

# Private Authority, Public powers

Users Unions in Platforms as a Method  
to Bridge the Private/Public Divide

**Dr. Tomer Shadmy**

The Federmann Cyber Center, The Hebrew University of Jerusalem & The INSS

Contact: [tomershadmy@gmail.com](mailto:tomershadmy@gmail.com)



...

13 hrs · 🌐

Guess what, friends.... Facebook's algorithm now chooses your 26 FB friends. If you can read this, please leave me a "hi," whatever, so you will appear in my news feed. Feel free to copy and paste on your wall, too, if you want to see more than FB's algorithmic selection. FB shouldn't choosing my friends.

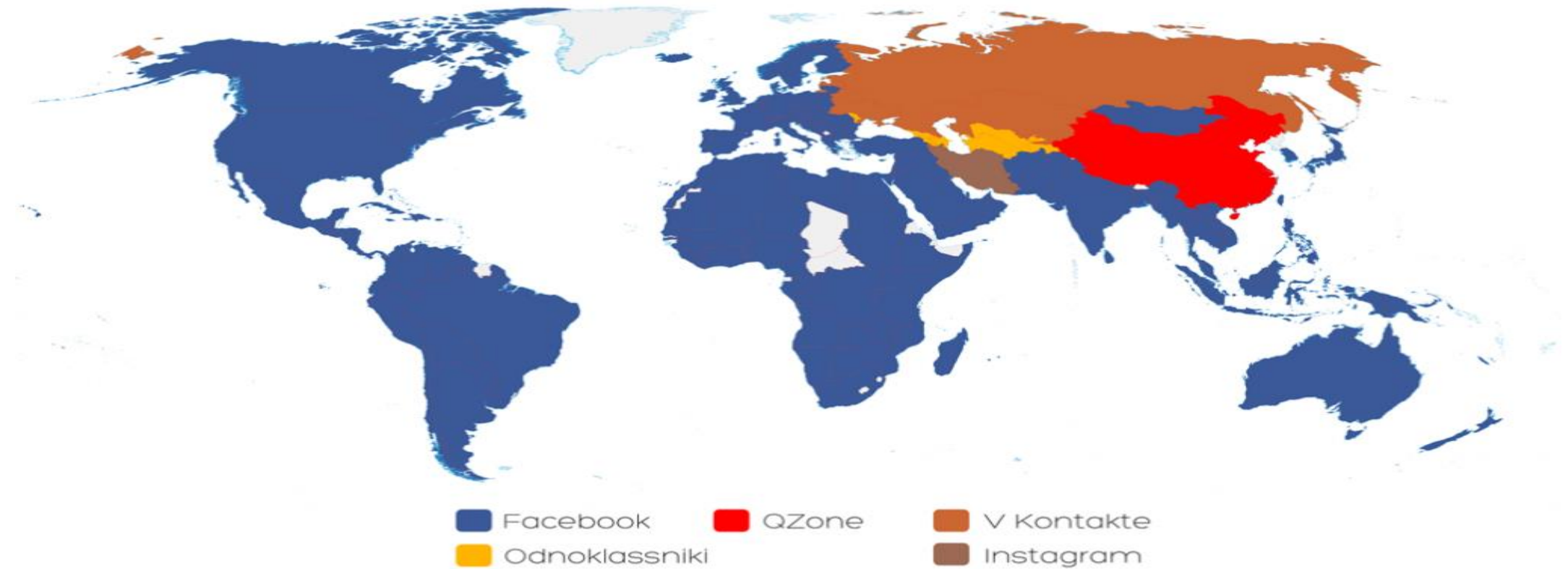


1 min · 🌐

**Deadline tomorrow !!!** Everything you've ever posted becomes public from tomorrow. Even messages that have been deleted or the photos not allowed. It costs nothing for a simple copy and paste, better safe than sorry. Channel 13 News talked about the change in Facebook's privacy policy. I do not give Facebook or any entities associated with Facebook permission to use my pictures, information, messages or posts, both past and future. With this statement, I give notice to Facebook it is strictly forbidden to disclose, copy, distribute, or take any other action against me based on this profile and/or its contents. The content of this profile is private and confidential information. The violation of privacy can be punished by law (UCC 1-308- 1 1 308-103 and the Rome Statute). NOTE: Facebook is now a public entity. All members

# The Phenomenon

January 2018



credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: Alexa/SimilarWeb



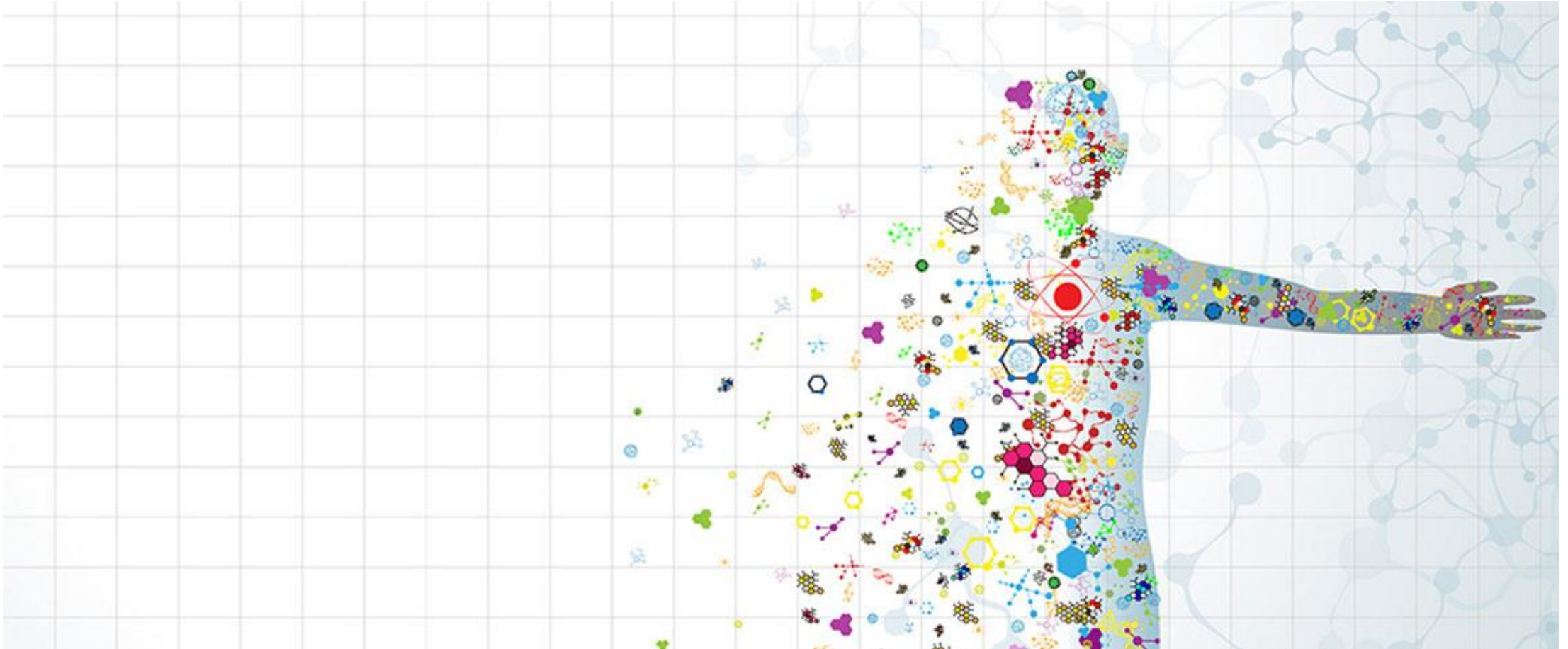
# Internal Governance

## Three Layers of Norms:

1. Terms of Service
2. User interfaces
3. Algorithmic Regulation



# Jurisprudential Characteristics





# Political Freedom Risks

The background of the slide is a vibrant, futuristic scene. It depicts a large crowd of people, many of whom are wearing bright, neon-colored clothing (pink, blue, green). They are standing on a floor that appears to be made of colorful, glowing squares. In the background, there are digital overlays, including a glowing central point with radiating lines and various geometric shapes. The overall atmosphere is one of a high-tech, digital environment.

Arbitrary Tyrannical Rule

Users Political Rights

The Design of the Public Sphere

The Instrumental Values of Democracy



# The Legal Impasse



# The Way Forward: Power to the Users





# Users Representation



Alessandro Acquisti



Bubacarr Bah



De Kai



Dyan Gibbens



Joanna Bryson



Kay Coles James



Luciano Floridi



William Joseph Burns

# Collective Power





“[O]nly through participation by the many in the responsibilities and determinations of business can Americans secure the moral and intellectual development which is essential to the maintenance of liberty.” (Brandeis, J., dissenting. 288 U.S. 517 [1933], 580)



# Private Authority, Public powers: Users Unions in Platforms as a Method to Bridge the Private/Public Divide

Dr. Tomer Shadmy

The Federmann Cyber Center, The Hebrew University of Jerusalem. Contact:  
[tomershadmy@gmail.com](mailto:tomershadmy@gmail.com)