

Descriptif d'enseignement – 2016/2017

Campus virtuel

Intitulé du cours : **Politiques publiques et économie des technologies de l'information et de la communication (TIC)**

Enseignant(s) : Adrien Pascal, Clémentine Désigaud

Fonction(s) : Chargé des questions économiques et de prospective au Conseil Supérieur de l'Audiovisuel (CSA), Chargée d'Open Data et d'Open Gov à Etalab

Type de cours : Campus Virtuel Semestre 2

Syllabus – Target: The creation of Internet, the development of digital, information and communication technologies (ICT) have become vectors for a third industrial revolution, generating cross mutations for the design, the production, the distribution and the consumption of goods and economic services. Digital technologies are now a key driver of economic integration.

From a largely US-government creation, the Internet has turned itself to a global phenomenon beyond borders and nation-state control in which unregulated any-to-any communication is possible.

The course lays the foundation to enable students to approach ICT-related public policies and to understand the key dynamics and drivers behind ICT's growth and regulation in France and in the EU.

It covers key concepts such as Internet governance, regulatory models, open data, privacy or digital single market. Can ICTs boost growth? Can EU institutions protect consumers? How can we achieve fair competition among digital platforms and traditional actors?

Therefore, it aims to gain an understanding of the processes through which various stakeholders – among them public authorities and Internet giants – are involved in setting rules that are today shaping the new economy.

Evaluation : Au cours du semestre, les étudiants devront rédiger une fiche technique d'une à deux pages sur un acteur (entreprise, ONG, administration, etc) ou un enjeu en rapport avec la séance. Cette fiche technique viendra compléter le cours synthétique sur le thème de la séance. (40% de la note)

A la fin du semestre, les étudiants remettront un essai de 2000 mots (+ ou -10%) sur un sujet choisi dans une liste de 3 sujets ou choisi par l'étudiant en accord avec le professeur.

(40% de la note). Enfin, la participation en ligne sera notée sur 20%.

A mi-parcours, une vidéo-conférence sera organisée pour répondre à d'éventuelles questions sur le contenu du cours et les modalités d'examen.

Plan – Séances:

Part One – ICTs: regulation, governance and public policy challenges

1. Introduction: the early history of media, technology and communications policies
2. The concept of governance: Three Regulatory Models
3. Internet: History and Governance
4. Regulating the Internet as a Public Utility and Net Neutrality

Part Two – Data, Privacy and Security

5. Access to Information and Open Data
6. Data Security, Privacy in the ICT era
7. The Dark Side of the Internet

Part Three – The role of ICTs for the knowledge economy: how ICT are shaping the new economy

8. The Fast-Moving Platform Economy: Competition, Taxation and Market Failures
9. Intellectual Property and Copyright
10. Online Advertising and ICTs
11. The Digital Single Market
12. Conclusion: ICTs and the new economy, threat or opportunities?

Bibliographie :

- McQuail, D. & Van Cuilenburg, J., *Media Policy Paradigm Shifts: towards a new communications policy paradigm*, European Journal of Communication, 2003, SAGE publications.
- Hans J. Kleinsteuber, “*The Internet between Regulation and Governance*”, in *The Oxford Handbook of Internet Studies*, édité par William H. Dutton, 2013, Oxford Internet Press.
- Laura DeNardis, *The Emerging Field of Internet Governance*, in *The Oxford Handbook of Internet Studies*, édité par William H. Dutton, 2013, Oxford Internet Press.
- Wicker, S. B., & Santoso, S. M. (2013). *Access to the internet is a human right*. Communications of the ACM, 56 (6), 43-46.
- Sandvig, C., “*The Internet as Infrastructure*”, in *The Oxford Handbook of Internet Studies*, édité par William H. Dutton, 2013, Oxford Internet Press.
- Samuel Goëta et Clément Mabi, *L'open data peut-il (encore) servir les citoyens ?*
- Charles D. Raab, *Privacy Protection and ICT: Issues, Instruments, and Concepts*.
- Evans, D., “*Competition and regulatory policy for multi-sided platforms with application to the web economy*”, in *Concurrences*, n°2-2008.
- Anderson, S.P., “*Advertising on the Internet*”, in *The Oxford Handbook of the Digital Economy* (2012), édité par Peitz, M. et Waldfogel, J.
- Renaissance Numérique, « Le marché unique du numérique : réguler pour innover ? »,