

GLOBAL APPROACHES TO SOCIAL MEDIA REGULATION (TAXONOMY)

1. LEVEL - SOFT (INDIRECT, LONG-TERM) MEASURES TO REGULATION

Suggested Regulatory Approach	Nation-specific solutions	Civil rights audits	Public information campaigns/ Public Pressure	Courts	Taxation	Institutional Changes	Co-regulation
Supporting Authors	Vaidhyathan	Greer	Malik, Gibbs, Nye, Reporters without Borders, Lucas, McNamee, Tugend	Malik, Ognyanova, Meier (?)	Morozov, Raddi, Schutz, Melioris, Danko,	Denmark - (2017) France, Mazzucato, Scalzi, Shane	Karentay, Smith

2. LEVEL - MEASURES ENCOURAGING/SUPPORTING REGULATION

Suggested Regulatory Approach	Self-regulation by platforms	Shareholders activism	Transparency/ Data sharing	Media/Digital/ Data literacy	Employee organizing
Supporting Authors	Sharockman, Marcus, Hadas-Lebel, Smith, Geist, Pope,	Greer	Sängerlaub, Mayer-Schönberger, Swisher, Brock, Hendrix, Ognyanova, King, Buttarelli, Mazzucato	Sharockman, Fitzgerald, Hadas-Lebel, Bátky, Pikus, Open Society Institute, Afoko, Lucas, Jürgen (?), Villmann, Dekov, Michalovová,	Tufekci, Greer (FB employees action in October 2019), Tugend,

2. LEVEL - MEASURES ENCOURAGING/SUPPORTING REGULATION

Suggested Regulatory Approach	Technical/editorial solutions	Support for PSM/Plurality of Opinions	Platforms as public service	Multistakeholderism	International Co-operation	Independently owned servers/new publicly owned social media
Supporting Authors	Benton, Nye, Pitruzzella, Richardson, Karentay, Marcus, Pennycook and Rand, Verhofstadt, Scalzi, Noble	Heinla, Raud	Marcuzzi and Terzi, Coatney, Hall	Svantesson, Vaidhyathan, Tugend, Kendall	Marcuzzi and Terzi, Melioris,	Newport, Raddi, Verhofstadt, Tusikov and Haggart, Mazzucato, Noble

3. LEVEL - MEASURES ENFORCING REGULATION

Suggested Regulatory Approach	Banning targeted advertisement	Breaking up the tech giants/antitrust legislation	Data Privacy Legislation	Business/Broadcast-type Regulation	Formalising FB relationship with its third-party fact checkers "in the long-term"	Fines	Public (state) regulation
Supporting Authors	Tufekci, Raddi, Tusikov and Haggart	Morozov, Greer, Verhofstadt, some U.S. Senators, Buttarelli	Morozov, Boskin, Greer, Raddi, Mayer-Schönberger, Ivančík, Buttarelli	Marcuzzi and Terzi, Kukliš, Collins, Cohen	Collins	Greer, Pitruzzella	Tufekci, Kováčik, Orbán, Mayer-Schönberger, Swisher, Soros, Hendrix (?), Pitruzzella, Tufekci (?), Zuckerberg, Berners-Lee, McNamee, Amnesty International, Buttarelli, Zuboff, Tugend

Legend:

Intensity of Approach	Encouraging/ Supporting	Punishing/ Enforcing	Neutral
Stakeholders	Politicians/states	Regulators	Experts
	Journalists		

Compiled by SCM, Slovakia (March 2020)