University of Amsterdam
Institute for Information Law

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Catalina Goanta & Giovanni De Gregorio

The Influencer Republic: Monetizing Political Speech on Social Media

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We are

Speakers

Catalina Goanta is an Associate Professor in Private Law and Technology at Utrecht University and the Principal Investigator of HUMANads, a multidisciplinary Starting Grant funded by the European Research Council focused on the fairness of native advertising in the content creation economy.

Giovanni De Gregorio is postdoctoral researcher working with the Programme in Comparative Media Law and Policy at the Centre for Socio-Legal Studies, University of Oxford. His research focuses on digital constitutionalism, platform governance and digital policy.

This lecture addresses the specific challenges arising from the monetization of political speech on social media, and propose a normative argument to extend consumer disclosures to political speech.

Political speech enjoys the highest degree of protection by national constitutions as well as supranational and international charters. Unlike commercial speech which usually enjoy less constitutional protection, political speech is the foundation of constitutional democracies. The blurring line between political and commercial speech introduces a new layer of complexity in tackling hidden political advertising. Indeed, political speech is likely to attract commercial speech inside a broader scope of protection with the result that potential limitations of this kind of speech would be required to pass a very strict test through the balance with other constitutional safeguards or legitimate interests according to the criteria of necessity, legitimacy and proportionality.
To this end, the lecture compares regulatory and judicial interpretations adopted in Europe and the United States.

Details of the lecture

**Date: 29 April 2022
Time: 16.00-17.30 CET (Amsterdam)
Place: REC A, room 5.24 & online**

Please visit www.ivir.nl for more information and how to register for this lecture.