

From Prior Consent to Hate mails

I/ NWICO : from prior consent(70s-80s)...

- Ideological background
ideals/goals
Political conflicts and disappearance

II/...To the actual order of digitalization :

Social medias : the medium defines the flow of information

Celebritization of politics

Political potential or authoritative states' tool?

A « Consumer Surveillance » society : the death of prior consent

III/Conclusion : reinstauring prior consent at individual level

Hypothesis 1 : NWICO

H1: The demands for a New World Information and Communication Order are still relevant, not only because they were largely not met, but also because the actual digital order perpetuates the digital divide.

H2: Social medias are powerful political tools the design of which needs regulation because their socio-technological affordances and content moderation have a transformative effect on the flow of information going through them.

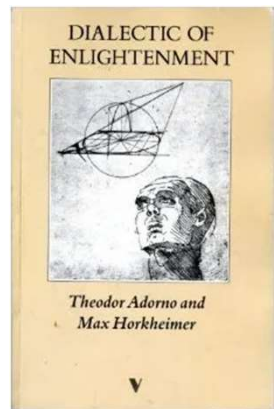
H3: The digitization of individuals for certain security and commercial purposes can threaten basic human freedoms because they have been -and are being- used to manipulate/control the future.

H4 : prior consent should be reinstated at the individual level because surveillance and data exploitation interests are ubiquitous.

I/ NWICO : from prior consent(70s-80s)....:

- Time : 70s
- Place : UNESCO, ITU
- Advocates : Developing countries

- Ideological context
 - philosophical questioning of technical advancement's impact on society (Marxism, Critical theory/Frankfurt School of thought)
- Political context :
 - Decolonization
 - Mass dissemination of Western media information flow (newspapers, television, and radio)
 - New International Economic Order (NIEO)



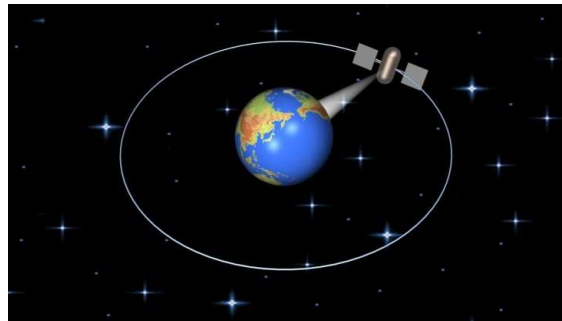
The NWICO debates : promising beginnings

Key demands :

- Ensuring access to the Satellite Orbital Slots
 - Reducing dominance of Western Media
 - Promoting cultural diversity
 - Bridging the digital divide
 - Ensuring Media pluralism
 - Sovereignty of nations on media content
- = “prior consent”

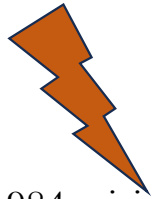
Key events :

- 1978 : UNESCO’s Media Declaration : a compromise
- 1977 : a priori planning was introduced for Broadcasting-Satellite Service (BSS)



Political Conflict and disappearance of NWICO

The US vs NWICO :



- Threat to its dominant position in IR
- Politicization accusation vs UNESCO

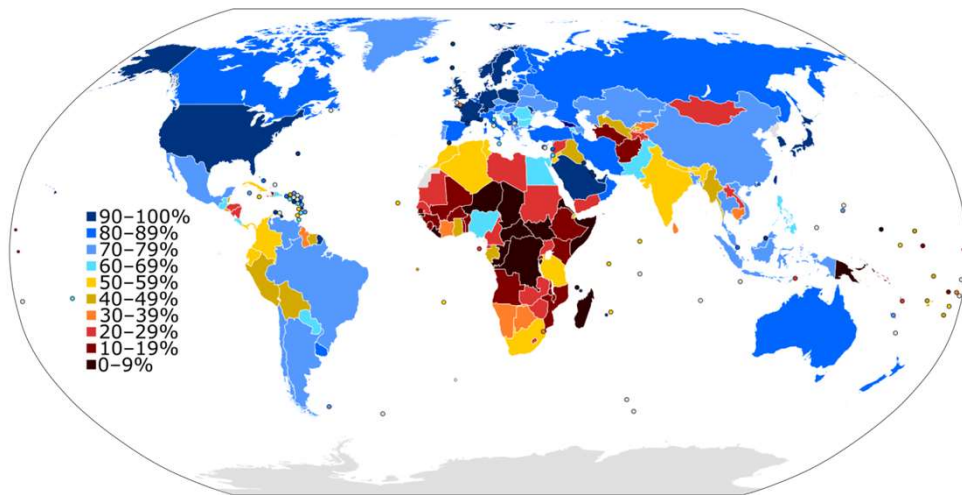
1984 crisis :

- US and UK leaving UNESCO

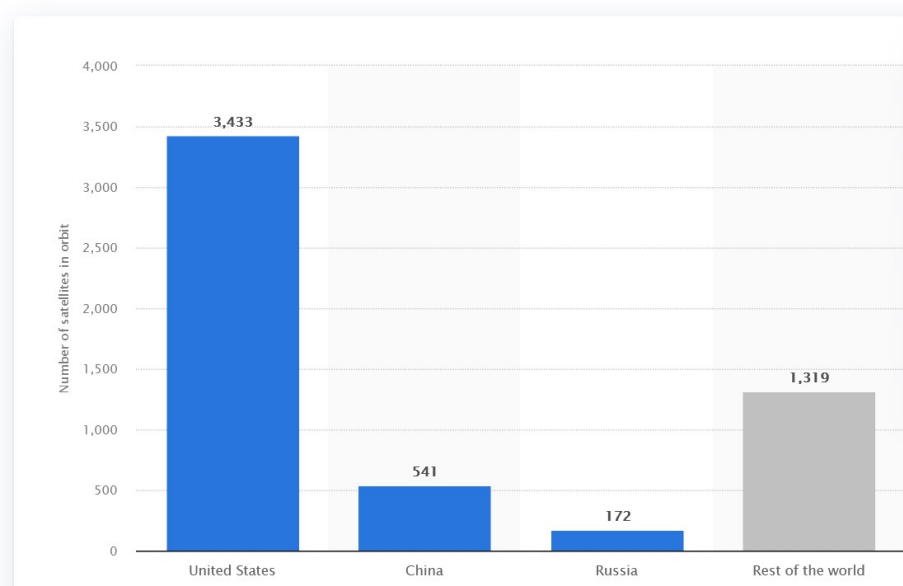
1989 UNESCO General Conference :

- Plans of « media assistance » definitively replace demands for a New World Information and Communication Order

Internet users in 2022 as a percentage of a country's population



Source : International Telecommunication Union (ITU)



Hypothesis 2 : the medium transforms the content

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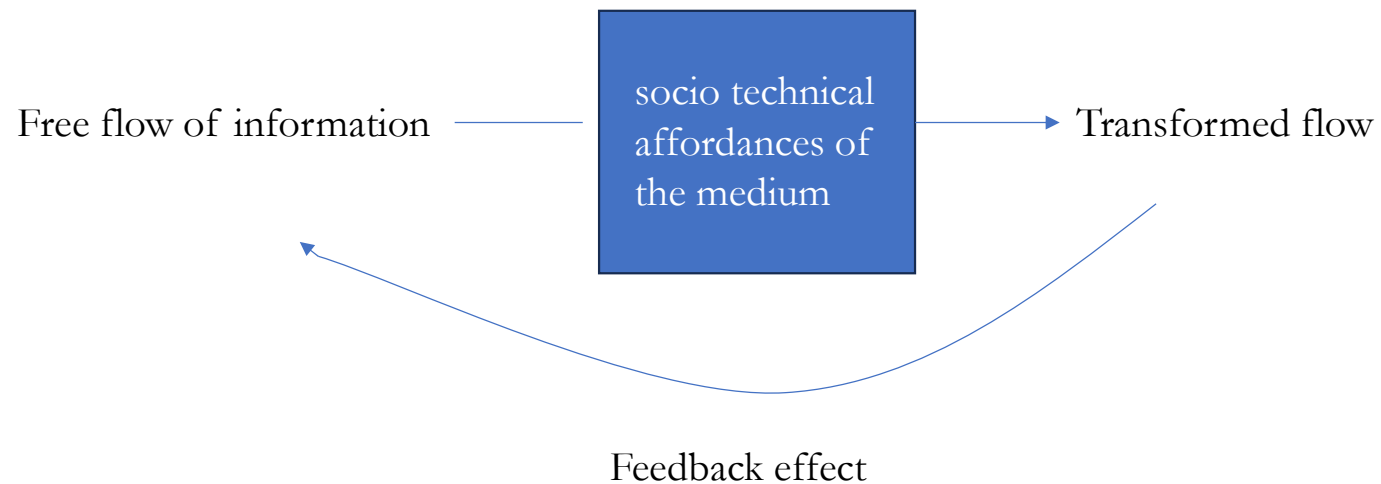
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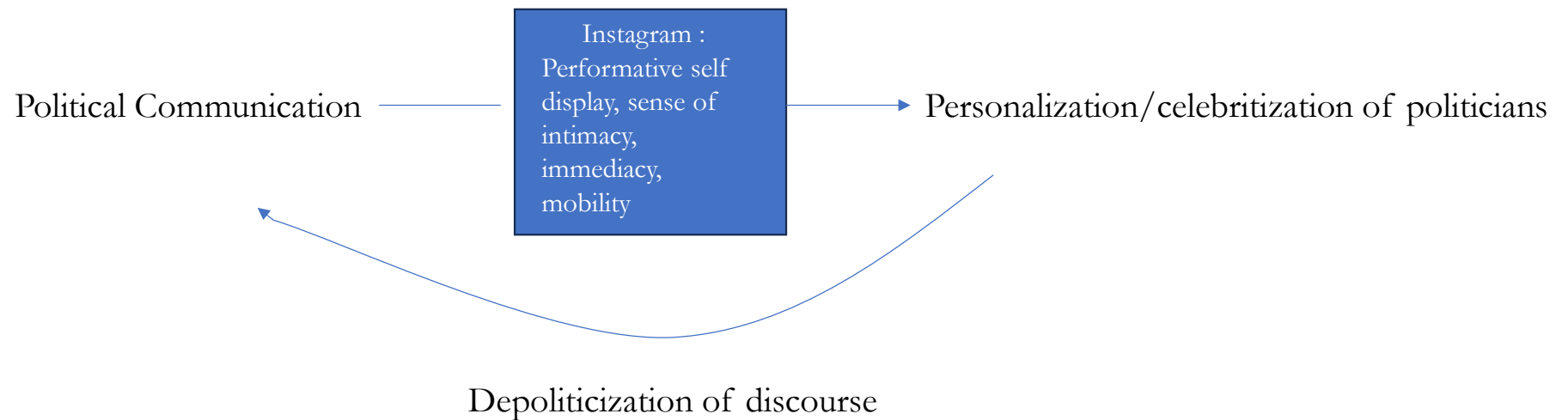
II./ The Actual World Information Order : political uses of social medias and consumer surveillance

A) Social Medias



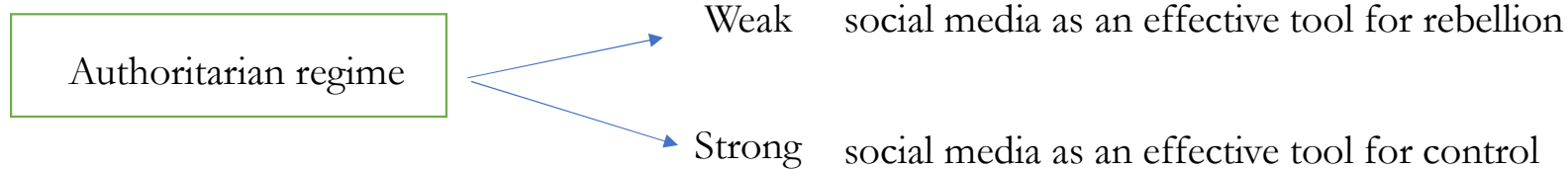
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A) Social Medias



II./ The Actual World Information Order : political uses of social medias and consumer surveillance

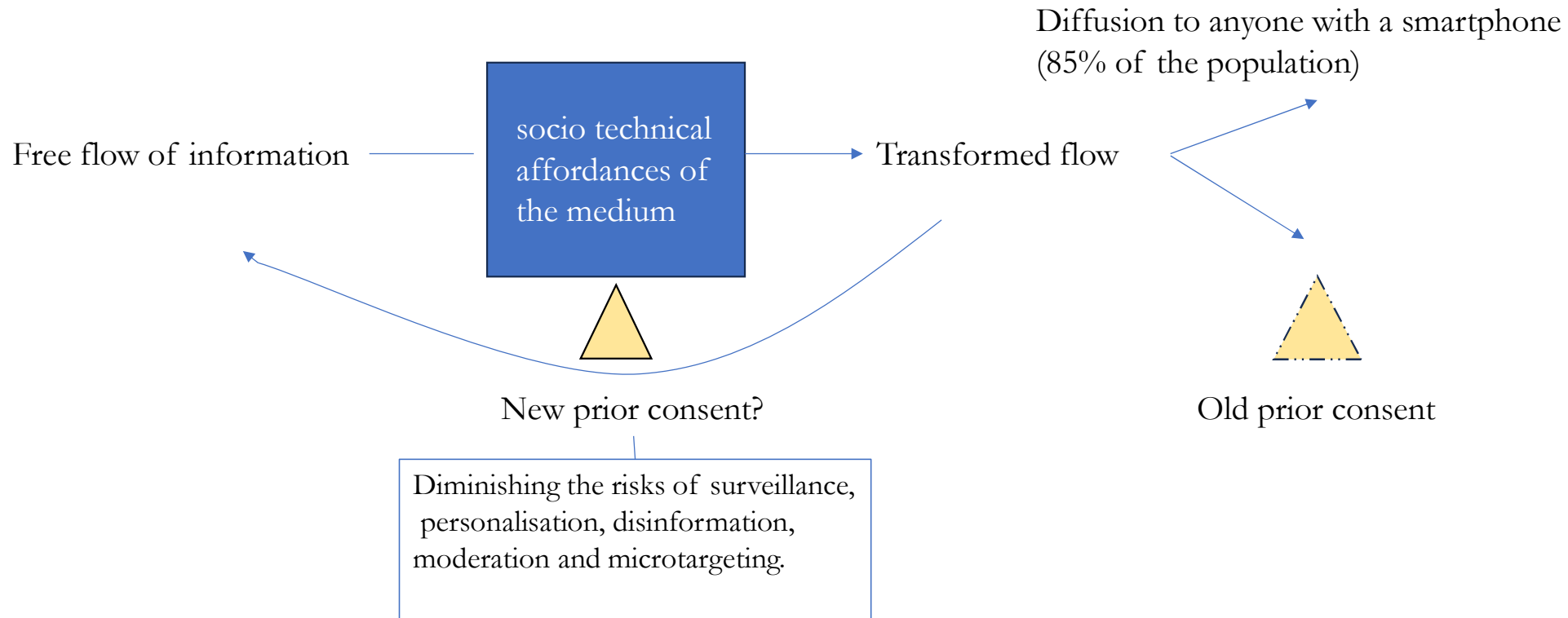
“Social Media Risks Becoming Complicit with Authoritarian Rulers”, Paula Köhler and Daniel Voelsen



- From Echo chambers to Ethnic polarization (Sunstein, 2018)

II./ The Actual World Information Order : political uses of social medias and consumer surveillance

A) Social Medias : conclusion



Hypothesis 3 : digitization used for manipulation

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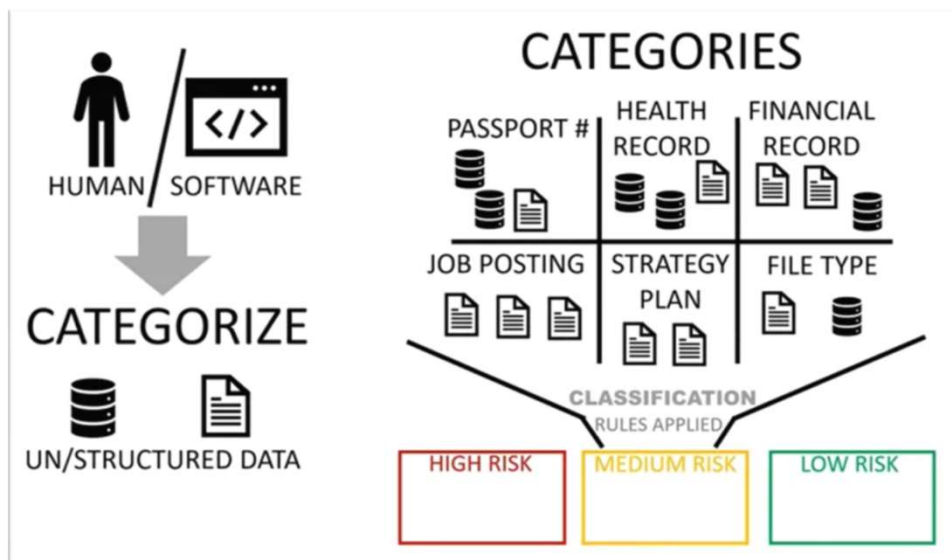
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B) A « Consumer Surveillance » society : the reduction and suppression of consent in the digital sphere

- Reactions to intelligence agencies scandal : NSU vs NSA
- Intelligence agencies and businesses' data categorization method : Consumer Surveillance



‘Intelligence agencies monitor in the present so that in the future, they can monitor with more precision those who deviate and thus become suspicious. Businesses want to control consumer desires and manage both these desires and their image.’

(Weideman, *Freedom under surveillance*)

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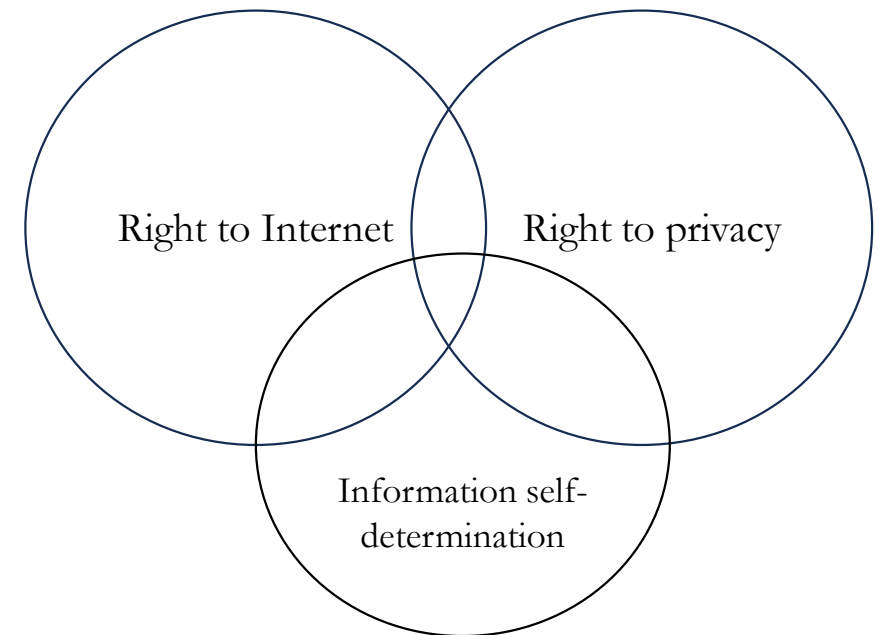
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Conclusion : reinstating prior consent in a digitalized world

Reinstating	Reinstating prior consent at individual level, and reinforcing it through international institutions (example of Contract of the Web) ;
Empowering	Empowering users with more control over their personal data : information self-determination
Discussing	Discussing at the design stage, the socio technical affordances of social medias and shifting the focus from commercial gains to minimal undemocratic uses



...while pursuing the goal of bridging the digital divide.

Technology/technical level



political level

Digital revolution
of the world

Free flow of
information

'Filtering' by the medium

Revolution of political communication

'Filtering' by the state

(Society centered around)
Data control-exploitation

State control

Information exchanges

Businesses

Intelligence
agencies

Defense of
sovereignty and
cultural identity

Population control

Common practice
of data
categorization

NWICO

NSA, BNZ scandals, normalized surveillance