Platforms and governance of data

Perspectives from *The Lancet* & Financial Times Commission on *Governing health futures 2030: Growing up in a digital world*

Christian Franz, Consultant to the Secretariat

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The Commission at a glance

Fundamental question of the Commission
What needs to be done today to ensure the health and well-being of the young generation amidst a technological transformation affecting health systems, societies, and global governance?

The Co-chairs
Professor Ilona Kickbusch  Dr Anurag Agrawal

The “Triangle Model”

Values Norms and Standards Rights

Will it let young people flourish?
Will it decrease inequalities?
Will it accelerate access?
Will it meet community needs?
Will it be human rights based?

UHC Digital Health AI

Internet Governance
Why are digital platforms important for the Commission?

Digital (health) platforms...

... are key drivers of the data economy (product innovation, practices, market dynamics)

... have the potential to pioneer new data governance approaches

... represent spaces for various identities of young people

... are often the *de facto* guardians of data (and the privacy of their users)

... are a carriers of values and narratives from their ‘country of origin’
Economics of data as a perspective to understand policy options

"Combining datasets gives value."

Returns to scale

"More data is better."

Non-rivalry

"Utility of data doesn't decrease even as more people use it."

Economic characteristics of data

Negative privacy externalities

"I didn't know my data would sold-off!"
Getting our objectives right

→ Getting the maximum societal value from data

→ Giving sufficient incentives to market actors to invest in data collection, curation, and analysis

→ Providing sufficient trust/safeguards to people to (rightfully) feel comfortable sharing data

Levers via economic characteristics

- Non-rivalry
- Returns to scale
- Returns to scope
- Excludability
- Privacy Extern.
A macroperspective: The reality of the platform economy and implications for the coming generation

The reality of the platform economy

- Information asymmetry
- Market concentration and superstar firms
- Systemic risk
- Excessive uncontrolled data collection
- Arms race among countries

Implications for the coming generation

Different governance choices given digital divide and income disparities (+geopolitics?)

Datafication of children, childhoods, and environments without much public debate

Individual agency and access is propagated, but what about data and health literacy?

Current digital governance driven by tech-necessities, not by human rights