

Appendix 1

Social Media as Content Publishers.

Content publishers like Facebook/ Instagram /Meta Twitter and Google/YouTube are terrified of being called content publishers as this will bring them under the same legislation and playing field as other content publishers in Australia such as newspapers radio and TV. They loudly argue and lobby that they are anything but, and are just carriage services. However they editorialise content for example by blocking, shadow banning, and promoting different content. Political, ethical, commercial, and entertainment value are some of the editorial decisions that are made when these content publishers publish in someone's feed or side panel to maximise their reader/viewer engagement. Facebook and YT have contractors that select and delete content based on their client's editorial whim and use Ai bots to intelligently understand and personalise content to match each user by creating an Ai edited content bubble unique for each user. This is what a content publisher does; editorialise.

This editorialising of content highlights that they are content publishers in every sense of the word.

Many earlier submissions argue that digital platforms propagate misinformation and disinformation, the threat of court action as a publisher will help migrate against this.

Australia as a sovereign state decides what a content publisher is, not an influential, expensive and assertive lawyer lobbying for Facebook or Google.

Solution - Perhaps the single most effective and powerful thing this committee could do is establish social media and video publishers as content publishers subject to the same rules as our Australian mass media. This would be a game changer.

A reminder to Committee Members of the ethics of Facebook is the ABC Four Corners episode "Inside-Facebook " shown on the 3 Aug 2018, it highlights how Facebook monetized suicide attempts, demonstrating that this company is bereft of any moral responsibility.

<https://www.abc.net.au/4corners/inside-facebook/10070364>.

<https://www.channel4.com/press/news/dispatches-investigation-reveals-how-facebook-moderates-content>

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Dr Emily van der Nagel in her submission makes many good points on the legitimate need for of social media pseudonymity for individuals which I totally agree with.

Gerard Hosier