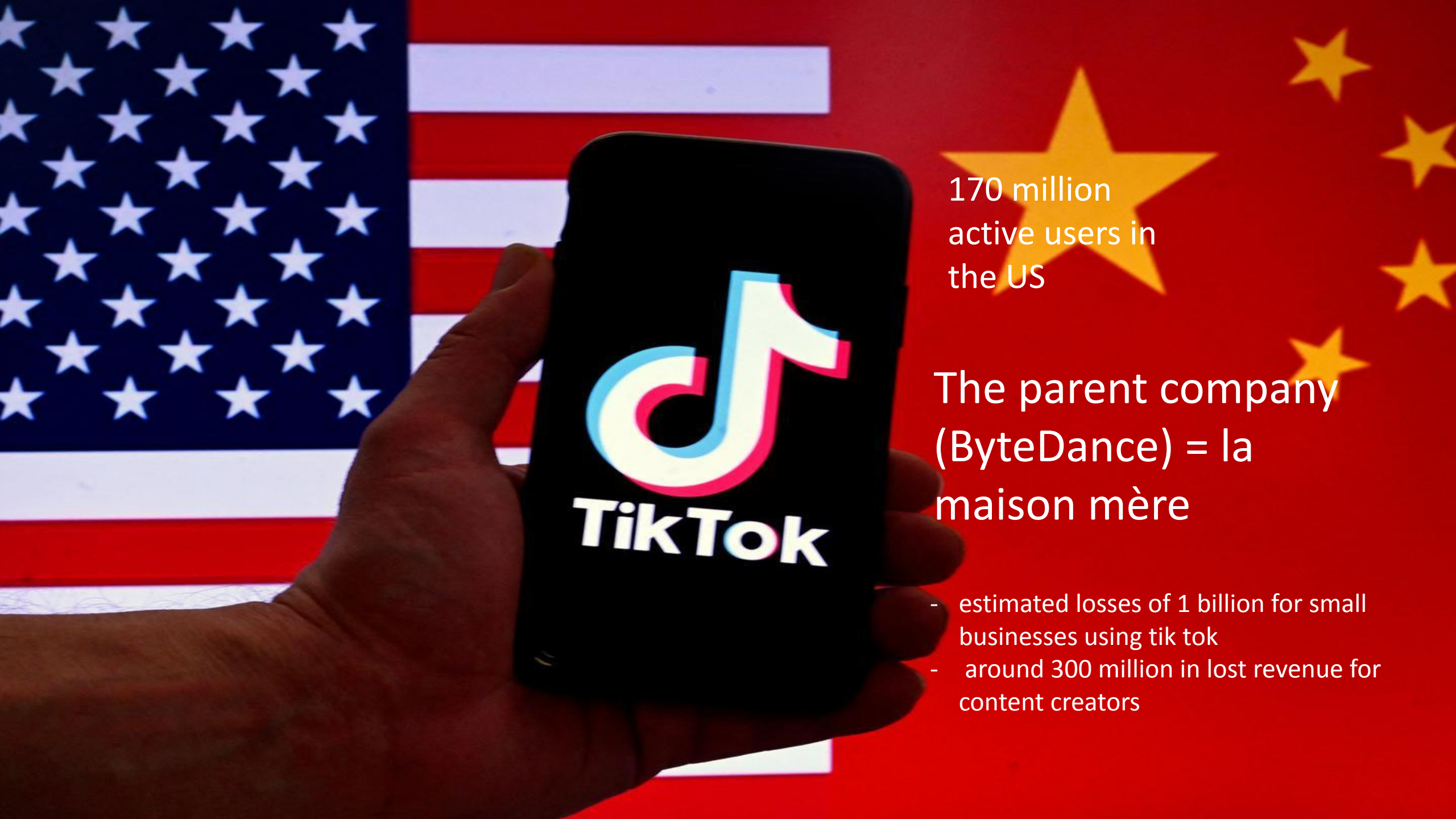


Social networks Regulation



170 million
active users in
the US

The parent company
(ByteDance) = la
maison mère

- estimated losses of 1 billion for small businesses using tik tok
- around 300 million in lost revenue for content creators

Fortunately



The link between Donald Trump and social networks :

-During his first term in office he published more than 25,000 tweets, particularly on 5 June 2020, when he tweeted almost 200 times in a single day

-Truth Social =flop;)

-So when his good friend Elon Musk invited him back to the platform in 2024, he quickly accepted.

Amendment I

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

I- The transformation of social networking platforms

- Recently Meta Platforms, led by Mark Zuckerberg, announced plans to end fact-checking and remove restrictions on free speech on Facebook and Instagram.
- https://youtu.be/EprSgB_HE_g?si=cPEcmwU2f6fp-qC



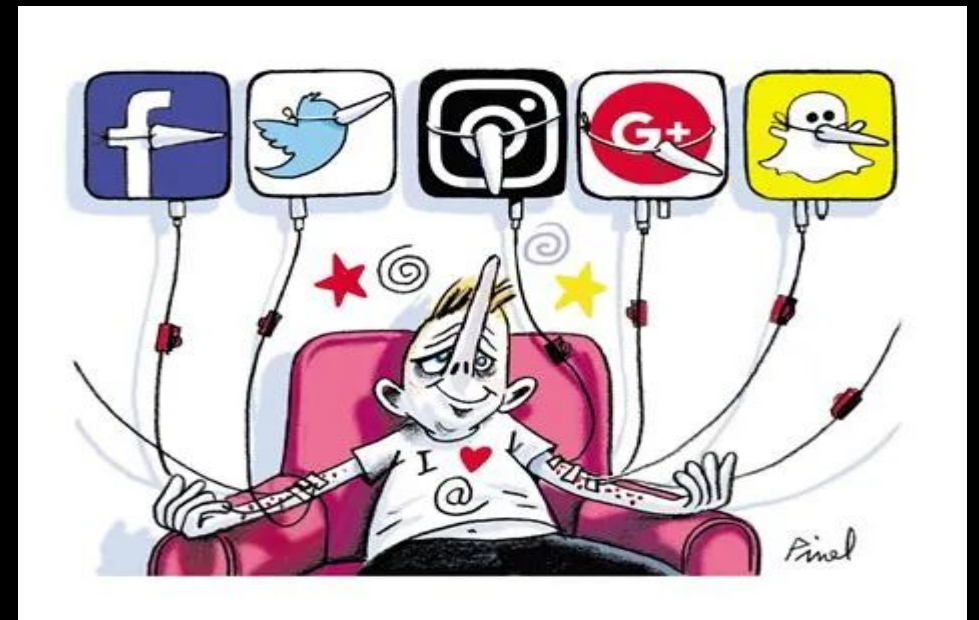
Why is it a problem?

- On the one hand because : Mark Zuckerberg is taking inspiration from Elon Musk's X platform to transform Meta in favour of freer expression
- The move is designed to increase Zuckerberg's political relevance and curry favour (s'attirer les faveurs) with the new Trump administration
- Are we seeing America sink into a plutocracy?



The importance of social networks :

- In the United States, social media is a significant part of daily life, about 70% of Americans, or 239 million people, use social media.
- Businesses in the U.S. also rely heavily on social media. Over 91% of companies use social media for marketing.



II- Today's social media regulation to protect youth

IN AUSTRALIA : A BAN OF SOCIAL MEDIA FOR UNDERS 16s

- Aim : protection of children from online dangers
- Target : only social media platforms -> could be fined up to \$32M°

Arguments against the ban	Arguments pro
<ul style="list-style-type: none">- the choice to include or not a firm in the ban is blur (Why Youtube isn't included?)- the efficiency is questionned:<ol style="list-style-type: none">1) Every child can possibly circumvent the measure2) Maybe the true issue is not the age of who is on social media but rather the harmful content who is published.- There are still positive aspects of social medias (finding communities of people with similar interrests, stay in touch with friends)	<ul style="list-style-type: none">- "If everybody misses out, no one misses out" = no more social pressure to have social media for teenagers

THE “SAFER PHONES” BILL IN THE UK : LESS ADDICTIVE CONTENT TO THE UNDER 16s

*Complement of the Online Safety Act. It consists in :

- Regulation of the mobile phones sale to teenagers
 - > New technological safeguards. (limited access to certain content, time limit on social medias)
- Mobile phone bans in schools

*this bill = political consensus between the Labour Party/ the Conservatives

III) THE PARTICULAR SOCIAL MEDIA REGULATION IN THE US

Section 230 : Social media platforms are not legally responsible for the content that users post on their platforms. (based on the 1st Amendment)

No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider.

= “26 words
that created
the Internet”