SEEDIG Youth School 2018 | 22 May, Ljubljana

Debate overview

When you applied for the SEEDIG Youth School, we asked you what topics you are mostly interested in. Most of you chose human rights online and the digital economy, so we thought: let's find a way to discuss both topics at the Youth School in Ljubljana. And we came up with the idea of a **debate around Internet business models and their implications for privacy and data protection online**.

We will divide you into two teams that will have to come up with a new Internet business models in which there is a better balance between the interests of Internet companies and the rights and interests of end-users. With this discussion-based approach, we are also introducing these topics in a more structured and relaxed way.

How will it work?

We have created two teams – Team Cyberton (representing Internet users) and Team Digitalia (representing Internet companies)[1] – and assigned each of you to one of these teams. Each team will be paired with a coach who will help you prepare for the debate, boost the discussion by adding new arguments, challenging yours, and sharing knowledge.

Before Ljubljana, you will prepare for the debate. We have listed some essential resources at the end of this document, and we encourage to do your own research to better understand the scenario as well. In Ljubljana, we will sit around a table and debate your proposals, discuss your arguments, and brainstorm solutions for a new Internet business model.

How you organise the work inside of your team, how you split the roles, etc. is totally up to you. We do not want to interfere, but you can always reach out to us if you need guidance or have questions. Just keep in mind that everyone will be expected to speak during the debate, so you might want to take this into account when you divide roles within the team.

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[1] This overview doc has been altered on 14 May, taking into consideration discussions among the two teams. The highlighted parts are the ones that have been changed.

The scenario

Current Internet business model

Internet companies – like Facebook and Google – offer their services 'for free'; you are all using these services without paying a fee. But Internet companies also need finances to support their business and, of course, make profit. So how do they generate income? Mostly from sophisticated advertising arrangements, in which they monetise users' data.

In this new business model, user data is the core economic resource. When searching for information and interacting on the Internet, users give away significant amounts of data, including personal data and the information they generate - their 'electronic footprint'. Internet companies collect and analyse this data to extract bits of information about user preferences, tastes, and habits. They also mine the data to extract information about a group; for instance, the behaviour of teenagers in a particular city or region. Internet companies can predict with high certainty what a person with a certain profile is going to buy or do. This valuable block of data about Internet users has different commercial uses, but it mainly serves vendors, who use it for their marketing activities.

By clicking 'I agree' to usually long and fine-print contracts or terms of service, users accept the conditions set by the service provider. The question remains whether users are making informed decisions, especially in view of the potential use of their data for commercial purposes. It is very likely that many users accept the 'deal' of exchanging their data for valuable Internet services without serious consideration. (Excerpt from *An Introduction to Internet governance*, by Jovan Kurbalija)
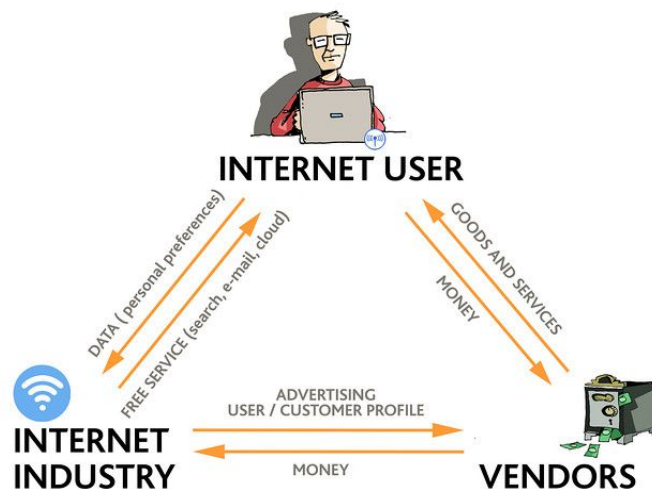
Coming up with a new Internet business model

The current Internet business model raises concerns about privacy and data protection, and how Internet companies balance their interest with the rights of Internet users. The recent Cambridge Analytica scandal brought these concerns into sharper focus, placing the practices and responsibilities of Internet companies under intense scrutiny.

There are now increasingly intense debates on whether today's Internet business model is the 'best deal' that users can get. Should we stick to this model, in which services are theoretically offered for free, but users pay with their data, which is then monetised by Internet companies mostly though advertisement arrangements (often with limited transparency)? Or can we come up with a new model that can ensure a better balance between the interests of Internet companies (being able to support their businesses, make profit, and innovate) and the rights and interests of end-users (both the right to privacy and data protection, but also economic rights).

Setting the scene

Within the SEEDIG Youth School, two teams are created, representing two different stakeholder groups – *Team Cyberton (Internet users)* and Team *Digitalia (Internet companies)*. The two teams explore, from the perspective of their stakeholder group, the implications of a new Internet business model that could address the concerns outlined above, i.e. a model in which there is a better balance between the interests of Internet companies and the rights and interests of Internet users.

New Internet business model under consideration:

- **Internet companies offer two types of services, and let users choose: 'free services' (users pay with data, the current data monetisation and advertisement model is maintained) and 'premium, ads-free services' (users pay a fee for the services, but there is no collection and processing of personal data).**
- **Internet companies that continue to monetise users' data pay users for this data (i.e. data is a product that users offer, and Internet companies should pay for it). All while companies improve their privacy and data protection practices.**

Negotiation

Each team with have to:
- Think of the various elements of the above model from the perspective of its own stakeholder group (Internet users or Internet companies)

- Identify those elements of the above model that best fit the interests of its stakeholder group, and advocate for those elements
- Identify those elements of the above model that might not fit the interests of its stakeholder group and advocate against them
- Negotiate with the other team around all the elements above

End result

Teams will enter into a negotiation with a view to agreeing on a variant of the proposed Internet business model that fits both interests – those of Internet users and of Internet companies.

You will have time to prepare before the SEEDIG meeting, and we strongly encourage each team to engage in online discussions as soon as possible. In Ljubljana, both teams will have 'alone time' to further prepare their case. You will then present your models, and debate around them. A team of judges will decide the winning team.

Structure of the debate

Team Cyberton: Internet users | Team Digitalia: Internet companies

Step 0: Teams prepare for the debate
Step 1: Team Cyberton briefly outlines its case (i.e. its ideal Internet business model), mentioning the elements of the proposed business model that fit and do not fit the interests of Internet users.
Step 2: Team Digitalia briefly outlines its case (i.e. its ideal Internet business model), mentioning the elements of the proposed business model that fit and do not fit the interests of Internet companies.
Step 3: Team Cyberton and Team Digitalia negotiate
- Each team advocates for the elements that best fit their interests, and against those elements that do not fit their interest
- The teams negotiate around those elements and try to agree on a new business model which is equally acceptable to both stakeholder groups (that would require compromising)
- **During the negotiation, the judges may address questions to the two teams**
Step 4: Judges decide the winning team

During the debate, each and every Youth School participant will have to speak.

Debate: roles & responsibilities

1. Teams

Participant teams	
Team Cyberton (Internet users)	**Team Digitalia (Internet companies)**
Coach: Ceren Unal, Internet Society	Coach: Andrea Beccalli, ICANN
Minel Abaz	Adela Alexandru
Dervish Demaj	Anja Češarek
Vjosa Fusha	Marko Paloski
Lea Hrubenja	Mirko Savković
Efthymia Papadopoulou	Gentjana Visoçi
Tadej Skok	*(tbc)*

2. Ideas to think about & possible arguments

Consider the arguments and positions of the following stakeholders (and use your imagination to find other roles):

- Major Internet companies: Google, Facebook, Twitter, etc.
- Internet users who are concerned about privacy and data protection
- Internet users who are not concerned about privacy and data protection (the 'I have nothing to hide' approach)
- Internet users who are not even aware that Internet companies are monetising their data
- Civil society organisations advocating for users rights

When preparing your case, try to think of two options:
- Best case scenario: a variant of the proposed business model that is ideal for your stakeholder group
- Fall-back option: a variant of the proposed business model that is 'good enough'

- The differences between the best case scenario and the fall-back options are those exact elements you should negotiate around.
- Keep in mind that compromise will most likely be needed from both sides, but be careful about what you are willing to give up and in exchange of what.

3. Preparing yourselves for the debate

In order to better understand the scenario, devise your business model, and prepare your arguments we advise you to take a look at the following resources:

Intro
- [Internet governance: Why the multistakeholder model approach works?](#)
- [Money as an instrument for change](#) (video)
- [Cambridge Analytica explained: The facts, implications, and open questions](#)

Current business model and possible alternatives
- [Data is giving rise to a new economy](#) (*The Economist*)
- [How Google and Facebook make money - Advertising Business Models](#) (video)
- [How do Internet companies profit if they give away their services for free?](#)

- [Facebook is looking into a subscription-based model: report - CNET](#)
- [Should Internet companies pay users for their data?](#)
- [A Facebook co-founder says Facebook should pay us for our data](#)

Congrats! Now you are all set for the debate!