

Enhanced self-regulation via regulatory intermediation: Facebook content governance and the publicness dilemma in private regulatory regimes

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The manner in which transnational digital platforms self-regulate the boundaries between public and private interests is located high on the public and research agendas. This paper process traces the development of Facebook’s content regulation regime and its reliance on various forms of regulatory intermediaries to answer three questions. First, how did the transnational self-regulatory regime surrounding Facebook’s content regulatory intermediaries had evolved over time? Second, what are the differences between Facebook’s old and new regimes? And third, how does the balance between public and private interests in content regulation evolved over time and across the regimes? We find that from a consumer-empowered self-regulatory “old regime,” Facebook developed a complex “new regime,” in which various forms of regulatory intermediaries (presumably) support Facebook’s adherence to public interests. Lessons are then drawn on the regulatory challenges of intermediaries-enhanced self-regulation with the aims of both assessing its strengths and weakness and the extent to which these lessons can be generalized.