The Platform Society

PUBLIC VALUES IN A CONNECTIVE WORLD

José van Dijck, Thomas Poell, and Martijn de Waal
Contents

List of Figures vii
Acknowledgments ix

Introduction 1

1. The Platform Society as a Contested Concept 7
   Introduction 7
   Platform Anatomy: Elements of Construction 9
   The Platform Ecosystem: Building an Infrastructural Core 12
   Sectoral Platforms and Their Hybrid Actors 16
   Public Value and Private Interest 22
   The Geopolitics of Platforms in a Connective World 26

2. Platform Mechanisms 31
   Introduction 31
   Datafication 33
   Commodification 37
   Selection 40
   Conclusion 46

3. News 49
   Introduction 49
   The Platformization of News 51
   Quantified Audience 54
   Economic Reorganization 59
   Curating Content 63
   Conclusion 71
Contents

4. Urban Transport 73
   Introduction 73
   The Emergence of a Platform Ecology for Urban Transportation 75
   Datafication and the Integration of Public and Private Modes of Urban
   Transport 78
   Three Ways to Commodify Urban Transport 80
   Reputation Systems and the Regulation of Urban Transport 90
   Conclusion 94

5. Healthcare and Health Research 97
   Introduction 97
   Health Apps as Part of the Platform Ecosystem 99
   Genomic Information Services: 23andMe 101
   Patients Experience Exchange App: PatientsLikeMe 104
   Monitoring App Parkinson mPower 108
   Governance by Platforms: Transparency Versus Availability 110
   Governance of Health Platforms: How to Keep Data Open? 113

6. Education 117
   Introduction 117
   Educational Platforms as Part of a Connective Ecosystem 119
   AltSchool and the Transformation of K–12 Education 123
   Coursera and the Impact of MOOCs on Higher Education 126
   Education as a Common Good: Blended Learning and Open Source 131
   Conclusion 134

7. Governing a Responsible Platform Society 137
   Introduction 137
   Toward a Value-Centric Design of the Platform Society 139
   Market Actors 147
   Civil Society Actors 151
   Governments 155

Epilogue: The Geopolitics of Platform Societies 163

Notes 167
References 187
Author Index 215
Conceptual Index 221