International Governance: Roles and Responsibilities – A knowledge (data) based gouvènance

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A knowledge (data) - based governance

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“Internet Governance for Human, Economic and Social Development”
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1. Introduction
2. Theories: political economy of media and communication
3. From ideology to data analysis (example of concentration)
4. Conclusion: A knowledge-based governance
1. Introduction

Internet: a very fast and world diffusion of technology and uses

New stakes
  - mobile
  - social networks and companies
    (management innovation etc.)
  - privacy and divides among countries and generations

Three clocks
40 Most Popular **Social Networking Sites** of the World

www.soomra.in.com

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**Percentage of individuals using the Internet, 2005-2014***

<table>
<thead>
<tr>
<th>Year</th>
<th>Developed</th>
<th>World</th>
<th>Developing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>32%</td>
<td>40%</td>
<td>78%</td>
</tr>
<tr>
<td>2006</td>
<td>33%</td>
<td>41%</td>
<td>79%</td>
</tr>
<tr>
<td>2007</td>
<td>34%</td>
<td>43%</td>
<td>80%</td>
</tr>
<tr>
<td>2008</td>
<td>35%</td>
<td>45%</td>
<td>82%</td>
</tr>
<tr>
<td>2009</td>
<td>36%</td>
<td>47%</td>
<td>84%</td>
</tr>
<tr>
<td>2010</td>
<td>37%</td>
<td>49%</td>
<td>86%</td>
</tr>
<tr>
<td>2011</td>
<td>38%</td>
<td>51%</td>
<td>88%</td>
</tr>
<tr>
<td>2012</td>
<td>39%</td>
<td>53%</td>
<td>90%</td>
</tr>
<tr>
<td>2013</td>
<td>40%</td>
<td>55%</td>
<td>92%</td>
</tr>
<tr>
<td>2014</td>
<td>41%</td>
<td>58%</td>
<td>94%</td>
</tr>
</tbody>
</table>

Note: * Estimate

Source: ITU World Telecommunication/ICT Indicators database
Three clocks

- The technological clock
- The economic clock
- The human and social clock
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Theoretical approaches

- Free market (Picard, Research at the Reuters Institute at University of Oxford)
- Critical approaches (Mc Chesney)
- Innovation approaches (Schumpeter...)
- Protection of cultural industries

Our approach, beyond theories or ideology: partnership with Eli Noam, Columbia University: Data and analysis
1. Introduction

2. Theories: political economy of media and communication

2. From ideology to data analysis (example of concentration)
   ideology
   traffic
   concentration

3. Conclusion: A knowledge-based governance
Concentration and market analysis

- Necessity to understand, measure and observe markets
- Example of concentration in the information industries
Concentration: difficult to measure

- Which index?
- Which relevant market?
- Specificities of the media sector

We use: C4, HHI and Noam Index (Noam 2009)

We calculate indexes by taking into account owners

Thirteen industries

1. TV Broadcasting
2. Daily Newspapers
3. Wireline Telecommunications
4. Wireless Telecommunications
5. Internet Service Providers (ISP)
6. Radio Stations and Networks
7. Film
8. Magazines and Periodicals
9. Book publishing
10. Search Engines
11. Multichannel (Cable TV Operators/ Satellite Operators)
12. Video Network, Cable Network
13. Online Information
Department of Justice USA

HHI > 1800 → high concentration

1800 > HHI > 1000 → moderate

HHI < 1000 → low
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A knowledge (data) - based governance

Data: necessity to improve the knowledge of markets and uses
Not only for economic development, but also for human and social development

In a Big Data world
A responsibility based on data production and understanding

THANK YOU!

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