balsa e três ou mais pernas de tamanhos variáveis, que se movimentam até atingirem o fundo do mar.



## **Plataforma Semissubmersível**

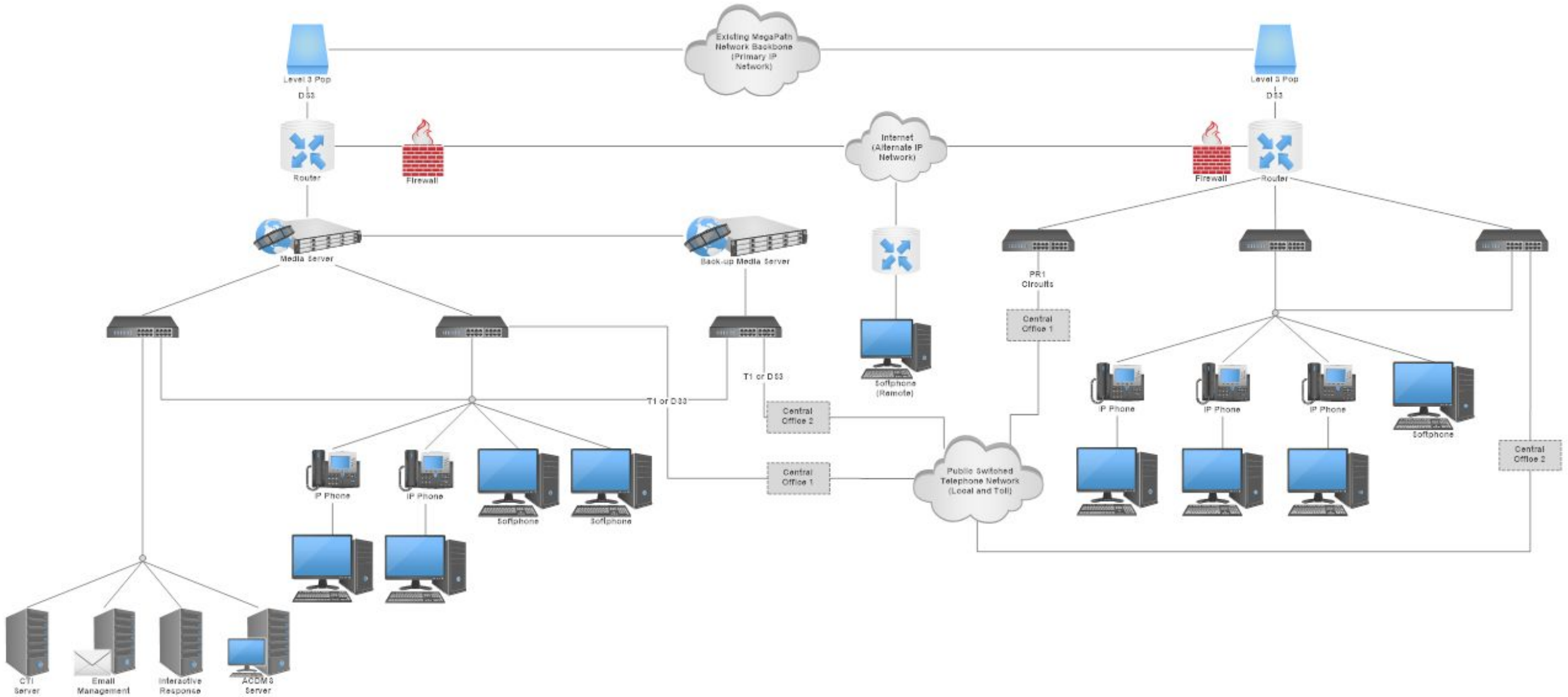
- Possuem grande mobilidade, podendo mudar rapidamente de um campo a outro.
- Não são capazes de armazenar o óleo produzido.
- Versáteis: podem ser instaladas em águas profundas e ultra-profundas.



Referência:

<https://medium.com/petrobras/conhe%C3%A7a-alguns-tipos-de-plataforma-de-petr%C3%B3leo-e-como-elas-funcionam-c1937cfb9abf>

# Network Diagram: Telecommunications Network Architecture



# Whole Earth Catalog

access to earth



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THE PEOPLE OF  
THE WORLD

Fall 1970  
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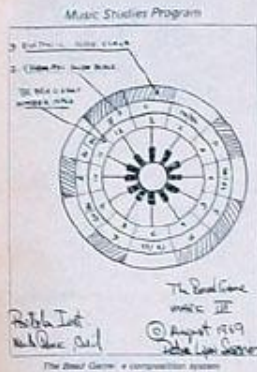


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Two posters for recent meetings at Ortega Park.



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