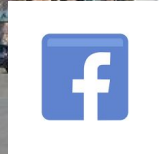
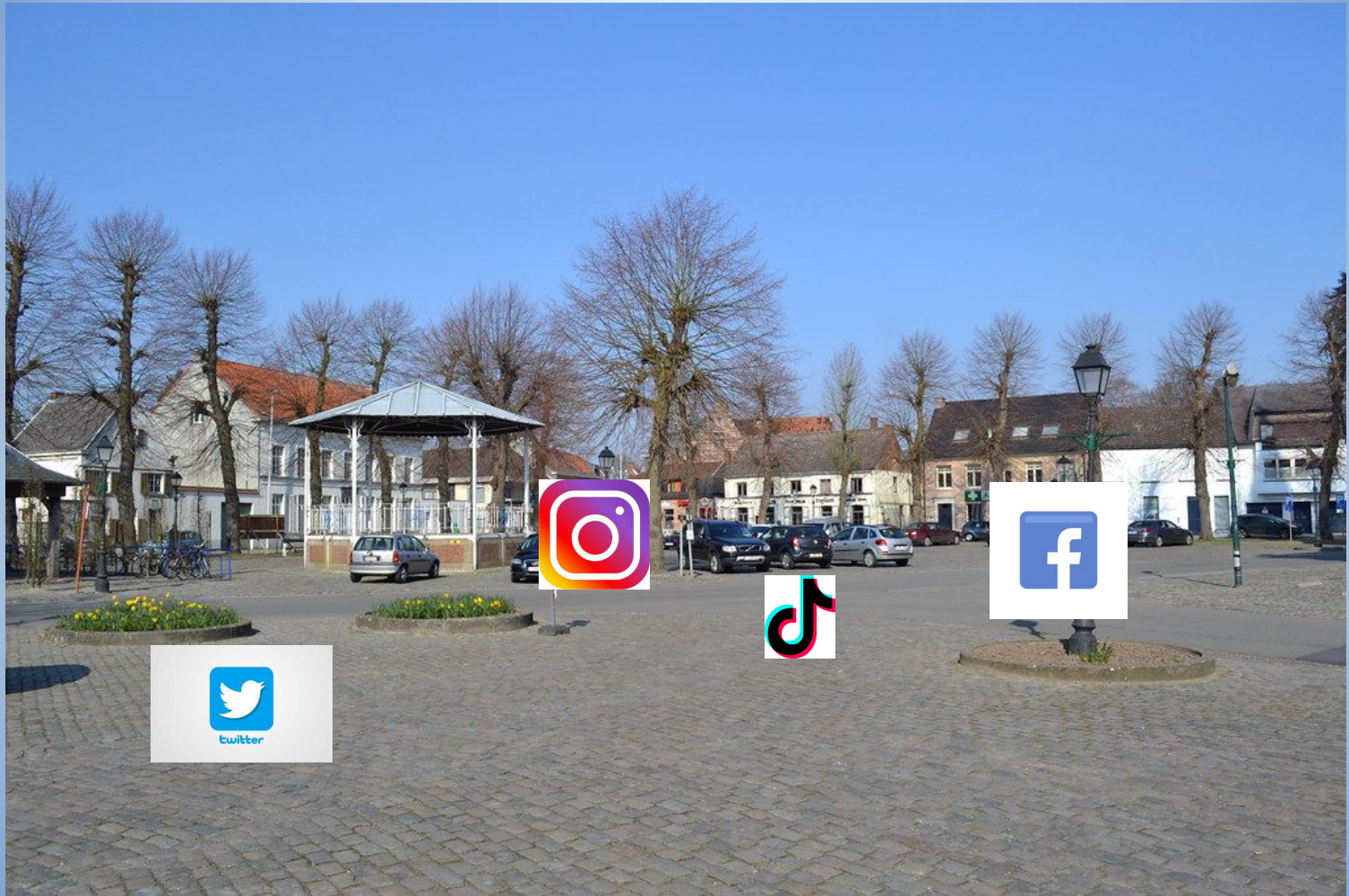




# Governing public values at European universities

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Utrecht University,  
June 22, 2023



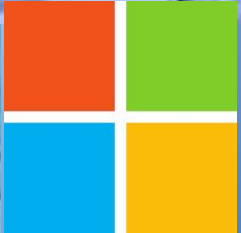




Basisschool "Antonius" Buggenum / 2015







The background of the slide is a dark blue color with a glowing, intricate pattern of white and light blue lines and dots, resembling a complex circuit board or data network. The lines and dots are scattered across the entire background, with some areas appearing more densely packed than others. The overall effect is a futuristic, technological aesthetic.

**How can we govern public values (including autonomy) in a digital Europe?**

**What are the challenges for European universities?**

- 
- 1. Platform ecosystems**
  - 2. Platformization of education**
  - 3. Challenges for universities**



# 1. Platform ecosystems

Alphabet-Google  
Amazon  
Meta-Facebook  
Apple  
Microsoft  
**(GAFAM)**

Baidu  
Alibaba  
Tencent  
**(BAT)**

*Europe Feels Squeeze as Tech Competition  
Heats Up Between U.S. and China*



**security**

**transparency**

**accuracy**

**privacy**

**user convenience**

**fairness**

**inclusiveness**

**autonomy**

**accountability**

**democratic control**

**sustainability**

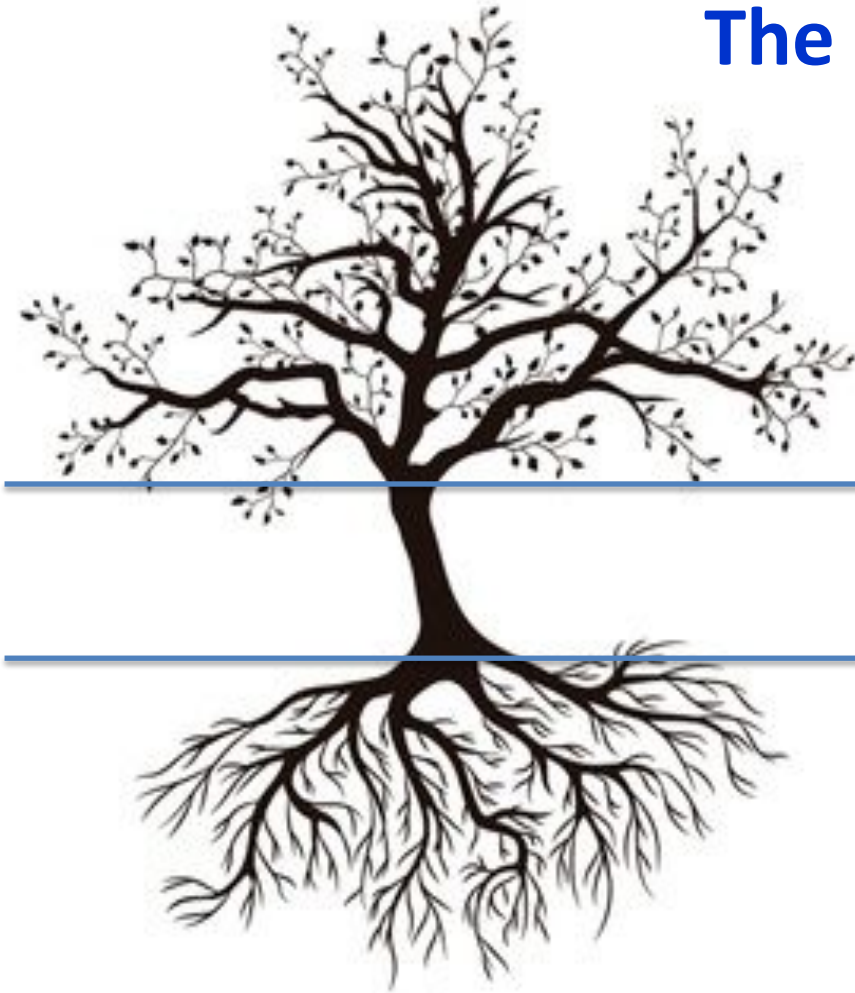
**PUBLIC VALUES**



- 
1. Platform ecosystems
  2. Platformization of education



# The 'platformization tree'

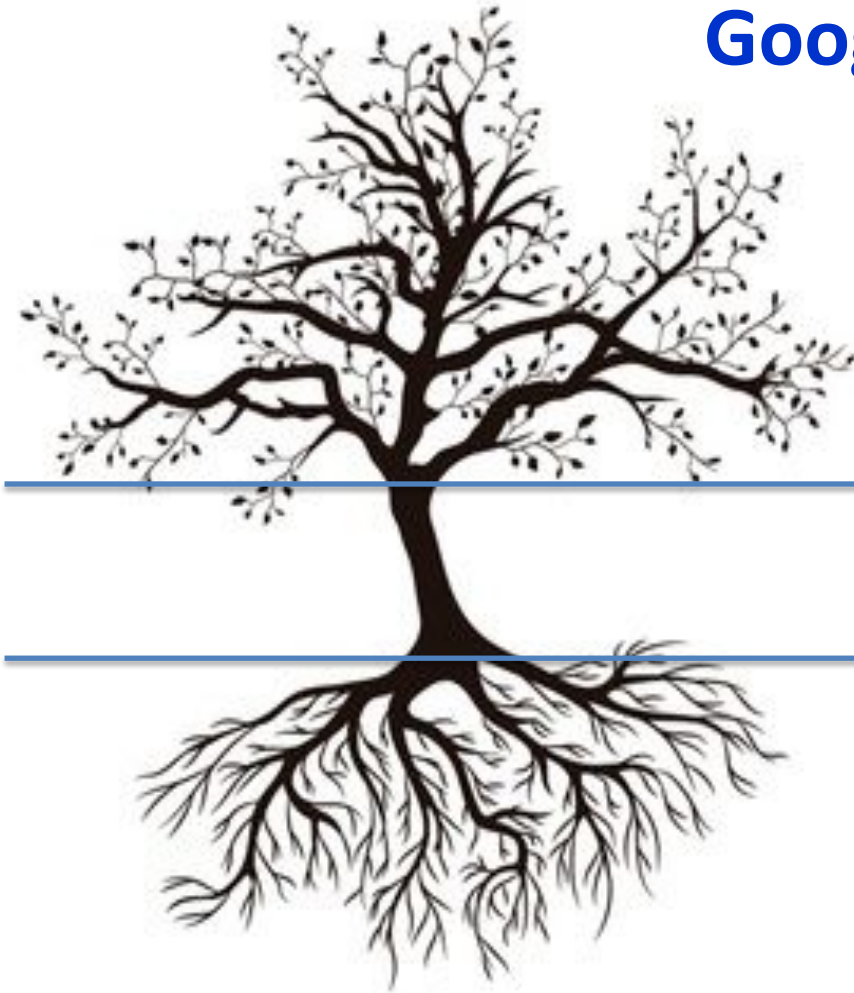


**Sectoral platforms**  
**(Software as a Service, SaaS)**

**Gatekeeping platforms**  
**(Platforms as a Service, PaaS)**

**Digital infrastructure**  
**(Infrastructure as a Service, IaaS)**

# Googlization of education: vertical integration



**G Classroom,  
learning software**

**G-Search, G Analytics, Play  
Store, G-advert, G-ID, Chrome  
browser, G-Cloud , etc.**

**Chrome laptops, data-centers,  
cables, satellites, etc.**





## **Platformization power:**

- Vertical integration**
- Infrastructuralization**
- Data monetization**

- 
1. Platform ecosystems
  2. Platformization of education
  3. Challenges for universities



“From the classroom to the cloud”:  
Zoom and the platformization  
of higher education

**In the EU, facial recognition in schools gets  
an F in data protection**

PUBLISHED: 10 DECEMBER 2019    LAST UPDATED: 13 JANUARY 2023

The New York Times

## How Technology Is Changing the Future of Higher Education

Labs test artificial intelligence, virtual reality and other innovations that could improve learning and lower costs for Generation Z and beyond.

FEATURE    TECH

## How ChatGPT and similar AI will disrupt education

Teachers are concerned about cheating and inaccurate information

# Public value concerns: digital autonomy

- **Professional autonomy:** quality control and choice
- **Data autonomy:** control over access to student data
- **Institutional autonomy:** education as a common good?
- **Technological autonomy:** control over infra systems
- **Geopolitical autonomy:** sovereignty of states





## Challenges for European universities:

- 1. Secure public digital infrastructure**
- 2. Invest in 'openness' and education as a common good**
- 3. Promote platform diversity**

# 1. Secure public digital infrastructure

autonomy

security



fairness

privacy



sustainability

transparency

democratic control



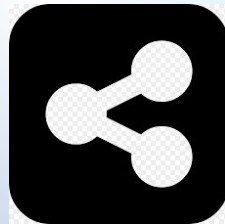
## 2. Invest in 'open'

- Open (FAIR) data: data portability
- Open source and standards: interoperability
- Open science: data sharing for public interest




### 3. Promote platform diversity

- Stimulate public and nonprofit platforms
- Stimulate value-based reflection at EU universities
- Booster education and skills of professionals and students: teach autonomy!







**“Universities need to cement public values in their online academic environments in order to secure a fair, open and sustainable future.”**



THANK YOU!

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## References:

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3. Kerssens, N. & Van Dijck, J. (2021). The platformization of primary education in The Netherlands. *Learning, Media & Technology*, DOI: [10.1080/17439884.2021.1876725](https://doi.org/10.1080/17439884.2021.1876725)