



## Digital platforms inquiry: consumer questionnaire responses

The Australian Competition and Consumer Commission (**ACCC**) has commenced an inquiry into the impact of digital search engines, social media platforms and other digital content aggregation platforms on the state of competition in media and advertising services markets (the **Inquiry**).

As part of its consultation process for the Inquiry, the ACCC conducted an online questionnaire, which was a streamlined process designed for individual consumers to make a submission. Included below are the responses to the questionnaire received from 26 February 2018 to 3 April 2017.

### Online Questionnaire

The online questionnaire asked consumers to answer the following questions. Consumers were not required to answer every question.

Question 1: How often do you use digital platforms (e.g. social media, search engines or content aggregators) to access news?

- Do you use digital platforms to access news?

Question 2: What type of news do you access through digital platforms? Please select all that apply.

- What type of news do you access from digital platforms?
- Other
- Please provide any comments

Question 3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio?

Question 4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?

Question 5: Use of personal data

- Do you know what personal data is collected when you use a digital platform?
- Do you know how this data is used?
- Do you know who this data is shared with?
- Do you have any concerns with the collection and use of personal data by digital platforms?
- Please explain your views

Question 6: Digital platform content

- Do you know how the news shown to you on digital platforms is selected?
- Do you know how the advertising shown to you on digital platforms is selected?

Question 7: How satisfied are you that digital platforms are appropriately governed?

**Question 8:** Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?

## Individual consumer responses

Where consumers have provided verbatim responses to Questions 2, 3, 4, 5, 6, 7, and 8, these answers are set out below. Consumers providing each submission below have consented to their response being published. Some submissions have been edited to remove information that the ACCC considers could enable identification of the respondent or is regarded as potentially defamatory or libellous.

Consumers' responses to the other questions have been collated in the summary report at **Attachment A** on page 163.

### Consumer 1

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Mostly because it has been pre-filtered to remove anything that sits behind a pay-wall. Further to that I also like the discussion surrounding new topics as much as the news itself. However, the majority of news platforms that have a means of discussing ideas have some "interesting" rules that often restrict the free flow of ideas based on editorial policy.

Also to escape the mentality of "those whom pay are king" either from sponsors/advertisers or paying members being treated differently in moderation policy.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Realistically yes, as its far easier to fall into an echo chamber bsed on the content an algorithm presents you with. From other sites that act as an aggregation site there is the other problem of content being voted up by the communiy which creates a different form of selection bias.

However, this is not much different to content from one news source being known to lean in one direction compared to another new source. So long as the perception of bias is known then the effects can be mitigated to a limited degree, but it's impossible to remove bias completely from either "digital platforms" (as you have defined) or traditional media.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Mostly from the likes of Facebook and Google that have made a business of selling 'you' the user as their product while offering a space for 'you' to provide them more information about their product.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

My main source of news from "digital platforms" comes from Reddit, where I visit certain subreddits. The most common way news gets to reddit is through user submissions which can then be up or down voted by other users based (supposedly) on relevance (but realistically on agreeableness).

Outside of reddit I recieve some "news" from Facebook however this mostly comes from the SBS page, or friends sharing links. In terms of this content Facebook removes some of it based on my

viewing habits with regard to what it thinks I'm likely to click on, as it makes advertising money based on the number of ads I view.

The other part of Facebooks advertising strategy comes from sponsored pages that are injected into the feed, these may appear as a post from a friend but frequently have 'sponsored' in dark grey text as part of the listing. These injections are often based on the pages I have 'liked' or relevance to such pages, and pages my 'friends' have liked.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not. For Facebook there needs to be some mechanism to force them to allow chronological ordering of a timeline so as to avoid their specially selected echo-chamber of maximum advertising. Also the ease of deleting personal data from Facebook needs to be increased. As currently it's very difficult to delete any personal data from Facebook because their business is the sale and movement of your data.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think there is a growing tendency for seemingly partisan mainstream news sources to become even more partisan in their depiction of the news and journalism. As it's one of the few ways to keep or increase advertising dollars without changing their business model.

Further, I think Twitter is being used as a means of performing unqualified attacks against many journalists and news platforms, especially from those in "power" from Twitters perspective (many followers etc.) and from a societal perspective. As an example of the societal perspective: politicians not liking journalistic content and attacking the organisation/journalist through social media, but especially twitter in order to gain momentum from their followers to implement change that may be detrimental (See recent ABC news article that was taken down due to complaints from politicians).

**Consumer 2**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, negatively.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

**Consumer 3**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Sometimes stories are posted that don't make it to mainstream news

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I believe that the same issues with social media exists with mainstream media

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I feel many of the same issues are present in traditional journalism and media platforms. I look for sites and pages that avoid advertising

#### **Consumer 4**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. This is one of the things I love about getting news on Facebook. You can choose what news you get and from whom.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I worry about who has my details and how they are using it.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Bases on what I click on.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I personally think that with 90% of the main media owner by the one person the media is not governed appropriately at all. That's why I follow pages that have no association with the main forms of media.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No

#### **Consumer 5**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, they tend to target and reinforce your existing views and limit the amount of opposing views and therefore one tend to have a more biased opinion through such digital platforms. Although traditional forms of news/marketing is also biased

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

The digital platforms should be transparent on how they collect and use personal data. There should be an option to view the data collected for transparency.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very satisfied - the system is not transparent at all.

## Consumer 6

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. It is easier to get news and more accurate news from people on the ground through social media than it is through news agencies such as the ABC.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I don't know how my data is being used but it is interesting that if I click on a link in Facebook, I receive an email from Pinterest relating to exactly what I just clicked on. Such as the earthquake in PNG - the pins suggested are how to survive a zombie apocalypse? I use social media to keep in touch with my clients and Pinterest to give them further information.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I use ad blockers because I don't like ads cluttering up my social media and also I don't have the budget (money, time or otherwise) to search through glurge.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I hate the way they are governed and use my data on other places that I may not want to have happen - even with changes to the settings on social media and clearing cookies, they still seem to manage to get it wrong.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Australian news has always been biased. I have friends in other countries who use social media and I ask them what the low down is on the news. Such as the PNG earthquake - whole villages are gone after the landslides. People are trying to get there to help and they can't. How helpless do my friends in PNG and I feel. Its the same with the reporting of West Papua - its seems to fly under the radar the mass executions and other atrocities because we want to keep the peace with indonesia. So Australian news needs to become more honest and advertisers as well. Its simple to look up if what they are spruiking is legitimate or not. Sorry for the long post and the major whinge...

## Consumer 7

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Probably positive though I take all news with a grain of salt. It's less traumatic cause if a story looks graphic and and horrific I ignore it unlike tv where all news is presented in full often gory color andoverandoveragain.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Out side of common knowledge info is part of the process to gain an account. Plus there is too much reach into data stored on the device.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I suspect my personal data stored shows preferences.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Perhaps a little less bias than the media that is owned by limited number of individuals.

## **Consumer 8**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I don't like the waste of newspapers

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'm annoyed that I often get spam mail after reading something....they take everything from your profile and in my view, abuse it, sell it on etc

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

If I google new washing machines to purchase ( as an example) my whole fb feed is full of adverts for that product. Drives me insane.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They aren't. Totally DISSATISFIED

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes - they abuse the knowledge they gain from you, pester you to advertise, and don't pay enough tax in australia.

## **Consumer 9**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they impact it. Mostly in a negative way eg Facebook's news feed is horrible at getting any information to you in a timely manner, then the whats trending section is even worse. Plus these forms of media often reference untrustworthy sites for the information

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Collection of personal data should be tightly regulated as this is vital to stopping fraud and spam, two of the biggest problems of the digital age and they are not taken seriously enough by 99% of websites. Website owners/hosts should be held accountable

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all. There is little to no governance or regulations

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The news in general is woeful, sensationalized and designed to incite as everyone tries to compete for advertising dollars. Advertising needs to be removed completely so the news can go back to being the news, and not about ratings to attract more money

## **Consumer 10**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use a mix of news providers, paid, The Guardian, free, the ABC and some Fairfax titles. I do not access News Ltd.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I don't like collecting paper daily, just to put it in the recycling bin. I buy the physical SMH on Saturdays only. I sometimes listen to ABC Radio news, but no longer watch any news on TV.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think it does, as I choose to access sources which mostly align with my views but it would do the same if I was to buy a paper copy. I do not get caught up with conspiracy theory type of stories, and if friends post it share such stories on Facebook I will rebut with reliable sources.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It bothers me that when. I recently googled and then purchased a new camera lens, more ads for camera lenses appeared when I was playing Solitaire! They had not happened previously. This brought home to me just how my searches are being tracked. I would like to know if I used the 'secret' search option on my Samsung phone if this would result in less or no tracking.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I presume it is linked to my searches

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't think they are, so I am not. I think that my search history should not be for sale.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I understand businesses can pay to be first listed when a topic is searched. I think this has led to fraud such as has occurred through ticket resellers. Google should be made to reimburse people who inadvertently used such a site because of Google's connivance in promoting the scammers.

## **Consumer 11**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I just reaches me instantaneously

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I would assume any personal data collected from me is for purely marketing purposes

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It is a form of direct marketing which can be advantageous to me.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

There is a lot of crap out there with little regulation presently.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I moved away from newspapers. Why pay for lies?

## **Consumer 12**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I go out of my way to select a number of digital channels, to get a broader view. But I know most people won't bother and just view what an algorithm presents them with.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know it happens and why, but, given that I use these channels for convenience, I have to give up some of my privacy.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have multiple ad-blockers on my browsers/systems to minimise the crap thrown my way (especially the disreputable clickbaity stuff).

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.



**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Obviously it is killing the old business model of the print and on-air news organisations. I pay for a couple of subscription digital news channels because I value independent news gathering and journalism.

**Consumer 13**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I know it's insular but I only access stuff that with which I agree!

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I like that you get immediate info on current affairs and scams

**Consumer 14**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes - they create more insular communities as the algorithms that deliver news articles to you are designed to present views you agree with in order to increase traffic and therefore profits. I believe this creates a severely negative impact on society through the creation of echo chambers. In addition, it rewards fluffy articles that agree with a community's position instead of actual journalism.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It is a massive invasion of privacy while simultaneously being extremely private about how the information is used. I believe it is a violation of basic human decency.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It presents content that appeals to averaged slices of demographic data that line up with the demographic profiles applied to you

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Extremely dissatisfied. Requires a massive increase in transparency and legally-enforced standards.

**Consumer 15**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Absolutely impacts. Can be quite narrow in what it provides. It's also annoying to be inundated with rubbish advertising that I don't want to see. This is so for most apps I use. It's worse in Facebook,

where I complained to them that I was only seeing advertising and not the posts of my overseas friends.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

"It's a frustrating to get so much targeted advertising.

I am also increasingly worried about how any political comments may impact on travel to certain overseas destinations in future. I am much more careful about political commentary than I was a few years ago."

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I only use free news sites so that certainly impacts on the news I receive!

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am unsure if or how they are governed. I also don't want to have govt control so the public is spoon fed, like in some countries. I have experienced govt control of social media, email, internet etc in various countries I have visited.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

"Much of what I see is a rehash of articles published elsewhere. I think we have truly lost quality investigative journalism. Poor quality analysis, not asking hard questions or insisting on hard questions being answered by politicians is all part of the watering down or the dumbing down of the public.

Trial by media by viral posting on social media is a huge problem. It takes away the ideal of a fair trial."

## **Consumer 16**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Can definitely be both positive and negative. You must be discerning

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Aware that content is curated by app algorithms and news company preferences rather than unbiased

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Concerned that the quality of journalism has decreased

## **Consumer 17**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Their full access to personal information on electronic devices and computers allow digital platform providers to manipulate specific contents and target marketing to the viewers.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Loss and infringement of privacy rights. Very concerning.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied. More need to be done by governments to ensure that rights of their citizens are protected. Tougher laws and high penalties implemented against digital platform providers who break the law and morally cross the line.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

See above.

## **Consumer 18**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes. You sometimes have to search deeply for news that isn't 'trending' or for the full article because the 'trending' article has been doctored.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It uses what we 'click' on to generate what they think we would like. I do not like this as it feels like my privacy has been taken from me.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not. If they were governed appropriately have of the stuff we see would not have been allowed there in the first place.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Digital or in print, media and advertising have always been the same as you need to print the stories that sell, so you can print more stories.....a vicious cycle. This is why I do not trust the media for correctly reporting events.

**Consumer 19**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I believe it has a negative impact the diversity of views and news I am presented with.

**Consumer 20**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I generally use abc iview and the sbs equivalent for my news.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I do believe social media platforms impact the quality and diversity of views. Social media a few years ago was a much safer place where anybody could express views. These days it is only left vs right, and not just with politics.

Social media companies should be more focused on combating the spread of false information and views by large agenda driven groups.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

The general public have no clue as to how our data is stored or how their usage statistics are tracked, used and sold.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I know that social media selects news articles for me which is why I fundamentally disagree with the "action" that has been taken on misinformation on sites such as facebook. IE. None.

No fake accounts I have seen are deleted, pages that condone racial/religious violence still have a presence and show up on my feeds because people I know have "liked" them or a post.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

NOT AT ALL.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Critical thinking and the ability to think for oneself needs to be paramount on social media. Hate groups need to disappear (not groups i disagree with; hate groups and corporations with clear agendas such as the NRA, One Nation, Mining magnates etc).

## **Consumer 21**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Neutral

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

If they are selling my information, I'd be concerned. But I trusted them (e.g. ABC or BBC) because they're government organisations.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Are they showing it to me based on my personal data? Where are they collecting this information from?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't know how appropriately they're governed, so I don't know how to answer this...

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Please protect our information. It belongs to us, and we should be able to control who has a right to it. Just because we use a platform doesn't mean we should be expected to trade our souls to use it.

## **Consumer 22**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I access digital platforms throughout the day, including the digital version of the newspaper. I sometimes watch the news on TV at night, which is my preferred place for news, however I find that the stories are often quite short and not much detail provided. On websites I can search to find more information that may not be presented on TV or in a newspaper.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think it provides me with more options to read, or find out more, about a story. Mainstream media can be quite biased and to find quality, informative articles I often have to search a range of websites, or deep within mainstream media sites.

I think its positive that I can have more diversity in news, however sometimes it appears news is sensationalised to get clicks as opposed to informing.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Unfortunately I dont know enough about how sites collect data on me, and think this should be made clearer. I guess it is also up to me, as the user, to look into it more too.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I think the News shown is based on what people are clicking on, or what the website thinks people want to read.

The advertising may be based on websites I've visited or articles I have seen?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I think just like non-digital news platforms, that there should be a level of governance. I understand journalists should be able to report as they see it, however as there are some websites and publications that clearly published lies or misleading details to get readers, this is what should be better governed, so these publications dont get away with it and it doesnt erode the quality of other, better sites.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

News should try and be unbiased, however I guess with ownerships and relationships it is often not. I often feel that I see 1/1000th of what a story actually is, and only what the outlet wants me to read/see. It would be great if there was a medium to get the facts, and then people can form their own views instead of being led down a path by a journalist or outlet.

Advertising is becoming way too in my face that I resent it. I would pay to have access to a news site that didnt have so much advertising.

Plus it feels that some 'news' articles are written by advertisers.

## **Consumer 23**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

Social media isn't accessed with the intent of viewing news, rather news access becomes ancillary to the process of accessing social media as a result of people sharing articles of interest etc

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Ease of access and customisability are key factors (e.g. content can be filtered to be more relevant)

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

To some extent - paid platforms obviously restrict the diversity of information, and social media platforms can heavily bias the type of news seen (e.g. as a result of a particular peer group or demographic favouring a particular ideal of view, whether political or otherwise)

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Everyone seems to accept that personal data will be used to some degree (e.g. cookies) which can aid in catering content to users, however the extent to which data is collected, as well as how much data, is relatively unknown

**Q7: How satisfied are you that digital platforms are appropriately governed?**

This is a grey area - governance is largely contingent on who the developer is (e.g. LinkedIn or FT apps may be trusted more than those made by a lesser known third party)

## **Consumer 24**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Less government involvement the better

## **Consumer 25**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use digital platforms to access news as it provides a more balanced articles than the Murdoch papers. The Courier Mail here in Brisbane is particularly poor. I also get ABC news live as well as other independent posts.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

It is convenient, easy accessible, up-to-date and current. Also, international news and commentary that wouldn't be published here in Australia is readily available.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Positive impact, definitely. More analysis, all news has opinion but independents back up with reasoning and evaluation, not just telling the public what to think. Commercial TV channels, for example, do a few opinionated pieces about politics, add some dramatic pieces eg fires and road crashes, and fill in the rest with fluff pieces. And they ignore or hose down more informative news. Eg ABC stopping Emma Alberici's article because Malcolm Turnbull objected. That is censorship in our democracy. We should be out in the streets marching to protest about that. I don't care what her

article said, we desperately need free speech in our news as well as lack of bias. That made me very angry.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know that personal data is collected eg if I look for online products, I get those ads on facebook, so I assume collection of data happens all the time. I also get emails from some groups that I don't request. Of course, I would much prefer anonymity but I think that horse has bolted. I don't trust some sites for this reason and I stop using them.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Of course, specific groups accessing digital platforms actually attempt to profile users. We all know that. Most of the independent sites I access have been trustworthy, however.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am satisfied that I am intelligent enough to choose for myself where I get my news. It is easy to identify the sites which appeal to "nutters" or special interest groups. We definitely DON'T need any more censorship. Too much censorship is happening already. We are reaching the point where Orwell's 1984 is becoming a reality!

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The usual culprits, commercial television and the Murdoch press, have swayed public opinion for too long. Journalism has become too opinionated, with little analysis and objectivity. We need a lot more independent news sources that are objective and show insight. Journalism in Australia is poor quality, concentrating on influencing how people think and covering up what is happening behind the scenes, especially in politics. When interviewing politicians, for example, on air journalists do little more than give the politician a platform for campaigning, with weak, or no probing questions and presentation of the facts. Unless it suits them to put on a show for the audience with trifling matters. Journalism has been corrupted. By Rupert Murdoch and Fairfax not far behind. The result is a nation of gullible, inactive observers. Some of those people, however are waking up as they realise the widespread damage that is being done to the nation under their noses by the current government.

## **Consumer 26**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I look at fb every day and it's just there but still trust abc news more

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes assigns negative, really hate how they're trying to guess what I want to see



**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

When I first started using Facebook, I did not use any of my personal data, my name consisted of my dogs names and dob was made up as I didn't think they needed to know me but slowly it became more convenient to start using my real personal data (eg to be able to find friends I lost touch with) then came location services without which some apps weren't as useful and today, I give my details to anyone just for the convenience and points/rewards. I still shred any paperwork with personal details out of habit and hope no one will do anything nasty with my personal details :(

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I noticed the content seems to be based on my previous searches but would like to know how to avoid it

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not really sure what appropriate governance means, it's still so new but would hate if it became too controlled

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**Consumer 27**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they do impact. Smaller publications are unable to compete with larger publications, and smaller companies unable to compete with larger companies to the detriment of small, independant business.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I work in Communications so know how personal data is collected and used, but not sure who it is shared with. I'm concerned that profiling using digital technologies is both intrusive and detrimental to dimensions of social, cultural, political diversity.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't believe they are appropriately governed.

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**Consumer 28**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Facebook and Google censorship media

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As a consumer we should have the right to opt out.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all. It's censorship.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Fake news

## **Consumer 29**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

no satisfied. like to know more

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

there should be an opportunity to review with each platform the information they have on me regarding all topic like the credit rating portal. and give me opportunity to modify or delete selected elements of the content

## **Consumer 30**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes because I get a smaller selection of views

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I would like to see more regulation around this area

## **Consumer 31**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Absolutely and in a negative way. Much easier and quicker to write a poor quality fact based article online.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

My personal data shouldn't be sold off and I should have a right to limit what personal information I actually need to give out, e.g telephone number, address, and even email.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

My personal data such as age and cache is used to select what 'material' might appeal to me. Just because I looked up dresses once, doesn't mean I want to be bombarded with ads everywhere.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all - restrictions need to be in place on what material a company can legally give out, even to 3rd parties.

**Consumer 32**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use in addition to specific media channels/newsletters.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think the curation is generally not as good as the specific newsletters I read, however those are more narrow in their spectrum and I know what I'm looking for there. I use digital platforms to fill in the gaps of information or find something I may have missed in the channels I prefer/prioritise.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I work in the industry so I know generally what is collected and what it should be used for, but I'd like to know more of what is actually going on and a better explanation for consumers on what the trade off/value exchange is for their data. There is certainly value in the exchange but it's important to be more forthcoming on what that is (which may in turn make customers more engaged with the content and willing to provide information).

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I work in the industry so I understand how ads are placed

**Q7: How satisfied are you that digital platforms are appropriately governed?**

It does not seem like they really are governed to protect consumers and content providers.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I have stopped using certain social platforms bc I feel the content has been diluted with too much chatter about nothing and too many ads/sponsored posts in between and surrounding content. It's too much noise and distraction and a bad user experience. I understand the need to monetise content so that consumers may continue to access and publishers can afford to create, but we need to find a balance on how much space and attention is sold to ads. Just because you can doesn't mean you should.

**Consumer 33**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use it because it's free & it's convenient

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It impacts negatively.

So much fake news & clickbait news. Too many people blindly believe whatever they read online without questioning if it's real.

I keep saying "you don't know how gullible your friends are until you friend them on Facebook"

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'm very suspicious of access to my personal details, believing many entities sell data, especially email addresses, even when their privacy statement specifically says they don't. Who polices that?

I've asked in the past how did a business get my email address, and they just say they buy lists. We should be able to trace back how it was obtained.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I used to work in digital marketing. I understand cookies & ad targeting

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It is dumbing down our population

## **Consumer 34**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It's positive and negative. I feel like I get different news sources more cheaply (free) but im finding that I don't get the same articles as other people or that the articles all seem to be consistent with my point of view. Whereas I would like to get alternative arguments and points of view on issues or politics.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I think this impacts on me getting biased news.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I don't mind if articles are tailored to me somewhat, but would still like to see a range of unbiased media.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very. I think it should be more transparent or you should be able to customise it to how I want it.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think it creates a sense of users believing their opinions represent the majority of opinions because it is all the see coming through on their news feed. I think we have to make sure we are presented with varied points of view from the media so we get a diverse range of views and opinions, not just being told what we want to hear.

**Consumer 35**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

It pops up in my feed

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I find there is less diversity of views. If a story piques my interest I will search for other views, but many people are unaware that they are getting less diversity and seeing what they want to see. In my opinion, that will have a negative impact. Also, I hate to use this term, but social media is an easy way to propegate fake news.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Are they?

**Consumer 36**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use the digital platforms as a base to look further into news stories rather than an authority on them.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think every platform pushes their own political agenda on the users. It has minimal impact other than to make me completely skeptical of what is being written. When few corporations own the bulk of media outlets you only see what they want you to see rather than the truth.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I do not believe digital platforms are governed at all and are allowed to push their agenda on the users because hey are privately run companies. It would be nice if they had to show a more equal balanced view rather than only the one they want you to see.

### Consumer 37

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Negative. They use click bait- misleading headlines

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very

### Consumer 38

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I read less news, only what I have said I am Interested in

### Consumer 39

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I Do not watch TV

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. It is broader and with so many channels the information not hampered by bias

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have tight security on profiles and agree to the level of info I share. I use a specific email account separate to official banking etc.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Fairly

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think social platforms should share more news and not be governed by the likes of 7, 9, 10, daily telegraph, Sydney morning heral, Fairfax in general.

## Consumer 40

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Local TV stations seem quite bias and you hardly hear about many things that actually happen and are important. And often 15 minutes of absolute dribble about garbage that means nothing to most people.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

There would barely be any diversity in my news if I relied on NBN or 7 News for instance.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

On most sites I use as much privacy software as I can and still be able to access the content I wish too. However its never 100% effective and I don't get a choice really.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I select what I wish to view and subscribe to no one. Advertising is a different kitchen, I block all of it whenever possible.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They're not governed at all lol.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Australian mainstream news is very bias and pandering.

## Consumer 41

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Speed

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It's far too easy for the average consumer to fall into the trap of an echo chamber. You need to seek out dissenting voices, and vet them for quality. All things that are too difficult or time consuming.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

These things should be surfaced far more readily. Facebook hides your data well away in their settings, and make it too many clicks to delete, hide or reset. Google is worse. As always, individually this data means very little. In aggregate though, your privacy is on display for all to see.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

From basics like cookies and tracking of clicks or likes through to even reading the content of emails, and unsent Facebook searches, your digital fingerprint is recorded everywhere. No amount of firefox/chrom extensions can totally protect you.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

6/10 - If the last 18 months have shown us anything it's that Facebook/Twitter and comments sections are a shit show ripe for the picking by the most organised. Youtube comments have always been a cesspool, and the platform itself is not much better, as content creators are constantly poorly vetted.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

A huge amount, but I'm not sure this is the avenue to express them.

## **Consumer 42**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, it does

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It appears to be just as biased as the so called "normal" media

## **Consumer 43**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. It's negative for those who don't realise this is the case. It is damaging to those who only receive 1 point of view.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I work in advertising, so I have knowledge through work.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Very dissatisfied.



**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

There appears to be no accountability for the truth. Even Facebook community standards don't block a lie from being spread.

#### **Consumer 44**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, because there's lots of keyboard warriors, spreading mis- information and gullible people are too lazy or too stupid to crosscheck validity

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

You don't have any rights

It's accept their terms or be locked out

The assertion

People don't care is incorrect

You can't opt out

And still use the various platforms

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

#### **Consumer 45**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

As a consumer I accept that any news source is unreliable and biased. I think digital news even more so as we learn that anything on the internet may or may not be true.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It's very irritating to get "targeted" marketing because of my searches.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

**Q7: How satisfied are you that digital platforms are appropriately governed?**

No confidence that there is any governance.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The quality in general of the media is extremely poor. In Australia it lack journalistic integrity, it's poorly written (even spelling and gramma), vested interests have undue influence. A pet peeve is that the media dwell on and sensationalist petty matters, some of which is gossip rather than news. The more important and relevant stories are ignored. Example is some thing like '60 Minutes'. No longer any investigative articles, only rubbish. Why should the consumer be expected to pay for lazy journalism.

**Consumer 46**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I had never thought about it. They probably do, in a negative way.

**Consumer 47**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

How Truthful and factual the news is.

**Consumer 48**

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**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Based on prior searches you have made on the net, who you are connected with and what those connections are subscribed and interested with, targeted for your age also, household purchases, number of family members etc all based from past online purchases you have made, or different sites you have subscribed too etc

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The news seems biased these days, as the search formulas being used to work out your interests, isn't necessarily aligned with the correct information as various different demographics may share and use your device.

## Consumer 49

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

Digital media, digital marketing & advertising specialist news topics

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I can filter what I want and don't want to ready - I am my own news editor, and I don't have to pay for the service of subscribing to a news outlet/publisher where I have no control of what I see/read. I also have the ability to share comments and opinions with peers.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes - I believe that digital platforms empower the user to decide for themselves how to editorialise news at their own finger tips. This decentralises the traditional "one gatekeeper" of news. A discerning user can also use multiple sources to define personal opinion. To me it is also a positive impact because I can also filter out less negative and poor journalism in favour for quality.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As a digital marketer who understands how data is used and collected, as long as there is ethics and privacy laws are protected in the use of data - I believe there is a benefit to the end user. A generation of users who are more discerning and savvy at controlling their own news feeds.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Target audience and segmenting. User data is profiled and fit into how a company/brand/news topic is relevant to this profile.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Keep companies accountable to privacy laws, and strict encoding and deidentification of data.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Allow the industry to flourish by educating younger Australians in schools of how to be digital entrepreneurs. Stop protecting old fashioned/traditional businesses. This is an evolution of media.

## Consumer 50

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

the diversity is not available with main stream media

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It should be up to me what is done with my data.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Are they focoured at all!

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It has been proven with the Barnaby Joyce saga that main stream media controls what is seen and when. If not for social media I doubt this would have been aired.

Re advertising - just because I look at something, or eat at z restaurant does not mean I want to be bombarded with adds for evermore.

## **Consumer 51**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. I believe there needs to be less bias. I believe that it is in a transition stage

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I do not approve of target advertising. Some is quite offensive

**Q7: How satisfied are you that digital platforms are appropriately governed?**

The government need to keep their grubby self serving hands out of it. There needs to be some advertising but seriously sponsored sotes aare annoying and full of click spam

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Someone needs to be impartial. Hateful racist crap on digital platforms across the board needs to stop and facebook bullying needs to come under clearer guidelines

## **Consumer 52**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Because all the mainstream news is dominated by the Deep State (see: Operation Mockingbird, CIA)

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, because social media platforms such as Facebook and Twitter are influenced by the Deep State to push a specific agenda that, while sometimes is Fake News, simply disallows for alternate viewpoints (and facts) to be present.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I would like to know the ways in which the Deep State uses the information it collects, and how it can invade certain privacies and liberties afforded to all Australian citizens.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I would like to see news selected that is non-biased and explains both viewpoints, and doesn't discount certain facts for 'convenience' to the Deep State.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not fully satisfied because the Deep State infiltrates both large multi-nationals and governments, so legislation can sometimes be biased. It would be good to see legislation that isn't influenced by the Deep State and genuinely puts the interests of the people first.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I believe that the Deep State influences what news is given to the people for mass consumption. Most of the time, one can search a given topic and find results (unless Google has removed certain search results), but the news that is given to the people on a mass scale from the front pages of social networks such as Facebook and Twitter seeks to force feed only certain types of news to a large scale of people.

## **Consumer 53**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Instant access to news at all times without the need to leave house to purchase a newspaper.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms give readers access to a wide range of news sources especially through news curation apps such as Google News, Flipboard, Feedly, Inkle etc. However these apps do not provide good filtering of quality news and as a result we are exposed to an overwhelming constant barrage of time wasting, junk news (content shock).

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Not only are the digital news platforms continuously collecting data about our preferences and lifestyles in order to bombard us with advertising they think we may be interested in when in fact 99% of the time it is totally irrelevant and misplaced, but it is also a well known fact that government

security agencies ( such as NSA ) are continuously collecting data on our internet usage and preferences which they may one day use against us if they determine our usage patterns meet the criteria of a user profile that they deem is hostile to the interests they represent.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Cookies and analysis of so called big data by complex algorithms.

Programmatic advertising.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Totally dissatisfied as there are no repercussions to the serving of low quality, biased/false news which finds its way to us without us actively seeking out its creator's platform.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

With first hand experience as a former publisher of four suburban newspapers in NSW, I can safely say that digital platforms have caused the implosion of advertising rates to the point that journalism is no longer findable through advertising. International advertising rates are forecast to plummet further in 2018 and will make most pure digital news outlets unsustainable. As a typical example, see the losses incurred by The Guardian. Take away the print revenue of most established daily newspapers and they would close tomorrow. This problem is a problem with the Australian newspaper groups as well.

## **Consumer 54**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

No I do not think that.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Facebook at least is totally unconcerned with user safety, they do NOTHING to prevent or stop harassment on their platform. They cannot be trusted in any way.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied.

## **Consumer 55**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'd prefer not to have any data collected about me for any reason

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Unsatisfied

## **Consumer 56**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Positive

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No

## **Consumer 57**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

probably all but mainly what i put

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

unfortunately will be the future as everyone centers on it

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

negative mostly

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

not sure what to think of it all

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

look at something on eBay or google search and bang you get it through all the ads it pisses me off as if i want something ill look for it

**Q7: How satisfied are you that digital platforms are appropriately governed?**

need better governing of them

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

the decline in real stories of local interests

### **Consumer 58**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Of course they do, it's important to be a critical reader of the news accessed on the web. The platform dictates the content, eg news stories on Facebook tend to be quite sensational to encourage the reader to click on the link rather than scroll past. I wouldn't say social media news stories are quality! I think it has a negative impact because many people aren't discerning and would believe anything presented to them in this way.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am able to find out some of the data that has been collected and I know some of the ways that it is used by believe that we should all be made explicitly aware of what is collected and how it is used - not just confusing and vague fine print!

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all!

### **Consumer 59**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, I think there is a negative impact on quality but a positive impact on diversity

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'm not sure where it ends up and who can use it for what purposes

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I understand that I'm targeted based on what I have searched for

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied I am concerned about the impact on quality and accuracy

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am worried that quality news and journalism will disappear completely



## Consumer 60

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### **Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I proactively seek out news sources that are of interest to me and are reputable/ professional news organisations.

I then follow these news sources on social media platforms. I think this is positive as social media is one of several channels (email and app alerts) where I am presented with news and alerted to breaking news.

I often receive a diversity of views from the people/organisations I follow on social media.

Regardless of how I am presented with news, responsibility to locate quality or diversity of views is the individual's responsibility.

Perhaps the ACCC should inquire as to whether the Australian government should build institutions/vehicles to improve Australian's media/information literacy levels? This could serve a similar public good and be on a national scale as Superannuation is designed to help Australian's save for their retirement.

### **Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am a social media marketing consultant. I understand that social networks are identity platforms.

Digital platforms (specifically social media) are attractive paid advertising platforms because organisations can target a specific audience with a specific set of messages.

What I'd like to know more about is what/if any personal data is shared with digital platform partners/service suppliers and what security these third-party groups have when managing data.

### **Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I am a social media marketing consultant. I understand that social networks are identity platforms.

Social media platforms are attractive paid advertising platforms because organisations can target a specific audience with a relevant set of messages.

I appreciate Google (through the Google app) will provide news based on previous Google searches. I'd like to know more detail how the relevant digital platforms 'pro-actively' show news to me.

### **Q7: How satisfied are you that digital platforms are appropriately governed?**

It is still early days for digital platforms. As a society, we are learning about the opportunities and challenges provided by digital platforms.

There are areas for improvement that could occur by the digital platforms increasing internal governance.

For example, with organisations and individuals having greater access to advertise to a mass audience, more transparency should be placed on providing more information about the source of the ads and what other messages/ads the organisation/individual has published. There should be

more governance surrounding improved advertising metrics that are more transparent and include the use of independent third-party tracking.

As well, digital platforms need to do more when filtering our inaccurate information designed to misrepresent the facts. A recent example is the high-school Parkland, Florida USA school shooting. Conspiracy videos claiming students speaking out in support of gun control were actors and that there wasn't a school shooting. Both of these claims are false.

These conspiracy videos were categorised on YouTube and Facebook as trending topics. This likely increased the visibility of this false information. Here's a link to the story from Business Insider Australia - <https://www.businessinsider.com.au/youtube-promotes-conspiracy-theory-video-florida-shooting-survivor-david-hogg-2018-2?r=US&IR=T>

While I think internal governance is the preferred option, If Australian laws are being broken or Australian society is under attack from a foreign power, then the Australian government needs to directly address these issues. I assume the solution could include greater governance.

In addition to reviewing opportunities for increased governance, Australians with access to digital platforms need to take greater responsibility for content shared and consumed on digital platforms. Promoting self-responsibility/media literacy could be made a priority just like superannuation contributions are mandatory.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I appreciate the digital platforms have placed a greater amount of financial pressure on Australian news organisations. With revenue margins and the number of journalists working for news organisations shrinking, the Australian government should review options for using tax dollars to ensure Australian journalism/news continue to serve as a source of factually correct information and a diversity of opinion.

**Consumer 61**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Maybe so

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied

**Consumer 62**

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**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Digital platforms display hard news, hard & soft opinion, rumour & outright lies. It makes no claim to veracity Main Stream Media (MSM) provides constant bias based on proprietors' wishes & politics. MSM does not openly declare its obvious bias. Such bias is overwhelmingly at the Right end of the political spectrum & aimed to the detriment of Labour & Green Parties.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

100% satisfied. We use digital platforms precisely because content is not governed except to remove offensive content. Governments should be allowed NO GOVERNANCE of digital platforms. Any excesses of Governance / Interference of content by a platform owner will result in the public leaving that platform in droves. Government control will lead to the same result. This will suit Draconian RW Governments.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Digital Platforms are keeping Main Stream Media honest, or at least trying to in the face of organised MSM resistance to any examination of its editorial standards. MSM is losing advertisers as fast as it is losing readers / viewers because of its barely concealed bias

**Consumer 63**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

worried by the algorithms that limit what I see based on what I like. No balanced views only "thought friendly"filtered news.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes very much so. And while the idea of filtering things based on what I am interested in has positive effects when it comes to subjects, I feel its a huge negative to people to be only fed a diet of 'biased' content without the balancing or thought/dialogue inducing complete picture.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'm ok with aggregated data collection but not personal data. I am also a little annoyed at adds popping up for things I have happened to look at in passing on social media platforms. I understand that someone has to pay for many of theses services but I find it creepy.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Are they? Doesn't seem so.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

1. I am fearful that data collection and its technology may get out of hand.
2. I worry that the forms of collection might expand faster than the regulators can keep up with.
3. I fear that the utilisation of this data might be used for negative things rather than the 'idealistic' intent.
4. I am alarmed (rightly or wrongly) by some of the stories I read about in-home voice controlled systems from the likes of apple, amazon and google that 'listen' and then provide ads on social media based on the subjects that have been only discussed.(see point 3)

## Consumer 64

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Does not impact. News on social media that I access is from the mainstream media such as the newspapers and news networks

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

There should be better access to the data held about me - in line with data protection laws in the EU

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Aware of digital tracking, recording of search terms used, sites visited in order to display targeted news, but would like to know more

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Reasonably satisfied but aware that there is better governance in the EU

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Fake news should be prosecuted

## Consumer 65

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

They provide an aggregation of news so I don't get sucked into trawling through sites.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they definitely impact quality.

The news stories that seem to be pushed are very click bait and I find if I have read something, similar articles get presented all the time. It's a feedback loop

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am a strong privacy proponent and I don't believe these agents are sharing my data with any ethical considerations in mind.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I believe they need some oversight. They have such an influence over our daily and yearly views that giving a bunch of foreign companies free reign is not in Australia's best interest.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

A free press is essential to democracy.

Only with them can we have a society that has checks and balances needed to remain free. I fear that true journalism is being worn away in way of news feedback loops that are just designed to get clicks. Companies that have taken the traditional news cycle and pushed a free model are not to blame however we have moved that funding essential journalism from the news organisations to the digital agrigators without a thought to what that means in the future. They now controller how we see the world. More information is not the answer, we need unbiased information. I have no real opinion on how to achieve this though. It is a large problem that needs everyone to truely think about it and be conscious of what they are doing.

## **Consumer 66**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

They positively affect cultural diversity

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

some have disclosures, but a few years on the net and you learn your data is sold.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

yes I know it uses my search history to tailor ads

**Q7: How satisfied are you that digital platforms are appropriately governed?**

it seems ok, how safe is my personal data?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

it seems ok, how safe is my personal data?

## **Consumer 67**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No.

## Consumer 68

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

It's hard to pick out 'fake news' since Facebook doesn't give you the ability to report majority of posts on its network. It actually

Let encourages you to block instead. Infact some pages, people am deathly groups have to be 'reported' just so that you can bring up the option to block them. Most pages can not be reported as fake news and most times facebook leaves the content for not 'violating community guidelines' despite its pledge to 'delink' content from being removed to that country's audience. Facebook doesn't vow to remove the content tho and you should realise this is different as they are using loopholes to keep the misleading information circulating.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, they have a massive amount of power that we made laws in Australia to avoid publishers having the lion share of the market and having the ability to influence politics and people with information that is not necessarily true and as tradional media is known for misleading the public (example just recently channel 9 tryd telling everyone how McDonald's fries would help bald people) how could people possibly be left to trust independent sources on social media if the tradional sources are so far from perfect you need to read everything with a touch of salt.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

we can't even stop companies based in Australia violating privacy (example Domino's and it's service rockt stole a very large large amount of data last year and its users are being spammed, Domino's didn't even send an email out to its customers admitting what it did! It made a FAQ page and only responded when asked...

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Political ideology of 'left, center left, centre, centre right, right' are a mixed bag of people.

It's hard to please everyone but a centre approach should be standard.

I hate far left but I equally hate far right views, it would seem a business political agenda drives some of these decisions of what is recommended.

Big Business is known to support liberal party in Australia. That is no secret.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not satisfied at all, while I am a fan of capitalism and the government not being involved in people's lives, I am a center view so I also believe some things need some regulation to protect people and business, but I always favour consumer over business.

Consumers rights should never be put after a business like has been the case in Australia for car manufacturers and other consumer related problems.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes I do have more comments but I'm sure I'll think of them after I hit submit.

- Social media companies have no regard for the mental health of consumers.

- fake accounts are rife because of laws that punish people if they are caught saying controversial stuff. (Anti political correctness)

Facebook won't let you make a new profile and keep both secured with two key verification, google allows both to be two key secured so they would rather let your data get stolen in other words.

Bullying and self harm is not addressed by Facebook at all. They tell the media they are putting on thousands of new staff to moderate content but if you use the site like me you would know they are very much lying.

They need to be forced to open up offices in our country and hire moderators in Australia to help bullying, Suicide/mental health which are problems affecting very large portion of Australians.

Facebooks voluntary 'community guidelines' have failed for years and are easily abused.

Educate Australians on laws regarding what they say, a lot will not be happy if they were better educated on how restricted our speech is. We are not a 'free country' as what people would expect.

Consumers always come first.

If a business wants to make money they will change for their shareholders to follow our laws.

Facebook doesn't add to australias GDP ans is not based in our country. It is just a tool for Australian people and business so the government need not to fear loosing jobs or money by regulating social media conservatively.

I don't want to see any further censorship but just accurate and true news articles and a funny meme is subjectively offensive and what someone interprets as offensive may not be offensive to someone else.

The same people are always complaining (I admit I'm one of them), so when we do commissions and stuff that only get a few hundred responses out of more than 24 million people, you are never getting an accurate view of Australia.

Politicians are always saying fake stuff on there social media and halt truths to traditional media in addition to half truth propaganda they are allowed to push down everyone's throats.

It use to be expected the media will scrutinise every politician but in the modern era it's just what's going to make headlines.

Example both parties receive very large amount of Chinese money but they send a witch hunt after Sams comments revealeved to media.

This goes much further than social media, this comes down to our media and advertising laws.

Even the government is guilty of using social media to push half truths so this will be very interesting to see the recommendation.

For example QLD government is a big fan of using social media propaganda, consumers should be able to see who paid for 'sponsored' posts and consumers (tax payers) should be able to see how much the government has spent on propaganda to social media giants such as Facebook.

I personally estimate that the Australian federal, state and local governments have given facebook ad revenue service a combined total of more than 15 million AUD Between January 2015 to January 2018.

## Consumer 69

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I can choose where my information comes from and check source reliability

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. It's negative as tabloids dictate society

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It's a violation of human rights

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It's wrong

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Too much power

## Consumer 70

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I'm on a PC for 8 hours a day - then I'm home busy so no time to stop for news etc.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think they're biased and I have concerns about false news and false statements made. It could be improved by a rating system on fact checking the content.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Selling our clicks is a business, consumers need to be aware of what companies are really behind buying the clicks and what they're using them for.



**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I think they put the most popular at the top regardless of importance to society. That's how media storms are created.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

As mentioned, websites need to be rated or graded based on the accuracy of their content in combination with how they use our data. We can then make a choice on sensationalised entertainment news vs factual politics.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I can understand that journos are being paid less because free sites have become normal but I don't think accurate information and news should be at a price - then only those that can afford accurate news sites will have access and those that cannot afford to pay may make decisions based on false content via the free sites.

## **Consumer 71**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

Long tired of a media industry controlled by amoral moguls; stale, archaic, boring, irrelevant aimed at lowest common denominator. Australian commercial TV limps on, bereft of ideas, quality content or viability. Its demise is imminent.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Positive in terms of access (choice, diversity), although intrinsic investigative skills are disappearing rapidly, as are literacy, numeracy, grammar, punctuation, adequate research and proof-reading.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Google is the gargantuan elephant in the room. There is scant scrutiny or protection for on-line consumers. Currently Google controls the browser market to a huge extent, while Chrome browser updates hijack user settings covertly to boost Google click-profits and data mining. This is blatantly exploitative. Where is our our sovereign Australian Government on behalf of our citizens?

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Ad-blockers rule, OK?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Please refer to previous comments. In a practical, realistic sense no government can deal with the enormity of cyber-space. However governments can and should target known corporate malfeasance, e.g., European Union action against Microsoft, Apple, Google etc

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

My own view is far too much content is lazily sourced from allegedly-important social media beat-ups. Social media is NOT news. The real world contains news.

## **Consumer 72**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes - there is more choice of news.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

At least the advertising is relevant

## **Consumer 73**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, if I rely on feeds rather than proactively seeking out.

I see this as a negative.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I understand algorithms are used

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Unsatisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes, the inversion of trust. I.e. the person on the bus who posts something is more trusted than a subject matter expert. The ability for anyone to post quickly means there is no quality or accuracy process so users can be misled and/or have their own views reinforced rather than being exposed to objectivity.

## Consumer 74

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### **Q2: What type of news do you access through digital platforms? Please provide any comments –**

Young people overwhelmingly consume their news on digital platforms, especially aggregators like Google News and reddit. You need to do this to reach young people. Not that I've ever seen any ACCC content in a newspaper.

### **Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

'Traditional media' has had to change rapidly to compete with free digital news aggregators. The end result is the rise in clickbait fake news journalism (i.e. publish first for clicks, fact check later). Many young people no longer trust traditional media for its constant mistakes and not-at-all subtle partisan approach to political news (Fairfax is just as bad as News Corp). I'm aware the internet is just as bad, but once you learn how to filter out clickbait and bias, it is a superior platform for news.

### **Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think as a whole, digital platforms have reduced the quality of news because of how easy it is to spread fake news. However I do think that it is up to the consumer to find sources they find reliable and unbiased, and figure out the stuff that partisan hacks pull to sell an agenda (e.g. selective quotes, seamless cuts on videos). Once you can do this, digital platforms are SUPERIOR. Besides, the ACCC is a statutory body and does not engage in partisanship so none of that would be an issue for Australian consumers.

### **Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

There is a grey market for anonymised user data. For example, Facebook collects a lot of information about you, which they anonymise and sell to anyone who wants to buy in order to serve personalised ads to you, wherever you go on the internet. It's very unclear what exactly they collect and how much they know about you. I would want full transparency for companies that sell user data.

### **Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Depends on the platform. Ads are often personalised to you specifically based on your browsing habits. On content aggregators, news may either rise or fall organically based on the community of that platform (e.g. reddit), or it might be an algorithm that scrapes the internet for news and shows you what it thinks you are interested in (e.g. Google News). I have seen reports of staff with access to news curation artificially sinking content they don't like and boosting content that they do (e.g. Twitter).

### **Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all, I think many reputable companies that are expected to be politically neutral have been infiltrated by ideologues. This is bad because the big ones are able to influence what millions of people see. For example YouTube has been caught artificially inflating left-wing content and censoring right-wing content. I wouldn't have a problem with this if they were honest about it.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The internet is forcing traditional media to innovate or die. This is only a good thing.

## **Consumer 75**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes it does, I feel the more data is collected on my usage, I get different news on my accounts. It's a negative impact because the data does not reflect the context of what I looked at.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'd like more transparency in what data is collected and why, and what they are intending to use it for.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I want to know why I'm being shown the ads and news that I get, and how they managed to select those for me.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Very dissatisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No

## **Consumer 76**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

Needs more governance and transparency.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes, they need a level playing field to compete equally.

## **Consumer 77**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I'm not entirely sure how to answer this question. If cookies are being used by Facebook for adverts on social media, then perhaps media has the ability to impact on diversity of views. You can also argue that it also depends on what page a user may like. Whatever a Facebook page a

user may like they'll get the news of that page depending on the following preferences chosen. It's to this why I am staying neutral.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Advertising to me is selected through cookies and probably the pages a user may select as like.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No

## **Consumer 78**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Negative impact through re-enforcing biases and reducing resources for quality journalism.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

There is strong evidence that nobody really knows how the AI engines make decisions.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

very dissatisfied - there is no governance and their "off shore" nature makes it hard for proper regulation.

## **Consumer 79**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use digital platforms as they are clear with their agenda, as opposed to Legacy news which tries to mislead it's audience through fear mongering.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, it is a positive impact

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

The personal information that is collected is no worse than the information the Government stores about me, only the Government doesn't get access to it - which is the real reason you are wanting people to lobby with you (See the bit about fear mongering above)

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

If you don't realise that websites use coding to see how long you view a particular item, so they can then try and advertise it to you later you should probably get off the internet.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

The Australian Government can't even build a reliable internet infrastructure, they have no reason to try and govern our internet - stop trying to be China.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Stop being whinging baby boomers that are scared of the world they created, Legacy News (Tracy Grimshaw and the like) are quickly dying, no matter what you do, you can not stop this from happening,

Accept it and focus on issues we can actually change.

## **Consumer 80**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Depending on what type of platform the content type varies. I mainly use news apps (ABC for example to get my news. I trust the content less on sites such as Facebook

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Usually the privacy policies of most sites are buried somewhere and hard to find and are very lengthy and confusing

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I think more needs to be done to ensure the content is truthful and not bias. I think companies need to disclose when something is paid for or sponsored and if something is defamatory, racist or instigating violence that may be in breach of local laws (e.g. anti discrimination act or terrorism act) it should not be allowed to be shown even if it is touted as being an opinion.

## **Consumer 81**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Negative impact

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Privacy concerns

## Consumer 82

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think quality can be negatively impacted due to the ease of online publishing, which requires readers to have greater information and media literacy to avoid fake news. Some aggregators prioritise celebrity News over World events, possibly because it's easier to come by.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have a basic understanding and it doesn't concern me.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I'm not terribly interested in either.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not sure

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think the free options mean people are less willing to pay for established News sources with qualified and trained journalists. I think this runs the risk of good journalism disappearing.

## Consumer 83

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

more info available to access in a short period of time

Won't access if joining/becoming a member/give details/pay fees is required.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Who controls what gets reported and what doesn't. Can manipulation occur to steer an agenda. For example to steer a population towards a certain election outcome. How is this prevented.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Would it be acceptable to have someone collect your licence details every time you bought the newspaper at the corner store? Why should this be acceptable on digital platform? If someone is collecting to obtain a financial advantage than why are we not being compensated as well? One should have a choice whether to have personal data collected, not forced or the highway.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Nobody knows.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Don't know how they are governed and by whom. ?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Terms and conditions in general are usually always in complete favour for them and totally in detriment for one selves? Totally unfair? A bit like being robbed. I think terms and conditions across the board need to be better regulated, made to be fair.

**Consumer 84**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I like the convenience of online news media however I am always disappointed in the quality of the writing; I find spelling and grammatical errors constantly and it annoys me that this is something that is allowed

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I find it all very overwhelming and worrying but it's just so hard not to utilise digital platforms because it is just simply now a part of life and ingrained in our culture

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Dissatisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I would like to see quality reporting, writing and no "fake news"

**Consumer 85**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

In a way, it does provide that diversity to enable me to form my own opinion. But recently I have noticed it's been a bit one sided making people a bit more judgemental without ALL the facts being made available.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Only a little bit.

**Consumer 86**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

can be both pos and neg depending on the location of the news cast



**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Data can be used against you for financial reasons by post code state or territory areas where there are large welfare dependants ATMs are few and most transactions are over the bank counter stores locate in the digital intense ownership areas

**Q7: How satisfied are you that digital platforms are appropriately governed?**

really need strict controls more concern over what is concealed from the consumer smart tv can now watch what is happening in your lounge they must be unplugged or covered over with something over the camera built into the set very common with Samsung smart tv

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

sensationalism what gets more views lack of research done on the news item some are completely false reports Eg : Bali/ singapore sent ash and dust 15,000kilometres into the air not possible real report said from the person manning the equipment near the volcano said 15,000 metres the true story

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**Consumer 87**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

No,. It's usually shortened version, so if interesting can watch on TV anyway.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Well I do but it's very convenient and being in rural area we get news quicker this way

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Don't know

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No

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**Consumer 88**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It isn't always the most true or least sensationalised!

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Did I view it, or did I somehow follow click bait? A dodgy link counts for a view and gives kudos to rubbish news...

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

An algorithm of some sort based on cookies and what 'something ' matches with my views...

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Are they?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Sensationalism without bounds, let's throw out bulk fishing lines to see what comes in best?

## **Consumer 89**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I have a particular time of day when I check emails, check banking records etc and at the same time check on internet for updated news items etc. I also purchase papers daily and watch TV News and Current Affairs programs.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

No. Most of the items that are on digital platforms seem to be taken from other traditional sources of news availability.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Who knows what goes on with all this personal data that companies collect especially as they collect it covertly without any knowledge of the people using the services.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I suspect that this is the case. I object to being pigeonholed and categorised and only provided with material that they think I would be interested in because of information these companies collect because of previous viewing habits.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Totally unsatisfied. They seem to be able operate with the freedom that no other traditional company has the right to do.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes I have concerns about the total lack of any sought of regulatory conditions or code of conduct that these digital platforms should be operating under. It appears that they don't want any rules but the freedom to do things their way without regard for the damage that their offshore platforms can do to a local economy, for local tax paying businesses and employment.

This does not just relate to digital platforms in the News/Media industry but potentially all businesses.

Take Uber as an example. This is a Taxi service under a different name. It operated illegally in Australia for at least 2 years without any attempt by Governments to impose any regulatory controls that the legitimate Taxi Industry was required to work under.

Because of this non action by Governments Uber grew throughout Australia to the extent that State Governments instigated shonky reviews to provide them with the illegitimate authority to legalise this non tax paying service at the expense of the legitimate, well regulated, longstanding, tax paying local Taxi Industry. This decision by State Governments has destroyed the financial security of many longstanding Legitimate Taxi owners and drivers Banks previously provided loans to people against the security of a Taxi Licence. Now Banks are calling up debts because their security is deemed to be worthless. People are suffering but who cares.

## **Consumer 90**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

TV news has too many ads.

I use digital platforms because I can navigate to the content I'm interested in, without having to sit through stories and advertising I'm not interested in.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms have had an impact on the news, but often it's all the same noise.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have taken steps to limit the amount of targeted advertising on my Internet connection. I have a deep mistrust of Google, facebook and other large companies.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The Australian news has become obsessed by advertising, sensationalism and American politics. This change was noticed when 'today tonight' finished and channel 7 went to a 1 hour format.

Often the same content is repeated, with "more details after the break". If you pause the news and fast forward though the ads you realize how sparse the content is.

Digital TV with its many channels and the Internet has provided a huge increase in advertising space / bandwidth, but the volume of quality content has not increased.

## Consumer 91

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Depending on what type of platform the content type varies. I mainly use news apps (ABC for example to get my news. I trust the content less on sites such as Facebook

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## Consumer 92

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Negative impact

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Privacy concerns

## Consumer 93

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think quality can be negatively impacted due to the ease of online publishing, which requires readers to have greater information and media literacy to avoid fake news. Some aggregators prioritise celebrity News over World events, possibly because it's easier to come by.

I probably get greater variety of news with online platforms but most of it is frivolous.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have a basic understanding and it doesn't concern me.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I'm not terribly interested in either.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not sure

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think the free options mean people are less willing to pay for established News sources with qualified and trained journalists. I think this runs the risk of good journalism disappearing.

## **Consumer 94**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

more info available to access in a short period of time

Won't access if joining/becoming a member/give details/pay fees is required.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Who controls what gets reported and what doesn't. Can manipulation occur to steer an agenda. For example to steer a population towards a certain election outcome. How is this prevented.

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**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Terms and conditions in general are usually always in complete favour for them and totally in detriment for one selves? Totally unfair? A bit like being robbed. I think terms and conditions across the board need to be better regulated, made to be fair.

## Consumer 95

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I like the convenience of online news media however I am always disappointed in the quality of the writing; I find spelling and grammatical errors constantly and it annoys me that this is something that is allowed

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I find it all very overwhelming and worrying but it's just so hard not to utilise digital platforms because it is just simply now a part of life and ingrained in our culture

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Dissatisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I would like to see quality reporting, writing and no "fake news"

## Consumer 96

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

In a way, it does provide that diversity to enable me to form my own opinion. But recently I have noticed it's been a bit one sided making people a bit more judgemental without ALL the facts being made available.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Only a little bit.

## Consumer 97

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

can be both pos and neg depending on the location of the news cast

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Data can be used against you for financial reasons by post code state or territory areas where there are large welfare dependants ATMs are few and most transactions are over the bank counter stores locate in the digital intense ownership areas

**Q7: How satisfied are you that digital platforms are appropriately governed?**

really need strict controls more concern over what is concealed from the consumer smart tv can now watch what is happening in your lounge they must be unplugged or covered over with something over the camera built into the set very common with Samsung smart tv

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

sensationalism what gets more views lack of research done on the news item some are completely false reports Eg : Bali/ singapore sent ash and dust 15,000kilometres into the air not possible real report said from the person manning the equipment near the volcano said 15,000 metres the true story

**Consumer 98**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

No,. It's usually shortened version, so if interesting can watch on TV anyway.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Well I do but it's very convenient and being in rural area we get news quicker this way

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Don't know

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No

**Consumer 99**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It isn't always the most true or least sensationalised!

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Did I view it, or did I somehow follow click bait? A dodgy link counts for a view and gives kudos to rubbish news...

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

Are they?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Sensationalism without bounds, let's throw out bulk fishing lines to see what comes in best?

## **Consumer 100**

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## **Consumer 101**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I have a particular time of day when I check emails, check banking records etc and at the same time check on internet for updated news items etc. I also purchase papers daily and watch TV News and Current Affairs programs.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

No. Most of the items that are on digital platforms seem to be taken from other traditional sources of news availability.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Who knows what goes on with all this personal data that companies collect especially as they collect it covertly without any knowledge of the people using the services.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I suspect that this is the case. I object to being pigeonholed and categorised and only provided with material that they think I would be interested in because of information these companies collect because of previous viewing habits.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Totally unsatisfied. They seem to be able operate with the freedom that no other traditional company has the right to do.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes I have concerns about the total lack of any sought of regulatory conditions or code of conduct that these digital platforms should be operating under. It appears that they don't want any rules but the freedom to do things their way without regard for the damage that their offshore platforms can do to a local economy, for local tax paying businesses and employment.

This does not just relate to digital platforms in the News/Media industry but potentially all businesses.



Take Uber as an example. This is a Taxi service under a different name. It operated illegally in Australia for at least 2 years without any attempt by Governments to impose any regulatory controls that the legitimate Taxi Industry was required to work under.

Because of this non action by Governments Uber grew throughout Australia to the extent that State Governments instigated shonky reviews to provide them with the illegitimate authority to legalise this non tax paying service at the expense of the legitimate, well regulated, longstanding, tax paying local Taxi Industry. This decision by State Governments has destroyed the financial security of many longstanding Legitimate Taxi owners and drivers Banks previously provided loans to people against the security of a Taxi Licence. Now Banks are calling up debts because their security is deemed to be worthless. People are suffering but who cares.

## **Consumer 102**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

TV news has too many ads.

I use digital platforms because I can navigate to the content I'm interested in, without having to sit through stories and advertising I'm not interested in.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms have had an impact on the news, but often it's all the same noise.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have taken steps to limit the amount of targeted advertising on my Internet connection. I have a deep mistrust of Google, facebook and other large companies.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The Australian news has become obsessed by advertising, sensationalism and American politics. This change was noticed when 'today tonight' finished and channel 7 went to a 1hour format.

Often the same content is repeated, with "more details after the break". If you pause the news and fast forward though the ads you realize how sparse the content is.

Digital TV with its many channels and the Internet has provided a huge increase in advertising space / bandwidth, but the volume of quality content has not increased.

## **Consumer 103**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Negative in the way it's always presented very brief and or with repetitive wording.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I don't enjoy targeted advertising under the assumption that is all I like to see.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I think it's open to huge discrepancies that the government has no control over.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I notice there is a lot of young good looking females all over digital platforms in advertising and news articles, very much more than males. The effect on your average young person is an unrealistic picture of what is normal.

It seems acceptable to have old ugly men all over digital media but not old average woman.

## **Consumer 104**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I get my news from word of mouth and then conduct my own searches for more information

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, it reinforces your own biases

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am concerned about my rights to own and delete my data.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not. They have a profit motive to share clickable items, which aren't necessarily high quality.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The Government shouldn't regulate speech nor what is available via digital platforms. Instead, it should require that these platforms are transparent about their methods.

## **Consumer 104**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I get my news from word of mouth and then conduct my own searches for more information

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

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**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The Government shouldn't regulate speech nor what is available via digital platforms. Instead, it should require that these platforms are transparent about their methods.

## **Consumer 105**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Most news is bias and of negative made into a story. Mixed with one sided facts,

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Data is collected for one main reason. Money.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

No idea how spread the news. Selected mainly by adverts that make money from what they see you are interested in

**Q7: How satisfied are you that digital platforms are appropriately governed?**

It is pathetic.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Regulate them to protect the consumers.

Self regulation means the big guys can do what they like

## **Consumer 106**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It impacts negatively on news. It pushes culturally diverse news for the sake of diversity rather than the actual news of the moment

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Terms and conditions of sites are for too tedious and not actually understood

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It's obviously targeted! I see it regularly that I have looked at a site and it is constantly advertised after

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

News outlets should tell "real" news, not just what a faction of society wants. Also sites seem to target news stories based on interest rather than a real snapshot of all news.

## **Consumer 107**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

It is hard to find real local news online.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use it for convenience but the quality of digital news has decreased considerably over the years. There does not appear to be the same integrity in reporting facts anymore. More articles are purely sensationalist, or worse, clickbait.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

The impact from social media sites is certainly negative. The articles are often sensationalist or plain incorrect. It also appears to show people what they want to see. If they have a particular viewpoint already it does not show them alternative points of view, causing people to become even more hardened on their stance.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It is completely unclear what data sites are collecting on me, how it is used and how it is shared. It is VERY concerning. I would not leave my wallet lying around for people to go through, or my diary open, but these online sites have all this information and more and I have no visibility or control over it.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Because of the obscure way these digital platforms operate I do not know if they are 1) showing me real, genuine facts; 2) if the information is picked for me because I already have a particular viewpoint and 3) why I am shown particular advertising.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Very dissatisfied. They have far too much control over what we see online and they answer to nobody. They have the power to change election results (by influencing opinion), forcing certain advertising on you and they are all about increasing profits. They are monopolies that are unregulated and out of control

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

These platforms have far too much influence on public opinion. They are not required to be unbiased, they are not required to be factual and they are not required to share the same information with everyone. They are completely unregulated.

In terms of advertising, they control too much of the advertising dollars from companies but the metrics which are used to measure advertising online are unstandardized and unregulated. How can new players compete? They have monopolies.

## **Consumer 108**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use Facebook as main news hub

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

customisation

I have some sort of control over my "news wall", newspapers are always curated and sometimes push certain ideologies. Having different views of the same event on one page makes it easier to form an opinion...and find fake news.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes, the quality sometimes drops. Digital platforms are fast-paced and publishers react to that by putting speed before quality.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I try to control my personal data on digital and social platforms and I try to publish the bare minimum of personal data possible.

I am also aware that they use my data and past behavior to tailor ads and content.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Yes, however, I obviously don't know how the algorithm of digital platforms work.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Nowadays the media, in general, isn't so much about spreading (useful) news, it's about getting content/stories published that attract advertiser.

Media that is supported by the Government to be more independent should be promoted e.g. on social media platforms for free or with a discount to reach the public where they actually consume their news.

## **Consumer 109**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Sustainability. Save paper. Greater variety of independent media ie non newscorp propaganda

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Major publications are starting to lose money making room for smaller independent media. Positive impact. Mainstream media is diabolically bad.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Why is it collected at all. I don't trust this government with anything. Data collected by outsourced agencies can be and is sold. My privacy is NOT guaranteed.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I do not like Google tracking my movements.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think mainstream media needs regulating. Media blackouts at election time. Newscorp publications particularly print falsehood as fact. Let's get mainstream media sorted first. Online data collection is a concern. News blogs are not.

## Consumer 110

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

well these tv 'current affairs' programs have turned to trash and are cross-advertising for their own channel's trashy tv shows, take ACA and Married at First Sight for example. ACA features 'current affairs' on MAFS (quite literally, affairs) and we are forced to watch this utter trash

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes! Facebook removed or restricted the ability to get CHRONOLOGICAL news, forcing us to use 'TOP STORIES' and there are so many issues with it, we often get 3-4 day old news and my friend's current news goes missing as Facebook deems I don't need to see it, apparently. If not for it being a convenient way to connect with friends and family overseas I'd have deleted my account long before now. It is getting worse instead of better. Now Youtube makes you watch an advert in the MIDDLE of a video of something. So much for CHOICE! As Instagram hangs off Facebook or is in their pocket, I don't know, the advertising is just as bad there.

Facebook is dictating what we see. I am surprised more people aren't complaining about it and Zuckerberg must be breaching some freedom of information laws or something?!

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Well if I google something, guaranteed that within 24 hours I am seeing adverts for that very same thing in facebook...what a coincidence (not!). That is what I don't like. Also the recent issue where a Domino's supplier spammed all of our e-mail addresses with our name, location, etc. Domino's kept that quite until it hit the media

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

By stalking everything I do, who I connect with, what pages I like, what groups I belong to - from a facebook perspective that is. Also, facebook use my age and gender to send me advertising without any thought about how offensive I may find that (such as infertility, divorce, etc). I unfollowed most pages on facebook because I was sick of the targeted advertising ALSO I get adverts for the things my FRIENDS like which REALLY ticks me off. Just because my friend wears a particular brand of something does NOT mean I also like it. I can say with 100% honesty no facebook advert has ever made me want to buy it, in fact it has had the opposite effect...I will quite deliberately NOT buy it because I don't like having choices forced upon me. Cookies for websites for the rest.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Very dissatisfied, especially Facebook. They FORCED many of us to submit a driver's licence ID when they had some glitch that locked us all out. That ID was e-mailed to them, it was VERY insecure. Why does this platform need to know who I am? This is a COMPLETE and INAPPROPRIATE breach of privacy. I was doing nothing inappropriate, i have no photos of myself on there as I value my privacy and because of that I was forced to submit my driver's licence to get my account back. I did nothing wrong, have never posted anything worth getting my account suspended for, in fact they said it was not a suspension but a 'security' issue (bull). Facebook has way too much power over people.

Oh and on that note, sadly just like Fair Trading, the various US government departments can't seem to force Facebook to do anything. We lodged so many complaints with the equivalent to ACCC to get our accounts restored and got nothing back. Facebook has no method of account holders being able to contact them directly. They hijack people's accounts and then leave them in limbo. Mine took about 6 weeks to get restored! No contact from facebook, not a single word. Also online bullying is terrible, especially on Facebook but also twitter. Facebook has really weird 'community standards' for acceptable behaviour, basically it seems to be whomever is viewing the complaint and whether it offends that person or not. Instagram, a few months ago was invaded by sex bots, particularly the football accounts, and I must have reported hundreds of them, it went on for weeks and Instagram never responded to any of my complaints. To have to see that filth is completely unacceptable. I am not a prude but equally i do not want to see naked body parts and suggestive texts on my social media platforms.

Also, facebook tells my friends what groups I am in and unless those groups are closed they can see via THEIR newsfeed what comments I am making in that group. Why?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Facebook bias is the biggest issue as it is quite literally controlling what we see: friend's content, adverts, news (sidebar; can't even choose what news NOT to see). They actively promoted SSM and did not take into consideration anyone else's views at all.

I do think our MPs need an online code of conduct, some of their behaviour on social media is utterly disgusting.

MPs buying (yes, buying) 'likes' on facebook is completely inappropriate, who is paying for this????????????????

Facebook does not control the 'reach' of an advert, I live in NSW and was getting adverts from QLD MPs. What the?!

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**Consumer 111**

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**Consumer 112**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, Digital Platforms impact the quality in a negative way. This is because anyone with internet access can provide inaccurate or deliberately misleading information and mask it as accurate news. Often news delivered on Digital Platforms is saturated with both accurate and inaccurate information. As a result, I believe it is the consumers role to filter this data until such time as some over-arching body can regulate it.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I attempt to engage with the internet using an alias as much as possible. Limiting the exposure of my personal data, unless I am dealing with our Australian Government Organisations. However this does not stop metadata being collected.



**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

As per question 5.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not satisfied at all....

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Other than those already raised, no.

### **Consumer 113**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, I believe it allows more diversity of views, but unfortunately less quality as there doesn't appear to be as much fact checking. Overall I think it's slightly more negative than positive.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

They shouldn't be allowed to collect more data than is required to provide the content

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very, far too much factually incorrect "news" is allowed to be spread around with seemingly no checks or balances.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes, even traditional media outlets seem to be abandoning a lot of fact checking to meet the rush of the 24 hour news cycle which is extremely concerning.

### **Consumer 114**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think it is manipulated

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I just want to be able to read, search and click on things for information without feeling like my every move is being tracked to manipulate which ads etc i will be bombarded with. I feel we have NO privacy at all anymore. I have shut down social media for long periods of time due to feeling completely harrassed!

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

## Consumer 115

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, I think the impact is positive, it opens up avenues to different media outlets not controlled by the big guys

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all. Not sure that they are governed?

## Consumer 116

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

msn forced it as there homepage

I don't watch tv to many ads and radio play ads during news.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

digital news is full of spam links and fake story's to make you click on more fake links. now ads have gone silly on these sites it takes forever to load so I don't bother now.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

it seems if I click on something now say for example I see a cat vid on you tube I watch it, then all of a sudden there are ads every where to buy cat stuff or watch more vids and the news sites like msn has mixed in there story's about buying cat stuff. so trying to use my data for stuff I don't care about is troubling, where did that info come from how come all the sites are using it and what else are they using the info for.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

as above question 5 I answered there

**Q7: How satisfied are you that digital platforms are appropriately governed?**

0 not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

its getting worse and worse so much click bait news mixed in and the ads are mainly spam sites to. I look for something im bombarded with ads that I don't want from sites. and now there making there ads as videos more and a news page likes to show as many ads as possible, it dosent even load right so I avoid them now(nbn went the cheap way here so its speeds arnt what where advertised and is slower than the adsl connection). MSN is really bad and is a forced homepage from Microsoft and there links take u to sites that are hard to leave( like, are you sure want to leave this page ads). I don't trust the ads on sites and avoid them, if I want something I go to the site im looking for not

where there telling me to, no to mention it feels like 90% ads are just fake spam sites anyways to get bank details etc

## **Consumer 117**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use a subscription service - The Australian , more than once daily. I occasionally access the ABC or BBC nesws website, or fox sports news online.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I am only interested in raeding quality journalism.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Curated news feeds from social media is suspect because the algorithms that decide what news to present are opaque and it is my suspician that they are driven by like, y advrtising advantage. This process does guarantee an unbiased news feed

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Big data is powerful and when it is used for unknown purposes, I am suspicious that the outcomd will not be good for the community. Big data analysis is likly to create multiple news echo chambersws, where people are likelg to be presented only news that they want to hear.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am completely satisified that digital platforms have completely inappropriate governance, they lack adequete competition and profit by repackaging, without making payment, other peoples and organizations property (particularly Journalism). They also encourage their users to make poorly informed comment in echo chambers, that could unjustifiably harm people's or organization' reputation or livelihood.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Unbiased, quality Journalism is essential to our democracy. Facebook and Google present a real risk of destroying Journalism as we know it and by implication are a risk to our democracy.

## **Consumer 118**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

Whilst i use digital platforms to access news, I'm always mindful that the writers/publishers of the content arent required to have any expertise or qualifications. So they are effectively as credible as someone claiming to be a doctor, and may or may not have a medical degree.

I work in technology and marketing - I know how much of the content online is complete fabrication for marketing purposes.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Absolutely, but other media channels also produce biased news.

I think digital media has way too much advertising - Google, Facebook are advertising platforms first and foremost, and their search engine/social media function is secondary.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I don't believe digital platforms are held to the same stringent Privacy laws/standards that other businesses are. And I don't believe the people working for those companies take those laws seriously.

The marketing field as a whole has an obsession with gathering more and more data for the purpose of producing more and more invasive methods of advertising online. It's impossible to open a news website without being inundated with ads. I never submit my email address to subscribe anymore - it's just an invitation for the website to share my info and spam me with meaningless crap.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It's diabolical. I'm a marketer, and even I use adblockers, VPNs on all devices, and browsers that block trackers on all of my devices. It doesn't stop 100% of the ads, but at least I can get through reading an article without a million ad popups jamming up my browser.

It concerns me that media platforms are collecting my data, but don't have the expertise, ethics or know-how to keep it safe or do the right thing with it.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They're not, I'm 100% certain of that. The attitude is to go ahead and do what they want to with the data, and simply apologise and pay the fine if they get caught. Ethics expertise is a real gap in the industry.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

They exist to ply ads and generate revenue first and foremost, and delivering content is simply a vehicle to ply those ads and generate that revenue. That vehicle is manipulated into a form that gets the best exposure or click-through for the ads.

## **Consumer 119**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. And negative

## Consumer 120

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Centralised place of multiple sources (=convenience)

The platforms are not merely convenient because of good design, but also because they aggregate multiple sources/perspectives. This makes it easier to discover & access these different sources, or at least become aware of them.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes: allows a broader range than if I had just visited/read a single source. BUT, it's unclear how much of the range that I'm shown is affected by algorithms behind the scenes... would be informative, and more effective, to turn this off to get an "unbiased" view.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Explanations of data are generally vague: "we use this to tailor the content we show to you". This is functionally useless, and does not help me evaluate its use, the tailoring, or how to disable it. I suspect businesses do not want to reveal much here for competitive reasons... but that ignores the cost to me/the user... and isn't in the spirit of providing an explanation in the first place! Why explain if it doesn't actually explain?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Feels like a Wild West. That's good and bad. But the incentives are almost certainly business-aligned, not consumer-aligned.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

How will you consider platforms that do not explicitly aggregate journalism but are platforms for journalists? Eg ABC has an Apple TV app. This lives within an Apple-owned ecosystem, which is accessed by consumers on Apple devices (which have Apple AI and app suggestions built in), directing the flow of attention to/away from said ABC app... much like Google directs attention to/away from news on its news aggregator. Granted, apps themselves are one step removed but seem subject to similar dynamics.

## Consumer 121

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think there is more diversity of news being presented, I think the quality of news being presented isn't the best. I'm optimistic and believe it will only get better

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

This is a major concern to me and I'm very conscious when I'm online.

I don't have a full understanding of how this data is used

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I think it shows news that I have previously been interested in and I'm sure there some pshycological programme used to determine this

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not

I think the government should put laws in place to stop a lot of this gathering, storage and selling of personal data before we become a Big Brother state!

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No, thank you

## **Consumer 122**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I refuse to pay to receive news. I do not use newspaper websites or buy paper newspapers.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms do not impact the quality or diversity of news. I am presented with news headlines from multiple sources and can click to read the entire article if it piques my interest. Also most news apps allow me to select and prioritise those subjects I am more interested in.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I feel very uncomfortable that any website (not just news) collects and sells information related to my habits and personal information to third parties. The proof appears in the unsolicited emails I receive.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

News and ads on google quite clearly targeted at me personally, based on previous web searches etc. I have become blasé about this but it is another infringement into my privacy. Its about what I would expect in the digital age.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

There appears to be no governance at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I wonder what would happen if all the commercial websites got together and consolidated everything they know about me, whether that would be more than the government know about me already. At the end of the day, I rather like the opportunity to choose which news articles I read.

Advertisements have absolutely no effect on me apart from being an annoying interruption to my news feeds.

### Consumer 123

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I do not use social media for news, only news sites

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

This depends on the specific platform - Social media sites have leanings like liberal or conservative which we need to be aware of when using them.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied - I do not think there is any oversight at all of such platforms at the moment.

### Consumer 124

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Negatively. Yes.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Use of facial recognition technology. Tracking searches even when Facebook not being used. Use of personal information recorded by Facebook

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Not happy with ads that target me through using my private information and web searches

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all.

### Consumer 125

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Social media has led to the rise of the unresearched op ed articles in the guise of facts. There is a strong rise in social media justice which greatly impacts on independent thinking... it could be said that the herd mentality is catered for... and judgement is made through social media rather than through analysis and presentation of researched fact.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I believe that social media is governed by reaction to situations as they arise and that there is no measured approach based on natural justice.

**Consumer 126**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they do impact. As there are a lot less regulated articles out there which can be pumped out without regard to fact checking

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Extremely dissatisfied

**Consumer 127**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they impact both the quality and diversity of the news I am being presented with in a negative form. I dont believe I am obtaining unbiased views due to the political agenda or personal opinions of the news owners.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am greatly concerned with the amount of information being withheld about my usage of the internet. It shouldn't be easy for companies like Facebook to collect my personal information and internet habits. I should be free to surf the internet, looking at whatever happens to interest me at the time, without being profiled or having said information kept.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Totally unsatisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I dont think foreign companies (ie; those owned outside of Australia) should be allowed to collect my personal information and be able to profile me.

**Consumer 128**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Negative

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all. Zero



**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Heaps.

## **Consumer 129**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I believe the instant nature of news on digital platforms reduces the quality of content, however the positive is when there is real news to share it is available almost instantly.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I don't tend to sign up for news services so my actual personal information (such as name, date of birth) etc is not shared but I am sure the device I am accessing the data from and my location is shared.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I believe that my previous viewing history influences what I am shown and that data is shared with other stakeholders such as advertisers who then show me ads they think might be relevant to my interests.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied. I am aware there are data integrity and privacy laws that must be followed, however I'm not sure they are being followed or governed.

## **Consumer 130**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, Negatively. Missing key stories that both people are up to date with

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am uncomfortable with my inability to disconnect data gathered from my identity. For example, I would like Facebook's data caches to refresh every 12 months or something. It's unpleasant seeing that downloadable data file and knowing it contains 10 years of personal activity and tracking.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I'd like to know how I've been categorised and why, and whether this is discriminatory. And whether that can escalate. If my boss sees an advertisement for pregnancy tests on my screen, can they lay me off because they think I'm looking to get pregnant (it's a bad example, but younger my drift. My search history doesn't define me)

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Very, very unsatisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I want to have a right to browse the internet and use social media anonymously, I would like this to be achieved through an ability to erase my past presence online at will. I would like to have the option to request that facebook etc erase my data when closing an account.

**Consumer 131**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes as you can access other countries news.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not satisfied at all as they seem to have access to all my browsing history.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am very concerned that we are seeing the end of investigative news organisations.

**Consumer 132**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Being Selective about main news sources helps keep quality on news presented at a reasonable level: BBC, The Conversation, The Economist. I don't use social media so don't access poor quality news through those platforms.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

These are important questions and most people need to be better informed

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Think we need to improve digital ethics and have appropriate public policies, frameworks and laws in place to protect privacy, human and civil rights.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

We should improve the management of artificial intelligence, data and technology and their impact on future of humanity.

## Consumer 133

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they do and it can be positive or negative it depend hows juggling the out come and there views.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

If info is being colleted you should be able to have it dealedted form the site as its essentially putting you under surveillance without personal or legal consent and the sites are basically styalcking you. If a government body was doing the same it would be seen as an infringement of your civil liberties.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

No they are a law into them seleves.

## Consumer 134

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

To compare different accounts/reports, around the world of the same event, to decipher the truth.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Both positive and negative.

Quality - negative: too many spelling mistakes and grammatical errors are online and rumours are turned into (fake) news.

Diversity - positive: more perspectives (views from all around the world)

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Invasion of privacy

Soliciting

Spam emails

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

## Consumer 135

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## Consumer 136

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

quality and accuracy though is more apt to be fake news.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes. negative. fake news. CNN, ABC, CBS, some of NBC....

Why are news companies so focused on negative and inaccurate news? Ratings get you nowhere when people change the channel.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

personal info holds privacy issues. any/all info collected without consent is a legal violation.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not governed is proving to allow violations of privacy.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

too much useless news and leading media with no value.

## Consumer 137

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

If it pops up on my screen, I might click it, but I go elsewhere for my news. However, I have noted that Facebook seems to know where else I have clicked and has started putting info on news items that I have accessed elsewhere on my feed. I find this invasive and an abuse of data collection.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think it adds a lot of extra noise that I have to fact check. Most people don't fact check, leading to crazy making.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I don't think Facebook or any media should be allowed to collect data outside it's platform. If I am not on their website, actively using it, they shouldn't be allowed to mine it from my other web searches. This, in my opinion, is a violation of privacy, and I abhor it. The fact that it's then passed on to other entities for a profit or for potential profit should be outlawed.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No. I think Australia is doing the right thing. I wish they would do it here in the U.S.A.

### **Consumer 138**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Cannot get some of this elsewhere

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

no

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

This is a major misuse on the internet and must be stopped by international and national legislation.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Facebook, Google and similar large digital companies must be forced by law to stop collecting such data. They are massively invading peoples privacy.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Very dis-satisfied.

### **Consumer 139**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use search engines only. Never social media.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

International media immediately available & updated frequently - but is often inferior to radio.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms do impact quality & diversity of views & news. Impact is positive in some cases & negative in others.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Data collectors do not (honestly) explain what data is collected.

The ultimate destination of data & how it is aggregated with data from various sources is not available.

I am EXTREMELY CONCERNED about the collection & use of any personal data by anyone whether natural or legal person(s).

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Selection of news shown on digital editions of newspapers is probably not person-specific but some other news may or may not be general in that sense.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Digital platforms do not appear to be governed except to some extent in the European Union.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am particularly concerned about the clandestine collection of data by Facebook for non-account holders.

I am concerned about the possible manipulation of news & opinion by foreign intelligence services, particularly China & Russia.

## **Consumer 140**

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## **Consumer 141**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

This survey, like traditional news outlets, was not made with me in mind

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Bubbles

Generally positive

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I expect the worst and hope for the best

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Capitolism's a bitch

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Thir disorganisation is probably thir most apealing feature

**Consumer 142**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes

Depends on the source

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

control of the masses by a few for a few

social media especially facebook and the like are the anti christ - the beast 666

**Q7: How satisfied are you that digital platforms are appropriately governed?**

they are governed by the very people who want to control the world

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

these days most news is bad news and the addicted followers are being controlled and manipulated. most people have lost the plot and no longer appreciate anything they certainly have little respect for themselves let alone each other.

**Consumer 143**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It is becoming increasingly clear that many media companies are not presenting news objectively. Although it is reasonable that companies choose what stories to publish, it is not acceptable that they present a one-sided view, especially with regard to political ideals.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

No personal data should be collected without explicit consent of the user. All personal data collected and how it is being used must be available upon the user's request and complete transparency is a must.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It would be useful to know who are the people selecting news and advertising and why they have chosen what they did.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Digital platforms make information easily accessible to a large number of people. All platforms that dispense news must be non-partisan and above reproach. A healthy democracy demands honest, objective and free, and reliable information. Without this, the democracy is eroded and will eventually fail.

**Consumer 144**

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**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Following reading an article online last night about Facebook and how it collects information on people I downloaded a copy of the digital data it holds on me and am horrified at what I discovered. FB has copies of extremely personal information, such as work contracts, bank statements and other information related to my work. It is not just my personal data but is information about other employees at my work. This is a clear invasion of privacy and needs to be stopped.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have put an adblocker on one of my browsers both at home and at work, in an effort to stop targetted advertising and clear my cookies at least weekly but clearly this is not enough given what I have discovered this morning from my FB data download. The thing that scares me is I very rarely go on FB at work and always log off afterwards and still it has access to my personal data, including sensitive work related information.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all. This needs a complete overhaul.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Advertising and journalism is the least of our worries but something needs to be done to stop this intrusion by an outside organisation into online activity given computers are in every office and just about every home. We have a right to expect 100% privacy when conducting any kind of online activity. I personally am outraged by FB's insidious behaviour and it needs to be stopped.

**Consumer 145**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes. and I think it can be positive, because we have more channels to receive information. we have to be wise to consume and filter that information



## Consumer 146

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

news is filtered ,depending on what the users like to read. Quality and diversity are almost completely gone now.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Basically, there is NO opt out for mass surveillance via the web. I find this disturbing.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

as always, web sites place cookies and other tracking devices embedded in the services provided to use for targeting ads to users.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not so much, the governance, could be tightened up especially overzealous advertising

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

advertising should be drastically cut back. users are being flooded with advertising to the detriment of the content they are trying to view, which I find is very very annoying.

## Consumer 147

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**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Online tracking is the bane of the Internet, and there is no visibility to the end user as to WHAT is being tracked, and WHO that is being shared with. Let alone consent to it.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I Adblock all advertising.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It makes reporters focus less on facts and hard hitting journalism, and more on “click bait”.

## Consumer 148

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## Consumer 149

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Positive as in I can find information which is either contrary or different to the one being presented in the usual mainstream

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I would like to have some semblance of privacy and from what I understand my digital info is constantly tracked and then sold of to anyone with no regard to security or even a system of appeal

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I understand google and Facebook collect all digital data and then sells the info to any company that has products in the fields I maybe interacting with

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Absolutely I have no doubt that they oppress any view point that goes against their collective ideology's

## Consumer 150

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

There is ample evidence to show the source code for all social media was created by Leader Technology and then misappropriated by Government connected agents. CIA owned InQTel is behind the distribution of the code and development of the big 3 social media companies. The leaders and CEO's of these Social media companies are CIA cut-outs, they did not create these Companies. With current actions it is clear these Companies are simply data gathering outfits for their CIA financiers and sponsors.

US social media companies are a threat to civil liberties.

All of this is fact and can be referenced here, which is Leader Technologies blog;

<https://americans4innovation.blogspot.com.au/>

<https://aim4truth.org/2017/03/29/weaponization-of-social-media-takeover-of-global-digital-infrastructure/>

<https://aim4truth.org/2017/11/21/facebook-unmasked-how-the-worlds-most-relevant-entrepreneur-was-screwed-by-zuckerberg/>

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I only access news on social media presented through users I trust.

Make no mistake Twitter, Youtube and Facebook are weaponised platforms collecting data for and on behalf of the CIA and corporate globalist organizations. They have started banning or deleting any users or channels that run counter to their left wing globalist political agenda. Fact: the original code that allowed scalability that ALL social media users was stolen from Leader Technology. It was misappropriated and then distributed to CIA owned INQTel. This organization distributed and developed the code in an explosion of social media in 2004. They said the source code was 'open source'. This is a lie.

Read the facts and the evidence that Leader Technology will soon present President Trump. They are requesting a settlement under the Miller Act. This is very important and MUST be read in order to have a complete picture of social media.

<https://americans4innovation.blogspot.com.au/>

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

All the digital platforms were set up using stolen source code from Leader Technology. The main social media Companies are CIA cutouts gathering massive amounts of data on individuals. Together with Instagram data to allow facial recognition the aim is worldwide real time surveillance of everyone on the planet. These organizations represent a threat to democratic society and Australia as an independant sovereign nation. Given this fact the views and news presented is essentially 100% propaganda. Coupled with this weeks banning and deletion of thousands of users whose views are demonstrably against the agenda of these CIA backed social media groups, you can see that they are a clear and present danger to our democracy and to free speech.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As stated above, it is now clear that Twitter, Youtube, Facebook, Instagram et al are essentially data gathering satellites for their original CIA backed financiers. The CIA in turn arranged the theft of the original source code that underpins ALL social media from Leader Technologies. See here for a comprehensive evidence based presentation <https://americans4innovation.blogspot.com.au/>

Given this, the data collected and disseminated by these Companies should be of enormous concern to everyone. They currently have massive data on everyone these social media giants have interacted with and more worrying data from third parties. Add in facial recognition via Instagram and the enomous leap in Artificial Intelligence and you have the makings of 24/7 real time surveillance of everyone on the planet. It is no great leap to think that the next step is preemptive arrest or imprisonment for crimes the AI thinks a citizen 'may' commit. We simply must STOP this illegal data collection by what is essentially a rogue agency (CIA) using stolen technology. Please secure the data integrity of all Australians.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Clearly the big social media Companies have profiles and serve up data/content and who knows what else to us based on that data.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am completely unsatisfied with the governance and oversight on the digital platforms. However be warned, the real criminals here are not alternative news sites or media. The criminals are Eric Schmidt of Google, Zuckerberg of Facebook, Jack Dorsey at Twitter, Susan Wojcicki of Youtube. Please do not for one second swallow the propaganda that alternative media is full of anarchists. The true anarchists and freedom killing people are those running the big social media Companies.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Australia is a small, incredibly creative nation that has a history of punching above it's size and weight. The structure and lack of honesty and transparency around the big social media companies - Facebook, Twitter, Youtube, Instagram, Google, make them a threat to the continued ability of Australians to continue this tradition. These organizations are extremely left wing aligned and politically very active, deleting and banning users who present alternative views. They are therefore presenting what is essentially a leftist/globalist view without any dissenting views. In other words these platforms are now simply propaganda.

When you combine the facts above with the facts found in the Leader Technology case

<https://americans4innovation.blogspot.com.au/>

it becomes clear that what we are dealing with is a wide reaching, purposeful use of the internet to usher in a 24/7 real time surveillance state, financed by the CIA using stolen source code.

What is even more worrying is this. We already know that these organizations have massive amounts of data on all users and even non users of their social media platforms. With the arrival of the so called 'internet of things' these platforms will have 24/7 surveillance, massive amounts of personal data and the ability to interact inside the home and possibly inside the head of every citizen on the planet. These are not idle conspiracy theories. The arrival of 5G and the consequent ability to interconnect appliances, cars pretty much any electronic device to the network is a paradise in the right hands. In the hands of a rogue agency like the CIA who created their digital ascendancy via social media by stealing the base code, this should be a very serious concern for everyone.

These people do not have our best interests at heart. They have the ability to instantly eliminate opposition or critics and to be able to steal innovations as they did to Leader Technologies. If their data acquisition and cartel activity isn't blocked and stopped we face a future in a dystopian world where nothing is private and anything of worth is stolen from us by these CIA Globalist backed Corporations.

Please do not fall their lies that censorship of alternative digital media is required. It is not. However these Companies will continue to stifle opposing views until only their propaganda remains. If we are to survive as free people the big social media Companies need to be stopped NOW. Stop their data collection and get behind any legitimate legal challenge to their originating code.

**Consumer 151**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I like to view a variety of news sources due to a lack of trust with different channels

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Both positive and negative outcomes

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I work for Qld State Government Department of Transport and Main Roads (DTMR) involved in developing a strategy for a Digital Advertising Platform across State Roads and Public Transport Corridors. I need to ensure the DTMR is taking into account appropriate governance in consideration of Public Assets being used for messaging by a private sector vendor. This is a strategy in progress and has not been approved by the DTMR.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at this time

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes, the potential for larger scale platforms to influence public opinion without providing a well rounded view.

## **Consumer 152**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Media companies hide the real truth and usually have another motive.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

No, I think digital platforms allow everyone to comment and gain a deep understanding of real-world platforms.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Seems I'm not sure who exactly is accessing this data I would like it restricted.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Depending on the story/headline type and the motive behind it the digital owner will post what they feel is more likely to keep you engaged for a longer period. There can sometimes be a political motive. In terms of advertising and which data they have collected on you as a consumer, they will target you with items that you might buy or perhaps plant a seed in your mind for later consideration.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I feel ones that are not owned by media such as NewsCorp and Fairfax are fairly ok and I like the ability to voice my own opinions.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

News and Journalism are twisted words with nasty motives at times. To much power in their hands.

## **Consumer 153**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

More sources of information

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Mostly Positive. More diverse opinion. Though at the same time this means that the quality of some sources is lacking

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I currently opt out of all collection of personal data (where there are options) and refuse to use platforms that are known to collect this information e.g. Facebook. We need more information about how our data is used and a clearer way to opt out of these programs.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

We need more information and education about how the algorithm works. If more people knew about how their personal information was being used to sell them ads and show them targeted news stories, they would be outraged.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Somewhat satisfied. I feel no need to change the way online platforms work. There needs to be more education about these platforms and how they collect and use data. Also I believe the companies behind them need to be more transparent with this information.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

We need more education about digital platforms and more information provided by these platforms as to how they operate.

## **Consumer 154**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms positively impact the quality of news due to the necessity for news providers to both provide news as fast as possible, and as accurately as possible.

## Consumer 155

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, it definitely impacts the views of the reader, in a negative way.

It limits news diversity and quality of news content.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Too much personal data is collected. The amount of data collected would be probably accepted by the general user if digital platforms were more honest and clear about what they do with the data and who it is shared/sold to.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It is managed by an algorithm which uses the data the digital platform collects from the user.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

In general, the way digital platforms are governed is very good. More could be done, but the general public must also understand that these platform have millions of users and it is often difficult to govern the platforms without resorting to mild forms of censorship. Which I do not support.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Digital platforms should remind users of consumer choice for news. Sometimes, it is difficult for users to turn away from using digital platforms for their source of news as it can be convenient and usually free. But this is taken advantage of by media outlets and the selection of news chosen to display on digital platforms can often be very small, limited and bias because they have the user's immediate and ongoing attention where they know the user will probably not view news content outside of the digital platform and explore different bias and perspective.

## Consumer 156

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

boredom at work.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Use digital platforms whilst at work only - never on weekends as I do not own nor want a 'smart' device.

I read print newspapers on the weekend.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Digital platforms do not deliver quality diverse news. Information is rarely adequately researched or source verified due to the need to provide constant news (that's not to say that print newspapers don't have their own issues of bias).

Digital platforms allow news to become more targeted to reflect a persons own interests & bias, only reinforcing those interests & bias without exposure to opposing viewpoints.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I don't believe that private companies have a right to compile information about you without your full consent & knowledge of how they will be using to & disclosing that information. We are forced to sign agreements to 'terms & conditions' to use software that in most cases we have little choice in using if we are to be able to function at work and in society.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

**Consumer 157**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

We access news on digital platforms simply for information purposes, as it is in our business interests to do so.

But news access through the actual website(s) is our primary source. Digital platforms are used in a complimentary manner and not as a primary or first source.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Complimentary

Digital platforms accessed secondary, complimentary to actual website(s).

Diversity of news sources.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, there is reduced quality of news and journalism when digital platforms are used to push out news to readers.

The impact is negative to the overall media landscape in Australia.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

The data collection is essential to financial viability of these digital platforms. However, they must become more transparent about what they do with collected data and where it is going. eg. Data brokers, etc.



**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Algorithms manage the content based on collected user data.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Quite satisfied. More transparency is required with data collection and management.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The growing trend of users accessing news through digital platforms is having a negative effect on overall quality of news and journalism.

## **Consumer 158**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Positive.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am concerned about how and why digital platforms collect personal data, and the extent to which this impacts my privacy. It also concerns me that this personal information may be available to others who may misuse it.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have very little understanding of these processes, and believe this information should be available before commitment to a particular digital platform.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not satisfied. I believe there should be stronger controls in place to protect my personal data.

## **Consumer 159**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think it can be more convenient when already online and you can cross reference and research more easily. Though there is a lot of censorship going on which is effecting my choices and trying to manipulate my opinion.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I find it deceptive, manipulative, exploitative.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It has been revealed that we are profiled and tracked constantly with virtually no privacy what so ever. Complete intrusion into every aspect of our lives. Being tracked like your a criminal, but to be exploited for money. Which should be illegal as far as I'm concerned.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm not sure how far these people are allowed to go, considering how much money, power and influence they have compared to the average person.

## **Consumer 160**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Subscriptions for software, were the option to purchase the full version has been remove has monopolised the industry.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

The news on digital platforms is geared to insight a negative view. rarely do you see good news and the Australian news outlets is dominated by one supplier with little diversity of opinion.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Paywalls use cookies to track what you view and the use.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have had the TV showing a segment on a news site playing and then open Facebook and refresh the feed to see that exact article/clip at the top. I fear the cookies being used are also listen via mic's built in to devices to show content. I have examples of starting to type a name for a person who is being talked about on TV and google giving the persons full name after typing the first two or three letters.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They seam to be in a law of their own and personal information about how and what you search is used to benefit them and provide you with what they want you to see.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

We need a more diverse and less monopolised news channels on both digital platforms and on TV.

## Consumer 161

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Not sure how realistic most of it is.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

This is my life I own myself , therefore I do not consent to being monitored and manipulated any longer.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I/we have been totally oppressed/ suppressed.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all. The government is fake.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Pfft

## Consumer 162

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use them to find specific news not yet available on local news web sites

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I do not use most of the digital platforms due to privacy concerns.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Not really as most of the main stream media are selectively bias anyway and are full of irrelevant low quality US based content. In addition the way the internet works is that all media companies and digital platforms trawl the Internet for stories and simply propagate them. Furthermore main stream media companies, journalists, celebrities etc., all use digital platforms as a source and medium for creating and distributing content.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have been in the industry and have seen first hand how personal data is collected, processed, used, sold and provided to governments under the veil of national security.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

See previous comment

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They are not governed. In fact governments promote them as they are a vital source of data and can be manipulated. The Australian government would have not hope what so ever in trying to regulate them as they are too big and they US administration would be strongly against it.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Given the amount of in content advertising we have with the commercial free to air media which continues to go unregulated I do not see an issue with digital platforms other than the tracking and collection of data.

## **Consumer 163**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

They have an impact. Generally negative, as they censor what is presented.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

There is no informed consent about exactly what they collect.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not. Period.

## **Consumer 164**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Digital platforms aggregate and provide links to news that I am interested in. I have already exercised a preference for certain news outlets by "liking" their facebook page, so I am usually presented with news from sights I have chosen. Or similar ones that my friends frequent that I may be interested in. I engage directly with traditional news outlets through their apps and subscription based services.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I am potentially a "conscious" user of digital platforms. I think I am presented with diversity of views and news because I ensure I have exercised a preference for news from a cross-section of outlets.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I would like more control over the collection and use of my personal data. But I am confident the data is maintained in a secure way. I have more confidence in Facebook and Google's protection of my personal data than I would have in public agency's collection and holding of my data.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Most news shown to me comes from sights I have exercised a personal preference for viewing.

Advertising is linked to data that is collected about me through my use of apps and phones. It's occasionally creepy but it is unsurprising.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I think it could be more appropriate to ask what are the issues that current regulatory frameworks cannot address. There is probably a case for some form of ex ante type regulation of some firms, but this is predominantly based on accrued market power through network effects. I think current Part IV provisions are adequate to deal with most of the conduct that raises concerns. The issue is understanding the issue, and capacity to take action, within the fast timeframes that these changes occur.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The media market has in many regards already begun to self-correct. There are many ways to access to news journalism. These sources are also in many ways bias free. Moves to protect print media could in some senses be viewed as moves to protect bias filled editorials of old media oligarchs. Consumer education is key. Consumers self-selecting news content is not new.

Australia's traditional media outlets need to do a better job at transitioning to the new market.

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## **Consumer 165**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, you need to be sure of the source - just because it's out there on some social media platform, does not make it accurate. Choose consistent, reputable sources only.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I have never thought about what data is collected or how it's used. Maybe I'm not concerned enough as I still continue to use these platforms, but also don't really think I have a choice not to use them....

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I'm guessing advertisements are all paid, so I never pay any attention.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Hard to say, as I don't really know who governs them?? I know I can make a complaint if a news or tv show offends me, but other than that....no idea

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No, thank you for the opportunity

## **Consumer 166**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I would characterise the trend in mass market journalism as being a downward spiral of focus on negative, attention-grabbing rubbish. Digital platforms provide access to alternate sources that can be very specifically focused on single issues. Many very worthy news sources also do not publish anywhere other than digital platforms - the ABC news site is a good example, as are the Interpreter by the Lowy Institute and John Menadue's website. All are working on quality rather than competing for attention in a mass market - which is a downward spiral of negativity and emotive rubbish.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

They provide an opportunity to gather a much wider range of viewpoints and to subscribe to specific views. I think that algorithm-based services have a confirmation bias, but I also think that mass market news sources also exhibit this in actively biasing their content towards their readership. I don't think the vast majority of punters are looking for an alternative point of view. I think the digital marketplace provides that, I think that non-algorithm based aggregation services (ie. RSS aggregators) mean people can actively seek a broad diversity of views, but it is still up to individuals to seek it.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It is all pattern matching. Algorithms these services use find things that people "like me" are consuming and actively try and show me more.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'm very satisfied. I don't think this is an area for government to intervene in. Privacy laws are taking off and I think this will reduce risks and give people some control of their information.

We shouldn't talk about regulating digital platforms any more than we talk about regulating the news outlets we can't stand. Personally speaking, I'm less satisfied with how the Daily Telegraph is governed. I've never seen something that's designed to make people feel so angry. If I have a choice between digital platforms and the telegraph, I'll take the digital platforms.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Trust is everything. People go back to sources that offer news and journalism that helps them make decisions about their lives. In time, I think people will come back to the sources that they trust most.

I think we are in a short period in history in which people believe everything they read. I think people will become less trusting and any problem will take care of itself - hopefully in the process people will become more curious, and think more about the views they are told they should hold.

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**Consumer 167**

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am concerned that data collected is being used by sellers to push their products and services, I would prefer to have a say in that occurrence as you end up being bombarded with massive amounts of unwanted noise.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

How our data is collected, used and shared should be transparent and we should be able to say no to sharing.

We ended up being bombarded with emails, phone calls and pop-ups that are clearly gaining access to our personal details, especially overseas companies who ignore privacy laws.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all, it is too accessible and allows too much unwanted sharing of personal details.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes...there is a total lack of privacy related to data being collected.

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**Consumer 168**

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**Consumer 169**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

It's easy to find and can be done while doing something else.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I believe so, I am more likely to hear stories that interest me or confirm my views as shared among my friends.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I would like digital platforms to be more transparent in how they gather and share the information they have. Make it easier than reading a novel of T+C they currently have.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

### **Consumer 170**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

positive

**Q7: How satisfied are you that digital platforms are appropriately governed?**

satisfied

### **Consumer 171**

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### **Consumer 172**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

It a joke there is almost no rules.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

My details are my details and should not be shared or given to others

### **Consumer 173**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think they have a very strong impact, but I don't know if it's as simple as saying positive or negative. There's definitely a sort of feedback loop effect.

These platforms want you to enjoy the content (it's in their interest for ad revenue) but they also need it to be some kind of paid media, at least some of the time.

It's pretty easy to notice sometimes (just recently 'liked' something vaguely associated with Adam Bandt and now he's in every second thing I'm presented with)... But it does make me wonder about how much is being manipulated that I \*don't\* notice.



**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not especially. Particularly when these companies are so huge and influential already.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Hard to say what the cause is, but it definitely seems like the quality of media and journalism has gone down over the last decade. Maybe money related, maybe decreased competition / independence. Maybe Rupert's just given up on the pretence?

**Consumer 174**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, it's more directed towards what you usually view which doesn't show everything else happening.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I do not like the way social media accounts connects ad pop ups of browser views and other methods of user activity into showing on my social media platform. That shows that they are tracking my history of web browsing and relating the things I never searched for on social media back to me.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

To be honest I'm not sure, but at this rate of exposure, i don't think it's governed very strictly.

**Consumer 175**

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**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I wish my personal search history and my digital information to remain mine.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Im not

**Consumer 176**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

News programs on tv are so depressing. I want to chose my own content and not hear about the deaths of people I don't know or care about

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

You can chose your own content so it's a positive

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Data mining ain't cool.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

How will I be presented with new and exciting things if you just show me what you think I want based on data you have mined

**Q7: How satisfied are you that digital platforms are appropriately governed?**

It's probably fairly lax so not satisfied

## **Consumer 177**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes I think digital platforms use algorithms to show us news to suit our interests and confirm our biases

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Companies are not transparent enough

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't think think they are

## **Consumer 178**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Unsure

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I think we are shown ads depending on what other information we access

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I don't think so

## **Consumer 179**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes I think they negatively impact the quality and diversity of views and news. They promote reactive behavior and support the filter bubble phenomena

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know data is collected, I'm unsure how much data, what it is, where it is contained and what is made of these kinds of data.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Again I have a small inkling but unsure how it all plays out.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

unsatisfied. It would be a difficult item to govern, and who does the governing? How?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I have grave concerns about primary and secondary schools ability to teach information literacy, evaluation and fake news spotting tools. These skills should be taught by learned information professionals such as librarians, however our schools often don't have this resource and loading this burden on the teachers would not be effective. creating a generation of savvy and aware people will help improve the negative impact of digital platforms and the news they report.

## **Consumer 180**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I like the convenience of getting the news I want to see quick. The bad part is I miss out on a lot of other news.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know when I am signed into Google at work the ads follow me when I get home and on my mobile. So I am aware the cookies follow me but not sure if I want that.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't think this is governed but we are far better than China that doesn't let you see anything but I wouldn't want to be like China.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It would be good to know the stories are real, it seems like I am being advertised to more than getting actual journalistic content.

## **Consumer 181**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use digital platforms for the diversity of political views. Also, can quickly browse story summaries and choose to follow links to original sources.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Diversity (of views) is severely restricted if consumers only follow a small group of like-minded content providers, which is an attractive strategy (to only hear news you "like"). Similar to the problem with mainstream platforms - eg SMH/ABC show left-wing bias; News Corp shows right-wing bias.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Platforms build an individual psychological profile for each consumer. They probably "know" more about any given consumer than that consumer does about themselves! Tailored advertising/political messages are then directed at specific individuals. The individual does not know that a different message is being presented to their next-door neighbour. This makes consumers extremely vulnerable to manipulation.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied. The political bias of Google/Youtube, Facebook, Twitter and the other platforms leads to their suppression/filtering of content which doesn't support their preferred narrative.

These companies should be regulated as common carriers, like telephone companies, who cannot restrict communication based on content. The mysterious "algorithms" with which these platforms curate and prioritise content should be published and monitored.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The echo-chamber/bubble phenomenon is a difficult problem to solve. Within a particular bubble, individuals find support and encouragement by preaching the most extreme version of that bubble's ideology. Whether left-wing, right-wing, feminist, racist or whatever, the bubble encourages them to move towards extremism and the promotion of violence.

I do believe that the best first step is to support and encourage free speech - let ideas be described and discussed so that they can be considered and challenged before they inspire violence. This would require that social media and search platforms be regulated as common carriers.

## Consumer 182

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I am aware that facebook (and other platforms) algorithms probably select and feed to me content which is influenced by the knowledge of my previous 'click' habits. Even browsing means that I probably only browse curated content. It would be good to enable an optional 'non-curation' function; so I could be certain that news and other content was NOT curated in reliance upon my previous history.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I facebook can influence the outcome of a national election (and I happen to think that is highly plausible) then we need to have a national conversation about how this phenomenon might be, at least, monitored. Otherwise we are potentially liable to become enslaved by the corporations who control this tech.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

not satisfied at all. If profit is their ultimate motive, we cannot be confident that these platforms will ultimately be used in a benign or beneficial way. Visibility and accountability is required.

## Consumer 183

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, negatively. There is a rush to print 'news' albeit without proper verification in order to get the scoop. We also have people creating their own content (without being technically qualified) and pushing it as credible. eg. Particularly in the weather 'news' arena where creators of Facebook pages can pass off content to unknowing paid/unpaid subscribers. This, I believe is leading to an overall muddying of the waters as people are sharing this content, in most cases false and alarmist and moving away from more credible sources.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Never really know what information is being used and for what purpose and in what way.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

News and advertising is typically displayed based upon cookies and previous metadata. This then shows you content you are most likely to be interested in.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I believe news sources need to be licensed in some way so that legitimate sources can be raised above non-legitimate (clickbait) style sources.

Then legitimate sources then need to be held far more accountable for reporting the truth without their own biased spin.

**Consumer 184**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Negative. It makes us lazy and tends to give us news we agree with.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Sometimes Facebook changes settings without a lot of explanation. I feel like I see overly specific ads meaning they know what I'm buying and looking at, and it hasn't been explained that they get access to all that info.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Facebook groups mean we're always hanging out with only likeminded people. They are often vetted for political and social views with questions before people can join so everyone ends up in very specific "clubs".

**Consumer 185**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Too few dominant players different names with same owners behind pretending to make a positive impact but all one gets is bias from the dominant players like Google and facebook.

Commercial interests block out the truth! Overall the impact is negative.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Financial dominant players like paypal share data without giving a user consent. Users simply have no choice and sensitive data is given to large financial entities who sell off such information to related firms and also to scammers.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

no neutral news can be found as colossal firms like google and facebook have wiped out true news

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They are not governed at all with ever larger giants like google ignore all laws and condition users beyond any choice

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Traditional very large news conglomerates have taken over the internet and have money to block out any neutral news not in their financial interests.

**Consumer 186**

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**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Biggest concern is how media steal my work and claim fair dealing because they saw it on my Facebook.

They won't pay me for my work and they don't care about crediting me either.

**Consumer 187**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I follow the work of artists in Australia's cities and regionally, and also around the world

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Searchability

Essential to have news available in a timely manner, also to follow news feeds as situations change.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Expectation of disposability means investigative journalism suffers.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Australian Government is not even trying to regulate or tax Facebook and Twitter

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have a background in news and media

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The impact on artists and creative practitioners is particularly detrimental as people come to expect that they can access images and text for free and/or without attribution.

**Consumer 188**

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**Consumer 189**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use a combination of online and hard copy newspapers

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. The online digital content often has shorter more enticing headlines to get readers to click on the link. The impact depends on the news item but it can be annoying if the headline doesn't accurately reflect the story opened.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'm aware some data is collected via cookies and possibly shared across platforms. It seems difficult to control this without stopping to access the sites.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I know it's algorithm based but not sure how it works in detail.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Hadn't really thought about it.

**Consumer 190**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes I do think they do, digital platforms are driven by traffic and advertising, click bait stories work and the news cycle is so short and relentless now there is less time for journalists to develop and readers to read long form investigative journalism, one channel has a story and then within hours other channels have essentially the same content. I think there is much less diversity of views in online content, it takes effort to find quality content. The impact is mainly negative



**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I dont want to be followed and targeted by advertisers or shown news or content that only accords with what I have already accessed.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It uses data and algorithms that essentially show content that accords with what I have already seen, if I access stories about the deep state thats what I get shown and associated topics

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I dont think that they are appropriately governed at all, I think its still pretty much the wild west

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

the short news cycle and effect of advertsing revenue is killing quality journalism and real investigation as there is too close a relationship between advertisers and content

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**Consumer 191**

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**Consumer 192**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think news in general, whether print or digital, has reduced in quality over the years. But in particular the speed of quality reduction has increased in the digital medium.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not overly satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

We seem to be getting more and more superfluous "news" such as gossip and general trash and often cross-marketing of tv shows etc.

My biggest issue at the moment is I started an ad campaign with Google for xmas and agreed to a fixed \$ amount. However Google continued the campaign, well over my contracted amount, until I was emailed a request that funds could not be obtained from my account (this was mid Jan). I called them only to be told i had to go online and stop the campaign as it would run indefinitely. I have sent email correspondance to Google showing the fixed agreed amount and nowhere in the T&C's it states i had to stop the campaign. I have now spent 10 weeks, documented, of repeatedly getting Google to stop trying to illegally obtain funds from my account and not once have they kept me updated. I have asked them today to stop the unauthorised automated attempt at withdrawing from my account but they state there is nothing they can do about it. It is crippling my business as i cannot keep a decent balance in our account for fear of Google taking out funds. Also as we have an online business, Google is by far the most productive marketing company at the moment and

due to their error our marketing with them is on hold, again crippling us. Biggest issue? the monopoly of Google. No other business has the power that they have, allowing them (I believe) to treat businesses like mine, where the temptation is - just pay the amount and get on with things.

### **Consumer 193**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I also access news through newspapers when available but choose to not pay for a subscription

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, positive in terms of seeing news that I find interesting but negative in terms of not learning more about views that are different to mine

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am aware that to be able to use services such as Facebook and Google for free some of my data must be made available, but I would like to know more about what exactly is taken and what it is used for. I am happy to share some information for convenience, but knowledge about its usage should be accessible to allow opting-out of certain functions

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I know it is based on my recent searches and scrolling profile - perhaps learning more about both could be interesting

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very - I think the use of the data collected should be investigated and regulated if necessary. These multi-national organisations should also have to pay taxes if they are benefitting from over two thirds of Australian advertising expenditure every year

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I have recently heard about the role of 'echo chambers' in extremism and the rise of Trump - and why it was such a surprise. People are unaware of what others are thinking because the digital platforms only show what you want to see. This is good to some extent - but has gone too far.

The effect of this on mental health is a whole other topic that may become interesting to this inquiry too.

### **Consumer 194**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Ease of use, free

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes quality is not as good as paid news

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I don't know but I know it's not secure I'd like it to be explicit about where my information is used and on- sold

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I don't know why it appears but it's often associated with what I have recently searched so presume they're collecting data on me.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It's killing the industry but it's like other industries since the industrial revolution progress spells the end for certain jobs.

## **Consumer 195**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms give better variety from various news sources, to paint a better understanding of current affairs, and not from one monopoly or duopoly.

## **Consumer 196**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I see an obvious trend to send me articles based on my interests elsewhere online, yes. It's positive in that it targets me with things I'd actually care about, but could be negative for users who don't understand that not everything on the internet is true.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I see an obvious trend to send me articles based on my interests elsewhere online, yes. It's positive in that it targets me with things I'd actually care about, but could be negative for users who don't understand that not everything on the internet is true.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Governed? By who, where? The internet must be the most difficult thing to govern, because I reckon we don't know who owns it.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Anything where people (or a group of people) is making huge amounts of money is going to be near impossible to stop. I don't see why they'd change their ways - they'll just find a new way to get around it.

## **Consumer 197**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Mostly for convenience.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes it does add it tries to match me with articles it thinks i will be interested with. I recognize this could limit my views, but i appreciate not being served articles that i have no interest in. This means that overall i am undecided.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Because these services are so ubiquitous, it can be difficult to track what information is collected. I am also unsure who data is shared with and because of this i am unable to come to a conclusion on whether their use is concerning.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I am somewhat aware. I understand this data can come from browsing/reading habits as well as from places like emails and posts to social media. Possibly also from IM chats.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I think they could probably do with more regulations if only to give more power to governing bodies rather than service providers.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I believe these platforms can significantly affect the quality and veracity of news and that is promising to see Google stepping up in this area. Other platforms and providers should as well, and government regulation should probably ensure this happens.

## **Consumer 198**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

i use only news access apps only. i can choose the news that i view

i do not use social media as a source of news. Because it is tailored in some way. and it all seems like click bait...

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

news access apps dont impact.

social media presents tailored news and this is bad..

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

the practice of searching for 'hits' means news is filtered by sensationalism and popularity.

this is a concern.

the practice of news agencies filling their content with regurgitated information reduces the importance and credibility of professional journalism.

## **Consumer 199**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes

Its a double edged sword. I like free but i understand that in the long term free content leads to "lowest common denominator " news, click bait and native advertising

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I care a lot in theory but i find it hard to care in practice (ie: even though i care about privacy and companies harvesting my data is hard to be motivated to change my behaviour)

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Id definitely prefer more regulation.

Very clear disclosure etc

## **Consumer 200**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, negative.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Completely dissatisfied

## Consumer 201

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I probably most often use Google to get around paywalls, i.e. an article I want to read is behind a paywall, so I'll search on Google to see if I can find the article on a free news site.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

My main concern is that I don't know what personal data is collected by digital platforms or how it is used, which means I can't make an informed decision about whether or not to use a particular DP. If I knew that a particular DP was violating my privacy, I probably wouldn't use it.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't think I know enough about how DPs operate to be able to say whether they are appropriately governed or not.

## Consumer 202

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Definitely - filters through these platforms will provide me with views and news from parties that the algorithms think I will like. It's positive in the sense that it's information that I will probably like and I'll probably enjoy it. It's negative in the sense that it's an echo chamber and, therefore, will not be providing me with diversity of views. Given that diversity of views is one key factor that challenges critical thought, an echo chamber is definitely far more negative than the positivity I get from being comfortable.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I recently got engaged - before it was even announced online, I started getting ads for rings and gowns and venues. I assume this has something to do with the cookies in my browsers, but it is still not entirely clear to me how it works.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

No, they are not governed at all.

## Consumer 203

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Using a "pull based approach" as Twitter is, versus the "pushed" content of conventional TV/newspaper, I can more fine-grainly control what media I am exposed to. I can select things that interest me. I've found on occasion to be completely oblivious to what many would consider

mainstream worldwide or national events because i don't watch tv, read papers, and select my media sources very carefully.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes.

Positive - more control.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

No one can know what is collected, stored and then shared with unknown parties. The technical answer to these questions lies in propriety software systems which are closed-source and not subject for public review or even one-off audits. So we're always assigning trust to these services. The only way to know what is and isn't shared is to limit what we as consumers share with these platforms in the first instance. In the case of Facebook, it seems consumers are willing to share anything and everything. This is very concerning for society as a whole. I believe this is degrading the mainstream interpretation of privacy to a point where in the future, "privacy" won't be something that is treasured and folks attempting to claim it will be left holding little more than a string of 7 english letters.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have had experience with Twitter, Linkedin and Google Adwords advertising platforms. So i probably know more than most. I'm sure however that this is only the tip of the iceberg.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I realise that in a free market there needs to be trade-offs between regulation and innovation. Oversight however could be improved in a way where it doesn't negatively effect innovation as many consider regulation might. Laws that allow for random and enforceable seizure and audit of software systems, data and source code would reveal much about what is really happening, particularly if these "spot checks" were executed without alerting the targets in a way where concealment and preparation by the target can be carried out in advance. I realise this sounds like policing, but with so much of our societies' values and protections (privacy, security, democracy, etc) at stake potentially, we ought to take "policing" these technologies more seriously if we are to prevent the seemingly impending dystopian future we're all being boiled alive inside without knowledge.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Digital platforms stand to somewhat level the field and democratise media in some ways. Compare that with massive news giants who own many publications across many mediums. But the other side of the coin is the same thing: even seemingly open networks like Twitter, who seem to censor very little, may in fact be applying censorship in secret, or using other techniques to amplify or attenuate certain content on their platforms without our knowledge.

## Consumer 204

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Often the news is presented to me while reading other articles, posts, etc (eg Facebook).

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I believe that some digital platforms (eg Facebook) intentionally and deliberately manipulate the news that is fed to their consumers. I also believe that it is immoral and should be illegal for any digital platform to covertly or surreptitiously manipulate the news, especially if using a person's data that has been collected.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Consumers should have the right to have data collected about them limited to the entities and for the purposes approved by the individual consumer.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't believe that they are appropriately governed, especially Facebook. Some digital platforms seem to have a more social justice and conscionable approach to their consumers than others. I feel or assess that Facebook is probably one of the worst controlled platforms in relation to how consumer data is handled, shared, used, etc.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The Australian privacy laws should apply to all organizations, including digital platforms and also political organizations and/or entities. All methods of being able to manipulate consumers covertly or surreptitiously online should be made illegal and policed.

## Consumer 205

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, I believe that news I'd deliberately manipulated by social media.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't believe they are appropriately governed.

## Consumer 206

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I would prefer not to get a feed with celebrity news, but I get it in my feed and occasionally click which I think makes it come up more frequently.



**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes I do, both quality and diversity. I think the impact is negative.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know my data is used to inform the advertising I see online.

I am concerned about my own privacy and public profile.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Unsatisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes. Quality journalism has been replaced by sensationalism and advertorials.

## **Consumer 207**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Use to access news quickly (via news aggregated) and also for longer essay style articles (via shared links on social media).

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. Quality impacted by shorter news cycle linked to constant access to news online, also increased click bait articles, light on content articles (eg, summarising discussions on online forums - eg, Mum's forums), and reduction in traditional media staff.

Diversity of views is mixed - I actively seek to follow and engage with diverse topics, angles on an issue - eg, I follow politicians from Liberal, Labor, Greens & other minor parties or independents and across Commonwealth, State and local governments. As a result I have access to more diverse sources of media, and in some cases views. However, I am also aware that on some issues I end up with a news feed that provides me with confirmation bias.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Concerned about long term data profile. Also any inter generational impacts.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Often I will search for something at an online shop & then see it advertised elsewhere in my online experience, including across devices. This is the obvious use of my data, often I see advertising and am unsure of what personal data is translating to that ad (ie, it doesn't seem relevant but the data is profiling me a particular way?)

Also interested in the value of my personal data.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not aware of the way they are governed.

**Consumer 208**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I have done a reality check and realised that only 5% of my use of digital platforms is for any productive use.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I don't use digital platforms to access news as it's hard to know the authenticity.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Without the check and balance and accountability, my view is that these platforms are subject to manipulations, of their own and from outside. Platform owners such as Facebook have always avoided any accountability/responsibility by stating that they are only providing a platform for the public to use. That's not the case. These platforms are investing in hundreds and thousands of staff and millions of dollars to make ensure that people remain glued to their platforms. So, when they state that they are simply providing a platform for people to connect and share, that's an utter lie. Much like what Uber has argued for years.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

With the recent news of data breach by Facebook, I have become concerned about how the digital platforms I am currently using (mainly Google and Facebook) are using my personal data. From the little research I have done in the last few days, I am overwhelmed to learn the amount data these platforms are collecting about myself and people and organisation I connect with through these platforms.

For example, when I share a picture, through 'Face Recognition' technology, Facebook even knows who the people are in that picture are. So, obviously they are collecting, storing and sharing information to this level.

Though 'Location Services', Google pretty much knows my whole routine for the week. Time I leave home for work, route I take, where I park my car, time I leave work etc.

I realised that Gmail scans and collects information from every email that I send, receive, and store in Gmail. When I downloaded a google app recently called Google Trips for tips and information about destinations, I was amazed to find that it fetched information from my Gmail account (from email confirmation from airlines, travel agents and accommodation service providers) about the places I am going to travel and created a detailed itinerary. Not just that it fetched information from my Gmail account about my travel for the last five years.

So, I am really concerned. I do not remember giving these platforms authority to collect and use my personal information to the extent that they now are tracking, storing and sharing information about my daily life (unless they did put a something in that service agreement that I just clicked OK to in

exchange for a free email/social media account). For a everyday person like me, I do not hire a solicitor to read a service agreement for a email/social media account.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not satisfied that digital platforms are appropriately governed. It is time for social media platforms to operate under similar rules, regulations as traditional media and they start taking the accountability/responsibility. Therefore, public need some sort of safeguard through Government regulators against digital platform giants like Google and Facebook who have virtual monopolistic control over digital platforms.

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**Consumer 209**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Digital platforms are used in addition to media companies' websites, because the design and layout of news is streamlined in a better way. I often follow media companies on social media that will include links to articles to their company website. The comment section on Facebook for instance, is also useful to gauge further understanding on news articles, whether I agree with them or not, which is often limited, or lacking in the company website (see for e.g. Sydney Morning Herald and Facebook's relationship)

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Regarding the proliferation of smaller, independent agencies and publishers, it is problematic on digital platforms in absence of verification of accurate news or a form of accountability. This has significant effects on democracy, politics and the structure of societal norms

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Digital platforms are governed, most of the time, eventually. The main problem is with the lack of proactive monitoring or governance before the consequences have already been instigated -- see for instance false news which has the impact to skew political outcomes

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**Consumer 210**

**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I do not access digital platforms with the INTENT of read news, however some news appear on my screen when I am using some digital platforms with other purposes.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I generally do not trust the quality of the news in digital platforms.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I consider a negative impact, as the news presented are generally tailored via algorithms in accordance with the user's internet preferences, such as age, gender, location, language, time spend in certain websites, etc.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

My understanding is everything I do, click, view or information I provide at any digital platform would be shared to several website providers. I believe that information is used for commercial purposes, and possibly can be accessed by illegal parties with criminal purposes.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

As noted above, I understand the news in digital platforms are selected via algorithms that consider each user's characteristics and internet preferences. I believe the same applies for advertisements on internet in general.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not aware of the regulations of digital platforms, particularly in Australia, so I cannot comment.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

My concern is about the vulnerability of young individuals not being able to identify relevant news and sources of information in general. I consider digital platforms in general are a very powerful tool to influence a community that does not have a good criteria about the information is exposed to.

I consider that should be at least monitored by the government, to identify potential safety issues, even to keep an eye on fake new, assuming the government has the ability and the capacity to do so.

## **Consumer 211**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I also go directly to my preferred news websites.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, clicking a link on Facebook often brings up several more items in my news feed which are similar to the item that I clicked. This can be annoying, because I may not always be particularly interested in reading 'more of the same'. For example, I may click on an article which presents an opposing view to my own, just to see what that view is and understand it; it doesn't mean that I identify with the views expressed in the piece or want to be bombarded with more from that author.

Conversely I have found that Facebook presents me with some high quality journalistic content which I may not otherwise have come across, from various sources eg Longreads, The Atlantic.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I accept that I am the product that Facebook is selling, and some level of collection of my personal information is the price I pay to use the service. I have always thought that I had high privacy settings on Facebook. However, I recently thoroughly reviewed my privacy settings and discovered that there is a 'back door' setting where apps that my friends have downloaded have been able to collect personal information about me. It was difficult to understand and access these privacy tools - just having them available is not the same as fully explaining them to the consumer.

I am also concerned at the extent to which Facebook can follow me around the internet and across various devices, even when I do not have Facebook open on that device.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

The process for selecting news shown in my Facebook news feed is opaque and not well explained.

I understand that the advertising shown to me on Facebook and Google is based on my previous activity, sites visited, likes and interests, but again the process is opaque. In particular, I don't know how much identifying information these sites are giving to advertisers.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied. I think there needs to be far more oversight.

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**Consumer 212**

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**Consumer 213**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I access a variety of digital platforms almost entirely for the purposes of work as well as at least the typical average person would for personal use

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Unquestionably and undeniably they do. This is beyond negative as the choice is essentially theirs and personal choice is nothing but an illusion.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Terms and conditions are seemingly intentionally vague and full of legalese. They are obviously designed so that people do not read them and realise what they are signing away. A notification should be sent to any person who has their personal data held by a 3rd party who want to send that data onto another party asking for permission.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Advertising is a part of the cultural zeitgeist however there should be an option to have no ads.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They aren't. CEO, chairmen etc often outlast governments and policies. There should be a blanket accord or binding agreement in place that cannot change once the political party changes.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Total overhaul is required. The current scenario is unacceptable. People's personal data is freely bought and sold like groceries and the subjects are clearly unaware and uninformed. An infinite amount of transparency is now required. People are not products. We need to know exactly what has been taken from us in clearly defined terms.

## **Consumer 214**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I also follow podcasts and public radio.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Absolutely. I think it's negative. News on most digital platforms is not vetted like traditional forms of professional journalism. There are no dominant codes of conduct. I'm also concerned about how algorithms in social media are configured to tailor what users receive in their content streams.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Increasingly I am more concerned. One moment you Google something and the next you receive ads and 'news items' referring to that same topic/item in your social media and news platforms. To find reliable news you have to do the work of seeing how the news was collated and by whom.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Keyword 'appropriately' - not satisfied at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

News reporting is continually being downgraded to the lowest common denominator of intelligence, mass marketed and widely disseminated to reach any target in social media that has +10 seconds of an attention span. Compounding this is the ads and one-click purchasing abilities. This industry is a lens and a mirror to the growing sickness of our culture. That is the systemic dunning down our current and future generations - spoon feeding them garbage and distractions, and limiting their abilities to critically think and engage with the world sans ego and money.

## Consumer 215

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Also, less paper (I used to buy the newspaper daily)

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms mean more 'amateur' content. But also broader range of views.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know that ads are targeted to my interests via facebook but also via email and my own website. It feels a bit sinister but we are all very blasé about such things now. It was very different 20 years ago... I think scandals like the Cambridge Analytica one will change the way we regard social media. However, people are lazy and action will be slow.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

NOT Satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes I think that news platforms (like The Australian) offer more ADVERTORIAL and less independence than in previous years. They are being squeezed by the update of free 'amateur' news.

## Consumer 216

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

As this is increasingly the norm for gaining insight into our daily lives it's critical that information shared, bought or sold is held under the tightest security at all times. I've experienced data, IP and ID theft which has made operating in a normal business and personal environment almost impossible while those faceless and nameless are able to capitalise on information and pictorial content stolen for huge financial gain or profit.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

In the instant world having the information now or getting in first is very important to daily operations. It also may change the way you deal with a client or other information by having read the content online early.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

They can be responsible for generating more hype than necessary or also making or breaking a story or person depending on their perceived popularity at the time. The pack mentality has been

allowed to thrive under these social networks without being policed and again as an artist the first place clients or today's consumers will look for information, vent or post is online within seconds of an experience. If you waited until the next day any damage or worth would be lost or minimised greatly.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Having been the victim of complete ID theft including my fingerprint I have huge concerns with the availability of all data and how it's available for sale to the highest or less scrupulous bidder by anyone with that type of knowledge with almost no repercussions in Australia. Although everyone knows things are illegal data is actively being traded by almost the boy/girl next door as well as large companies.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I understand that usage and searches are tracked and monitored regardless of whether You opt out or not. I use the private screens for searches but know that I'm still having my data recorded for future use which shouldn't be possible.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all given my current experience which has exposed myself and my family to the dark net with all of our data compromised. We are unable to control any of this and efforts to seek advice or get help are virtually non-existent.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

As seen with recent events in US and UK all data can be diverted or converted for any result. Ramifications on democratic process or justice is huge offering anyone with tech knowledge the ability to control huge swathes of information with the possibility of financial gain almost impossible to ignore for most.

The Free press given above has to be available without fear or favour but how?

Advertising is changing almost daily given the amount that is collected and used on our daily habits and purchases but would this be the case if people knew more about the processes?

I think millennials will still act in a similar fashion to previously as they seem to govern most of the urgent operations but that in itself creates an ever-broadening digital divide between older or less tech-savvy users.

## **Consumer 217**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

In some ways it's easier to connect with fellow artists of more diverse cultural backgrounds, because we don't all need to live in the same area. The negative impact is in the lighter touch news sources: I'm thinking of your ABC news app which has now just become clickbait. Another negative impact is the way you only really get shown opinions that confirm your own, because you're likely to be following people/sources you already agree with. This means our views are rarely challenged, and so debate is effectively removed.



**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

My concern is not with social media accounts using my personal data so long as the fine print says I retain copyright. My concern is with the on-selling of demographical info that in time turns all social media channels into targeted telemarketing torrents, or when companies on-sell my information to other channels thereby profiting from it and opening me up to more spam.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Cookies. Way of the world.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

5

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The govt should be bolstering media outlets such as the ABC rather than having them turn to the same tactics all the other outlets are forced to use.

## **Consumer 218**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I generally use websites to access news

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As an artist I am unsure of how my works are used by digital platforms such as facebook

**Q7: How satisfied are you that digital platforms are appropriately governed?**

no very

## **Consumer 219**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes absolutely. it is negative. However, i am time poor and know that i can find better news elsewhere, but cannot acces it as easily.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

This questionnaire is flawed as I'd like to select "No" AND "I'd like to know more" for the first 3 questions and YES and "I'd like to know more" for the 4th question.

I can't see how they are mutually exclusive

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I have noticed ads in my feeds for things that I have only SPOKEN about and have fears about instagram accessing my microphone.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

## **Consumer 220**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Direct access to other artists

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Both - more democratic and therefore less hate keeping and quality can suffer

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't think it's really possible

## **Consumer 221**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

your question seems ambiguous, media companies' websites do turn up in search engine results, so the two are not exclusive.

quite often search results and social media channels (Twitter etc) can give the most up-to-the-minute news (time-critical)

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Of course, and i am aware that editorial staff affect the quality and diversity of more traditional news outlets. Digital platforms provide a plurality of voices, which also comes with a great diversity in quality and credibility.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I think for the sake of convenience we accept cookies and cross-platform data sharing that often is overlooked, too many popups make us not read them any more, too many 'ToS' updates also are not scrutinised.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

i use a vpn and ghosting software to prevent a lot of data being sent back to platforms.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think more awareness campaigns should be undertaken to educate users of all ages about the corporate uses and gains arising from our browsing and social media data. I believe our exposure to underregulated advertising through social media can be detrimental to our society and the proliferation of 'fake news' is creating a sense of anxiety and distrust which may result in further political, social and cultural apathy.

Attribution (or lack thereof) and the disregard for moral rights of authors and artists needs to be addressed not only through legislation but also through awareness campaigns. The general public, when it became a voice in publishing, earned the right to disseminate opinions but also should be educated to assume the responsibility for correct attribution of authorship (words, pictures, music and film).

## **Consumer 222**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes i think it does impact on it significantly.

The impact is both positive and negative.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

moderately satisfied

## **Consumer 223**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Via facebook likeminded people fwd articles which I am interested in.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes as the commercial media has control of most outlets, we get what they want us to know and hear.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Basically because I don't know what info they have on me. I put as little as possible and never update.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I feel I take no notice of the ads but know they have an effect!

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I feel there is no control, and wonder if that is good or bad.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Those with the most money have the most viewers/audience on paper and TV. This flows directly into all media.

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**Consumer 224**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It potentially offers a wider diversity especially with regards to viewpoints. However, it requires vigilance in determining credibility.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Delving into the intricacies of how my data is used on different platforms is daunting. I know I should be more aware and the preference is that as an individual I should be more aware and active rather than blanket government regulations.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I know I always need to proceed with caution and that algorithms would tend to tell me what I like to hear news wise.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The balance between protection and freedom is a challenge. I am all for a "free internet" rather than "ownership" by large corporations who will ultimately decide what I get to see and how much it costs.

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**Consumer 225**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I don't read the news on the platforms but use them to find and follow links to the news source.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, Facebook is an echo chamber both by algorithm and the people I am friends with. This brings me information I'm interested in but from only one perspective. I have to remember to look more widely.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

What exactly would we govern? I'm equally uncomfortable with the government or a regulator controlling what I say as I am with a private company doing so.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

If they are directing me to a news website where I am being delivered ads that fund the news or logging in to my paid account, there should be no problem. If they are stripping out the ads, that's not sustainable.

## **Consumer 226**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

Linked in for societal topics

Twitter for comments on worrying news/petitions for change

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

To get the full picture or the downside not being aired by newspapers

I engage with social media as a social activist trying to create change for good or making people more aware of huge problems that they are prepared to close their eyes to.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes affecting quality and diversity both negatively and positively! One has to sift through to get a balanced appraisal of the situation.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I am seriously wanting to get off Facebook! I interact as little as possible because of lack of trust and this platform bores me and wastes my time. Just a group learning programs with mentors overseas makes this difficult at the moment. But i will get off it as soon as I finish course.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I dislike the fact that I'm being plied ads about whatever I write with no intention whatsoever in buying.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied! We need a complete overhaul in order to start afresh on this – to have upfront all the details previously discussed here.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes i fear the majority of not so educated people are bothering less and less with real news sources and not wanting to know the balance of judgment which I feel i get with ABC and BBC on whom i rely. I would like to support the Australian Guardian also.

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**Consumer 227**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

When I'm accessing news through digital platforms, usually Instagram, I'm usually looking at photographs posted by people that I follow, so it's "news" generated first hand, people at an event, rather than a journalist framing a story.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms do put a slant on what they present, through pushing items according to each platform's algorithm, or perception, of what you'd like to see. This is very limiting, and so I'd say negative. But if you bear this in mind, and do your own research, via tags or keywords, you can dig deeper and find more interesting things.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

When I use a digital platform, eg Google, or Instagram, I know that the platform is collecting information about how long I stay on a page, what I click on, etc

This is a trade off for being able to use the platform, but it's not very transparent, so it concerns me. It's easy to forget that your every page view, and search term is recorded.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

News and advertisements are shown to me based on what I've already looked at.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

On a scale of 1 to 10 - 5.

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**Consumer 228**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Not available to me otherwise eg international articles

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I think there needs to be more regulation and transparency, and less data sharing.

**Consumer 229**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I've been noticing the ABC isn't keeping pace or covering as much as they used to.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Even though I'm aware the quality has decreased, I'm fascinated with the way everything is changing in media which keeps me watching the watchers, so to speak.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes - negatively. There is still some excellent journalism though.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Governments are seeking more control and I wouldn't like to be scrutinised if I am sticking up for a cause, for instance.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I know that they know my age group based on the ads, but beyond that, I'm not sure.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Ignorant of how little or how much they are governed. Everything is reduced to heresy status if you can't quite trust the source of the story. That worries me because it's a slippery slope. People become more fearful when the truth is blurred, or harder to verify. I'm fearful of a community becoming more insular, or less free to speak their minds because of what they see is happening to the engineering of information.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The average person cannot do a fact check every day. Unfortunately, it's harder to believe anyone. If you look at each compelling news story who is to know if it's all spin? The more concern I feel, the more I seek out comic relief and sometimes completely avoid the news. Until my addiction to it grabs me again...so over time it is kind of demoralising.

## Consumer 230

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

My social media news feed includes The Age; however I don't rely on it for 'real' news, finding content has become banal and irrelevant. The Age hard copy newspaper provides my real news content, especially editorials and global political perspectives.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I don't use SM for news but it comes up in my feed. Social media SM is unreliable, constructed from a melange of opinions, some facts, gossip, misinterpretations and other forms of unsubstantiated comment. I don't trust it to gain any current political perspective or news; The Age is the only balanced source of news for me.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

The quality is certainly lacking; diversity exists but only in terms of the range of truths from outright untruths and lies to semi-fabrications, comment and some facts.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I understand my personal data is collected and used collectively by marketing and advertising companies. More alarming is the use of FB data to impact on electioneering.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Judging by the recent scandal over FB's involvement in the election, it is not governed or regulated sufficiently.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

What I find most alarming is the inability of many people to not distinguish between fake and real news. And their indiscriminate belief in what's posted on social media as true. There is a lack of capacity to interpret, rationalise, conceptualise, criticise and above all, scrutinise content.

## Consumer 231

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. The diversity is better but quality often less so, depending on how deeply you search for information. It's a mixed impact of positive and negative.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I try to keep on top of what personal information each digital platform takes/uses/shares, but sometimes it's hard to know the extent. Some platforms aren't exactly forthright about it.



**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I'm aware of algorithms and the use of data collection to make personally-directed advertising etc

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very satisfied. It feels like most platforms have work to do in that area.

## **Consumer 232**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, and both

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

The manipulation of people who are not media savvy concerns me.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Hmm, not at all. But then I'm not satisfied that our countries are appropriately governed, so I don't know where the solution lies.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The proliferation of free media has put downward pressure on journalists' salaries and resulted in a contraction of the workforce. We now have far fewer specialist journalists (e.g. science journalists). This affects quality and the public's opportunity to access considered perspectives - that is a concern.

## **Consumer 233**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes

Negative

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I use platforms where limited personal information is profered like twitter and instagram and only for professional art posts and research

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

O know these things in a generic sense and am aware of the marketing and harvesting strategies media companies use

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I notify and delete any content that I regard as inappropriate, for example advertisements

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

so long as I can keep accessing a broad range of media digital platforms I feel I can just keep ahead of vested interest control but I resent it and am very cynical about how long this will last and am always looking for unbiased, agenda free news

**Consumer 234**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Using digital platforms means that users can filter what kind of news stories they see. If you're interested in particular stories/themes/topics etc it will show you what you want to see, other sources and viewpoints can get filtered out. It can create biased information. Other sources that conflict with a user's bias and interests can be hidden, meaning users have to search for them actively. It can have a negative effect and create confirmation bias.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not very satisfied. It would be very difficult to moderate millions of users. Some of the moderating of images is questionable e.g. Instagram and Facebook will censor nude images in artwork but not pornographic images that censor or blur explicit areas?

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I found this survey through the National Association of Visual Arts sending an email about artists owning their digital content. Visual arts/design/crafts on digital platforms is Media. Are artists 'content creators'? Social media and digital platforms can make it extremely easy for people to exploit artists and illegally copy their work for profit. It has happened to artists I know and I've seen countless examples on the internet. Artists are mostly powerless when their 'content' is stolen and used by individuals and corporations/companies. We need more regulations in place to protect creatives on digital platforms.

**Consumer 235**

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**Consumer 236**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think for businesses digital platforms are positive to see whereas I'm not very keen see the private sharing and re-sharing of images which normally are protected under copyright law. I see this as very negative as it also impacts an artists work as it does not be any special anymore after people go and get copies of their downloads and so it does also minimise the worth of an artwork -include

photographers as they are artists too- as there are unlimited editions of prints set free by the social media users.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As private and mainly business user of this platforms and educator for internet security I can answer the question with 'yes' even if I am not happy that users are pressed to the amount of personal data which they normally would not share publicly (so as the date of birth where I mean the complete date) and there is no other way to use the social media pages without agreement to the use of the data.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

We are doing our social media advertisement on a low budget so our ads get not spread only to a small random amount of social media users - at least at Twitter is the chance to build your circle and share then but here is also the motto: as more you invest in advertising as more your ad is spread. I am not very happy about this !!!

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Well, seeing what I mentioned above I am not very satisfied how digital platforms are governed. At least there should be an international law installed that sharing of works with copyright are not allowed without permission by the owner.

On the other hand I ever and ever again have to tell my artists not to publish their works without their mark, and some which have I see they mark is so placed that it easily can be cropped out or overwritten or erased by 'the social media pirates' as I call them.

I must confess to have myself a few unmarked artworks published on Social Media but this are the ones where I can't win an award for so I'm ok with when this scrap makes its rounds which it rarely does as shared get the high quality works.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Yes, my other concerns are that everyone with a mobile phone in the hand does not or has not to follow the rules we professional photographers have to obey. We need to pay for permission doing photographs in Central-markets, Botanical Gardens, Government buildings, murals and statues just to name some. That's not fair and so shall be for mobile phone camera clickers rules as well as the use of drones has to be better monitored!!

I generally would not allow the use of drones to private operators. I so as my colleagues have to pay a lot of money for a helicopter or light-plane hire when we like to do aerials.

I hope that my input helps a bit, please know that I'm happy to answer further questions to the theme or explain some of my remarks in detail. Thank you for this questionnaire which I see very important for the Arts include all divisions.

(I'm a NABO member and got knowledge of the questionnaire this way.)

## Consumer 237

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I live in a rural area and so find it useful to be able to access up-to-date information rather than wait to get my newspaper which is often two or three days old before I get to see it.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think some have negative impact but I steer clear of them and am picky about which ones I use so as to ensure I get high quality reporting

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I use ad-blocker so I don't get ads

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied in most cases

## Consumer 238

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**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As a visual artist I would like control over the images of my artwork

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

By looking at what I search and look at. Whatever google thinks i may be interested in at that time.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

As a creator of content as a visual artist my ownership and rights over my work in the form of content is being eradicated. There should be controls or legislation in place as to protect my content and where as its creator and owner it can be used and /or appear.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

It's convenience pure and simple. It's there in the morning on my phone or laptop, at anytime I have moments to spare to see 'what's happening'. No need to wait for a newspaper rolled up in the morning (especially when it's only Murdoch press available), nor the headline nature of Tv news.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, but as always the individual can seek out quality, well informed, variety of news and opinions, or inhabit a safe bubble, which is a problem no matter which part of the political spectrum one inhabits. It takes effort to seek, rather than allow social media algorithms to deliver (and that can be manipulated). So, good and bad. But who am I to say what is good or bad?

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I expect data on my usage to be collected. I can't expect that a massive, globally reaching, heavily invested in suite of software called the Internet and social media can be provided for 'free'. It takes tens of thousands of specialist engineers and programmers to make and maintain this platform taken for granted as 'free'. It's not. Turning the data into metrics is a legitimate way to seek a return, but we can now see some pathologies. But I don't think these are new pathologies either. To say that social media is creating a more partisan social landscape is to ignore how partisan it was in history and with dire consequences. It was frequently common for newspapers to be overtly partisan, and easy for people to inhabit class, social, racial, gender biased bubbles. The new landscape is probably better in that the chance of hearing and seeing different things is much better than it was, in part because it is free for the price of a few ads you can ignore (as I do).

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

And I don't care. I read online media like newspapers and magazines, scanning only for blocks of text that indicate news content. Of course, articles can be paid placements, but that is nothing new under the sun too.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I'd much rather there be minimal government regulation, unlike countries behind censored firewalls. Better all the ugliness in humanity be seen. Sure, the trolling is a sad development, so perhaps tools that permit individuals to set parameters for responses to their social media feeds like spam scanners would be a positive.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

No.

## Consumer 240

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I do think that digital platforms have changed access to information, in as much as it has opened up the world to be seen not only through the eyes of mass media companies and professional journalists but also any one with a smart phone can record what ever is going on and post it online.

This is both positive and negative, capitalist interests within this rapidly growing largely unregulated space makes us all vulnerable to people/companies with malignant intentions, as we have seen with Facebook's recent scandals.

The positive side to all this is that with some discernment and personal research one can connect to/discover any one/thing on the planet.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I feel like these algorithms are helping to homogenize humanity and I find that both dangerous and offensive.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Algorithms on these platforms monitor my movements and interests and those of the people I am connected to and then feed me news and advertising I might be interested in either believing or consuming.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not satisfied at all that they are appropriately governed. Technology is moving way to fast for most governments to follow let alone regulate. Unless they are actively using the technology for their own often nefarious ends.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I believe that the internet should be a free and open space where many views can be expressed. What I am witnessing actually happening is some kind of homogenization of information. More respect needs to be given to the journalists themselves and more respect needs to be given to the internet user in regards to serving up false or misleading advertising as news.

## Consumer 241

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**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

It's pretty clear that the links we click are noted and used for targeted adverts. These sometimes appear almost immediately in my feed. Facebook also seems to choose what it puts in our feed in the way of news from "Friends".

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

whilst it is possible to find links to good journalism and to participate in thoughtful and intelligent conversations via facebook if one chooses carefully, there are too many 'quick bites' and too much misinformation in terms of news, and there is far too much mob mentality and knee-jerk reaction in evidence, something this type of platform seems to generate by its nature.

**Consumer 242**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes, positive

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not very

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

no

**Consumer 243**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Most free news sites only provide snapshots of current issues, are reactive and do not offer in depth analysis. Free news sites have a plethora of paid sponsors which promote their own interests. Sponsored/paid sites can be easily confused with independent reporting.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It is clear to me that my information is collected by various bodies. I decline wherever possible to sign up etc. What concerns me is the "interlinkedness" of on line sites: ie you can access one by using google or facebook. The amount of individual knowledge being accumulated by one corporation is frightening.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I really don't understand how the platforms are governed.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

One concern is that news is not in depth, reactionary and often inflammatory. There is no follow through. Disregarding questions of ownership & political bias of news platforms, 20 plus years ago printed media allowed for promulgation and discussion of social issues through a number of papers and radio and television. Today it seems that each quote the other.

Another major concern is the collection of information about myself by platforms that provide an alternate sign on through google or facebook. What can access you information if you sign on

with an email address and not through social medial portals? The actual presence of them on a sign on page smacks of information sharing.

## **Consumer 244**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms offer me a greater variety of choice

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

The use of data collected is part of the platform owners business model, but transparency with regards to use and users is lacking

**Q7: How satisfied are you that digital platforms are appropriately governed?**

The internet should not be about policing but about sharing in a transparent way, with clear choices to opt in or out being available

## **Consumer 245**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

its expanding my understanding of art, I can see images from current exhibitions in New York, cutting edge progressive art from South America and artist like me exploring art daily

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

There is too much control and interpretation of what I see. having a negative affect on diversity.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

In the light of recent facebook information, which describes what many have talked about, and makes clear the potential for further manipulation via data collection

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Im not!!, the digital platforms are growing at a much faster rate than the governing regulations and to such an extent that they are able to manipulate them before regulations are formed

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

there is a greater need to be Transparent Transparent Transparent



## Consumer 246

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

As all types of news sources are per nature biased it is important to always consider different perspectives and take time to think it through. I think digital platforms are especially partial and often lack distance and deep analysis. they are extremely targeted and focus on sensationalism

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't think they are at all.

## Consumer 247

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Visual

often a more sophisticated and in depth visual component

allows the pursuit of in-depth inquiry of specific details and network of effects

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think it depends entirely on the diversity of news platforms used, understanding of news outlets vested interests and their political or corporate agendas. Diversity and quality is there if you actively engage. If you rely on news 'feeds' you will just get a narrow view that can be directly influenced by algorithms predictions.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Mining big data is questionable. I don't believe there is any reason to go beyond census data to attempt to track and segment aspects of populations. It can only be driven by a desire to create markets - more unsustainable consumerism or influence through subtle propoganda. Need to have boundaries as to what corporations can take and manipulate.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Not enough information as to what structures and invisible background algorithms / manipulations are at work.

There should be the possibility to determine the authorship of creative and intellectual content. This needs to be emphasised to promote internet as a collective of individuals rather than platform for institutional or corporate opinion.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied. Industry self-regulation is totally inadequate. We need more discussion, engagement and understanding and an ability to reclaim the commons. The 'space' of the internet should be community commons, not enclosed by invisible monitoring and manipulation.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Copyright and appropriation of both written and visual content is rife. Requirements to attribute sources would help to contain 'fake' and selective reuse of content.

## **Consumer 248**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

availability

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Mostly negative there are rarely any good news stories or if there are they are hard to find.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

There should be a limit to how much you can be sent via digital platforms based on what information that gather from you.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Some times it is inappropriate content.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Haven't given it much thought, just assume that all regulations that are required by law are adhered to.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It seems to focus more on the negative side of digital media rather than what is positive.

## **Consumer 249**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

my main news source is radio national and newspapers. but some times I get info via facebook which i only access once a week if that.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

i dont actively seek it but will follow it up if a friend sends it to me

I feel the potential for incorrect or misleading or manipulated information is higher in digital media than say on a trusted source like radio national. probably a naive perspective. What news isn't biased? could be an old teacher thing, I want to see the sources and decide for myself if i trust them.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

definitely. Not sure of positive or negative. Recent US elections a prime example of negative as is Facebook's unbelievably manipulative and powerful influence on users thinking. On the positive-terrible or suppressed world events can be 'outed' and minority voices can be heard outside mainstream media which has been a wonderful thing.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

i don't like having ads target me based on my internet searches. I don't like the way all of this escalates consumerism which is not in any way enriching the planet, my or anyone else's life.( apart from the industry that feeds itself from our purchases)

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

based on where we search

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not at all. you must be kidding

## **Consumer 250**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

It is the easiest way to search for global scientific papers / news of interest to me and specifically my neurological diseases / disabilities . The ability to access this type of content, as well as stay up to date with artistic, heritage & cultural news (my career prior to illness) is important to me to stay positive and feel connected to a world that I rarely access in person due to disability.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

A bit of both - the news that comes up in social media feeds relates directly to the information that the user has provided - algorithms that take private information and deliver perceived interests. This sometimes feels like a violation of my privacy and rights. I have personally had images and videos of my artworks used in blogs, websites and social media without my permission, attribution and have never had a request that has offered a fee or provided compensation for their usage.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

As mentioned I am concerned about a violation of privacy. I am interested to know more about what, how and why information is pulled from platforms like Gmail, messenger applications, and other seemingly 'private ' platforms or systems including wifi enabled technology like smart TVs, our Neato vacuum, Fitbits, general use of smartphones etc.

Certainly the Google ads that appear in my gmail account would suggest that keywords are being searched for within the text of my email bodies and correspondence that should be private.

The 'hackability' of technology and platforms is also a key area of concern.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I don't feel that digital platforms are well governed at all - while 'R' rated ads etc are not shown, there seems to be little else that isn't shown.

Similarly the data mining of personal and private information seems to have little to no governance. I feel that a global / international policy is required to provide better regulations, information on what data / personal info will be collected and used by companies, and what the rights are for the consumer in regards to keeping their information private.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I support and endorse the views of the National Association of Visual Arts (NAVA).

There is not enough recognition of copyright, intellectual property and attribution for artists, photographers, videographers etc to protect their work and ensure they are appropriately compensated for the use of their work across digital platforms.

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**Consumer 251**

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

The impact being positive or negative depends on a number of things, primarily how the content creators and digital platforms conduct themselves, and to a lesser extent how content consumers behave. There is potential for positive impacts, for instance when an organisation takes control of it's media presence and publishes/creates its own content rather than relying on traditional media to accurately and fairly convey their message. There is also potential for negative impact through the creation of digital echo chambers and the manipulation of passive audiences.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

We exchange our personal data for convenience, services and custom content (often free). Once we hand over that data, we by definition lose control of it. Events like the recent revelations regarding Cambridge Analytica serve as national/global learning experiences that over time will train our consumer behavior to reduce the power of large data set of personal information.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

in feed content is shown to me based on a multitude of factors including user (mine, my friends' and strangers') interaction, content relevance, author relevance, past performance, past usage, explicitly defined interests, inferred interests, geo location.

Advertising is shown based on demographic targeting.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Digital platforms empower businesses, organisations and agencies to take control of their stories. They foster an environment where transparency and open information can flourish as traditional media is relied upon less and media/communication teams start publishing their own content. This change to the traditional news cycle places an imperative on traditional media to either get the story right and get it out quickly, or in the case of investigative journalism, to dig deeper for the stories that aren't being told. We are still in the dawn of the digital media age, and natural market forces have the potential to usher in an era where information flows fast and freely direct from the source. Traditional news and journalism can embrace this and enhance their products, or resist it and become irrelevant.

## **Consumer 252**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I find using any one traditional news source tends to give a very narrow view, but is also limited by what they choose to cover. Through social media I can access news items effectively curated by who I choose to follow

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

It definitely does impact the quality. It's fairly grey to whether this is positive or negative, there is access to information that I would not necessarily obtain through the traditional news sources and it takes away some control from media moguls with vested interests. Unfortunately it is easier to spread poorly researched or straight out lies, so there is more effort required as an individual to investigate further to verify the stories. There's also the danger of getting stuck in your own positive feedback bubble.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I try to limit it as much as possible and I outright refuse to use some platforms such as Facebook

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all. Legislation is so far behind in all things digital and this is often intentionally used by companies to get around laws that would hold them back in the non-digital realm. Our current leaders have little knowledge on anything digital and listen more to the the lynch mobs than the experts

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

It not only allows more people to tell their story and express their views/knowledge, it also shows that a lot of commentators in traditional media have no more credentials than the fact that they are in print. This freedom is also used by parties with vested interests, on all sides, to spread misinformation by methods like twitter bots or paying people to sell their view without disclosing it.

Definitely advertising is great example of this where people are paid in free items to talk about them on social media as if they are a normal consumer. A lot of the nefarious tactics used have been around in some form for years, but are made easier to enact discreetly in a digital world.

### **Consumer 253**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes, digital platforms have content delivery structured to limit diversity of views.

The is totally negative

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not satisfied at all.

The terms and conditions are so loosely defined that, without extensive research into all commercial relationships of each digital platforms, users will never know where their data is shared/sent to.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Tools like twitter are eroding journalism - to the extent that major publications now write an article about some ones views, include copies of the tweets, then restate the tweets in the article.

This is just content padding, presumably aimed to increase time on page and length of page, both of which add to the advertising value of the site/article.

Secondly, the monetisation model for digital platforms increases the 'publish small articles, publish frequently' mentality, mean shallow, under-researched and error-laden articles proliferate in digital / social media platforms.

"Real" journalism struggle to meet the social need for factual reporting against this torrent of trivial and incomplete content.

### **Consumer 254**

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

I am not satisfied it is properly governed it appears a free for all globally.

### **Consumer 255**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Negative impact- not quite sure if the feed has been filtered to reflect only what is thought to suit my preferences

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Satisfied

## Consumer 256

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**Q7: How satisfied are you that digital platforms are appropriately governed?**

Unsatisfied

## Consumer 257

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use digital platforms to receive coverage otherwise too hard to access through print media.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I don't see a difference between digital or print media - both are informed and shaped by shareholders interests. It is up to me as a consumer and citizen to know who is creating/reporting the news and why.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I understand that the business models underpinning the use of social media and news platforms depends on their ability to extract value from the data they receive from me. That said, I am conscious of how I interact with and what I share on these platforms.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I understand that algorithms are used to aggregate and inform news and advertising feeds on digital platforms based on user habits. I don't have a problem with this. I understand the difference between passive news consumption and actively seeking out information - digital platforms have enhanced this. But, it has always been this way.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

The moment we start governing/regulating digital platforms we lose more than we gain.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Advertising has always underwritten the business models of journalism. Journalistic news is a product - once presided over by media groups in the business of print media. Unfortunately these media groups have let journalists, journalism and consumers down (let alone their own businesses). Digital platforms provide enormous opportunity for reporting and sharing news - the disruption of 20th century business models brought about by the world wide web and web 2.0 was inevitable...

## Consumer 258

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## Consumer 259

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. As an artist my work is constantly censored, even though it adheres to community guidelines and standards. I believe that I am missing out on viewing key works of art or pieces of news due to censorship.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I do not want my personal data to be made available, especially due to the rise of identity theft

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Our data is being used to filter the news and images we see, specifically focusing on news that caters to our existing world view. Cultural divides will widen if the persists.

## Consumer 260

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they impact the quality and diversity of views and news. Whilst more people may have access to news because of digital platforms, the sources and content are not always reliable.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Based on my browser history and possibly 'friends' browser histories.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Users/viewers think anything on the internet is fair game and can be used however they see fit and for free. Ownership and copyright of images and content is completely disregarded.

## Consumer 261

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Art related news not readily available in other platforms



**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

The introduction of algorithms has negatively impacted the diversity of news I am presented with. You see more of what you click and the effect snowballs. Whilst digital platforms have made news more immediately and readily available to those with access, the quality is not guaranteed and requires more scrutiny on the users' part.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I'm sure the terms explaining how your data is being used exists, but are difficult to navigate and find.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Art theft and use of art without artist acknowledgment is rife and more needs to be done about this. I'm thinking clearly outlined steps, consequences and penalties.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Please consider the role of the artist and creator in all of this.

## **Consumer 262**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

YES. TAKE THE GOOD WITH THE BAD

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

We should not supply d.o.b., age, address bank info etc. on facebook for example.

I think it is just plain silly not to accept that some form of exploitation for whatever ends, occurs and will probably always.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not v ery

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Journalists and comedians seem to think they have the moral highground. This then becomes very narrow.

## **Consumer 263**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes

the negative overcome the positive by far

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

We don't let the government collect data about us but we're happy for Google or Facebook to do it. Do we need laws to regulate the collection of datas?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

poorly

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## **Consumer 264**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

While I gather the majority of my news directly from the publishers sites or apps, I also see news within Social Media sites or apps. It is this social media published news that concerns me. I understand that the masthead sites are responsible for the accuracy or veracity of their reporting and they, as publishers, are held accountable for their content. It would appear to me that the social media sites should similarly be held responsible for the accuracy or veracity of anything appearing in their sites or apps.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use digital platforms primarily for speed of reporting. There is no comparison with any other media type.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms do impact the quality and diversity of views and news, however the algorithms and setup processes of the social media apps and sites tend to reduce this possible diversity. The entire ecosystem of the social media experience tends to reinforce existing beliefs and prevent exposure to alternate viewpoints.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

It is not the direct personal data that is posted on social media sites that I have a problem with. People should realise that if they post a photo, then that photo will be seen by others including the social media company and their clients. Similarly with the data that is uploaded like name, address, likes, age etc. What is concerning is the cross platform sharing of data that allows deductions to be made of individuals. For example, if your shopping data is linked to your web browsing, then deductions about your health, financial status or party plans can be extrapolated. This can impact your privacy, particularly regarding your health, insurance or financial outcomes.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

The algorithms that decide what is shown in my news feed is a mystery. I suspect that they are baed on what the social media company believe is typical of my "type". My location, age, likes etc.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all. I do not believe that the social media platforms are governed by external forces, like governments, at all.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I feel that social media platforms are:

- (a) removing paying customers from spending directly with old media,
- (b) removing eyeballs from old media sites and thus removing advertising allure,
- (c) allowing any story to be portrayed as "news" and thus either spreading actual "fake" news, or devaluing the reliability of "real" news.

All these points lead to a loss of variety of old media, and eventually the erosion of credibility of all news outlets.

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**Consumer 265**

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I only use Google to search for headlines I have seen references to; I do not use social media, or aggregators

I am not on Facebook or Twitter. I dislike the thought that an algorithm is deciding what I want or need to see; I am quite capable of finding items for myself when I want to, I don't need to be fed. Also I am not interested in all the other trivia which abounds in social media, and I don't wish my personal data to be used by Cambridge Analytica etc for purposes that I don't know about and have not given permission for.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

As I don't use them, I don't know, but I have the impression that they are a waste of time.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I think the recent exposure of Cambridge Analytica's use of Facebook data, for political purposes, is of great concern.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

There is a problem with using data from searches for advertising and marketing, in that it is retrospective. ie. after you have purchased something online, you keep getting advertisements for the same thing. There is no evaluation of whether advertising via digital platforms is effective. It is simply much cheaper for the advertiser than advertising through newspapers, TV, radio etc, which is why the commercial media are losing out, since much of their funding comes from advertising.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Do you mean regulated? Not satisfied. At the very least they should pay tax in Australia, commensurate with the amount of money they are making from Australians who use the platforms.

I prefer to use sources like the ABC, which is publicly funded and therefore accountable to its users. The digital platforms are completely opaque in terms of governance and therefore there is no accountability.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

See the report of the inquiry into public interest journalism.

**Consumer 266**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

In a positive sense I go outside mainstream news services to look deeper into issues, get historical background, use google scholar for science based knowledge to check claims by companies, govt media and comments made on social media platforms and blog sites and by various \*news\* \*opinion\* websites/services.

The impact is both positive and negative .... I am finding overall the #1 issue today for myself is in finding accurate credible information and rational input to be extremely POLARISED across all topics, especially politics, economics, geopolitical issues, and society values.

I am well informed, I ask the right questions and seek high quality insights and info .... to do this eg youtube helps by accessing lectures by academics, world leaders, various \*groups\* and scientists.

climate change and economics issues especially are critical for me to find accurate balanced rational and well reasoned \*opinion\* hopefully based on academic and scientific rigour.

The negative side is in dealing with comments boards the extreme nature of abuse ridicule insults and at times quite extreme unbalanced personalities - i do not use facebook or other similar platforms, but am selective to online forums after 20 years of experience as an online user of \*discussion groups\*

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Having some expewriecne online including being a webmaster in the late 90s and early 2000s, and above avergae experiences with computer tech, and at one time being an agent selling internet security and privacy products I am EXTREMELY CONCERNED how the average consumer is at a distinct disadvantage.

I would like to see Australia implement PRIVACY laws regarding the use of their data and being able to delete it at request with the backing of federal govt laws similar those that apply in the EU for some time now.

As Cambridge analytica shows this is very dangerous territory open to extreme abuse and illegality. I first came across computer generated BOTs being used/tested on online forums in the early 2000s ... tech head uni students and the like. I am aware of the ability of psychometric data for at least 5 years and understand how it works, having some experience in marketing and advertising as a

business executive and good grounding in psychological dynamics. Nothing that is publicly known is a surprise to me in this regard.

We are in VERY dangerous territory already. There is a 100 years of science and academic knowledge about propaganda, cognitive dissonance, manipulation of public by \*advertising techniques\* that have been placed on STERIODS.

again I repeat what is happening now is extremely dangerous to society and individuals. private companies have far too much power here due to their ability for secrecy and plausible deniability ..... our laws and regulations are too weak here, especially staff whistleblower laws must ensure their protection for public disclosure of problems ... but where do they go if they had some kind of protection. Governments too are in very thin ice how they avoid their responsibilities in this area. as well as how political parties and think tanks like the IPA and many others access trends and memes and can put that into the cyberspace hidden from being identified of who and where it came from.

This is precisely how a global loosely connected network of individuals think tanks and corporate / ideologically driven interests share their knowledge and tech to manipulate the public and politicians about climate change science etc.

Oh boy I could go on

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

APIs logarithms key words used, tracking cookies, cloud data stored by google plus / facebook Uber etc. is operated on auto.

Techs and programmers do their JOBS but they are not trained in ETHICS nor do they know how the data is used themselves as all these companies COMPARTMENTALISE the work done to make their bigger systems operate on demand.

In early mid-2000s I was experienced in Search engine optimisation and got my website to Page one on google .. and was an early user of ADWORDS and understood all how that operated .. if not technically then I knew it generally and psychologically and how that has morphed into what we have today. again this is very dangerous - this is business and profit making AT ANY COST ..... it costs people heavily and society.

Facebook is ADDICTIVE for example. pushed media/news is addictive, discussion boards are addictive because average human beings, even highly intelligent ones have no idea how they are influenced EMOTIONALLY and how that leads to be open to manipulations by abusers, ripoff merchants and even our oldest political parties here in Australia.

this flows over into campaign donations and electoral laws. Those with deep pockets are manipulating the entire system and at the same time they are the ones making the laws in this area.

I hope you people know all this and do not just assume it is conspiracy theory stuff because it isn't .. what's missing in the power of anyone, any body to properly INVESTIGATE what goes on behind the scenes. I have also had some experience at Board level of listed Australian companies. I know how that system works and how easily it can be abused at board level. Not everything said and decided is recorded in the Minutes. Surely you already know that right? God I hope so.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Totally dissatisfied. This must change and fast. The electoral commissions must be involved as well as all crime commissions and a new federal body like ICAC created.

It is the WILD WEST and has been since 1996ish when the internet was born .... the spin that it could not be regulated is FALSE - in my opinion people those who run websites a d apps and platforms as well as internet users should be LICENCED to do so, like a drivers licence or a trucking company licence ..... international crime is rife.

it;s as simple as criminals getting the list of telcos newly issued or about to be issued phone numbers via the internet and then using those to AUTOMATE phoning those numebrs, and hangin up ... whne people phone a missed call, they are charged at MEGA rates like a 1900 sex call line, but kept on hold.

You and others probably already knows this ... but are POWERLESS to stop it. That in a nutshell is the problem ... just expand it cover all aspects of Life in this Digital world.

Privacy and freeddom is great .. but the first rule of doctors and governments MUST BE - FIRST DO NO HARM - and great harm is being done while a handful are using their freedom to make huge fortunes such as UBER.

I drive for UBER and it is like being a truck driver for Al Capone in the 1920s .... they escape ALL normal practices and LIE through their teeth to drivers, riders and governments and ACCC lie agencies all the time 24/7365

I'll tell you in multiple ways UBER is dangerous and essentially a criminal type org. !!!

The ACCC and others need powers like Eliot Ness' Untouchables in the FBI .... this is new level of "crime wars" you are not yet equipped to handle., on top of that comes the psychological effects these platforms and news media outlets have when used as directed are doing to people.

same deal with FACEBOOK and all the rest of the crap out there. People are NOT equipped to mange this space at all. young or old or the super intelligent.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am as concerned about how NEWS CORP, the IPA and others operate as much as Uber, Facebook and blog sites, and cambridge analytica type orgs operate. Powerful self interests abound ... (Gina Rienhart gettign her hands on network ten .. she gave that up and now operates manipualting behind the scenes via social media platforms thanks to think tanks like the IPA ideologues --- it's like Standard Oil early 1900s all over again, where the ANTI-TRUST LAWS were ventually brought in in the USA

when a new \*industry is formed\* there are no checks and balances to PROTECT SOCIETY OR INDIVIDUALS FROM ABUSE, DECEITS RIP OFF OR DIRECT HARMS TO THEM.

Watch this advertising marketing manipualtion in politcis doco, and then add in DIGITAL PSYCHOMETRIC DATA .....

<https://topdocumentaryfilms.com/the-century-of-the-self/>

Myths and memes about "freedom and great benefits\* are just that .... myths!

This is dangerous .... dig deeper - get info from the UK Europe, Iceland, and RUSSIA even. The US cannot be trusted they are ground zero for all climate science denialism and ideological / propaganda manipulations .... get good advice, find credible highly ethical ACADEMICS in the field.

eg Professor Philip Mirowski (neoliberalism/libertariansism/right wing projects) , Prof Steven Keen, Prof George Lakoff, and Noam Chomsky ..... Journalists like Edward Snowden now, Julian

Assange, Seymour Hersch, John Pilger, and Glen Greenwald, and folks like Yanis Varoufakis economist pro-democracy etc from Greece ex UNSW lecturer!!!!

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I use digital platforms to access news because there is a wider availability of news than I get from normal traditional news sources. Also, I can access it at my own convenience.

However, what I do find I do very frequently is access The Sydney Morning Herald (where I have a subscription) to see new articles as well as reader comments on articles. I also, access the abc online as well as the guardian.

I can also read the conversation, the New York Times and Washington Post as well as South China Morning Post, bbc news and al jazeera as well as buzzfeed.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes they do and it is a double-edged sword.

For instance there is someone like myself who is reasonably internet and media savvy so I can go seeking investigative news and researched papers as well as twitter feeds from trusted journalist and personalities. I mainly tend to use google a bit as a news aggregator but mainly as a search engine to find out other news sources. So I think it is great that there is a great breadth and depth of material out there online that can be unearthed if you know how and where to look. Twitter is also great for updates and breaking news, there is some great live news updates on twitter from the right reputable journalist who happen to be posted to sit in parliament house or in a hearing and are tweeting live updates.

However, as I said there is a dark negative side as well. Much as it is great that there is so much more online there is also a lot more rubbish to get through until you get to some actual researched, objective news with facts. The issue with the collapse of the traditional streams of advertising revenue has meant that there is a lot more advertainment or paid or sponsored content - this affects independent news and objectivity and I wish it did not exist because they are usually so transparent and biased that it goes against the grain of what news should be.

The other aspect is that on digital platforms, money and advertising dollars means more to a yahoo or a google or an msn than actual objective, fact and scientific based material. It is very easy for people who cannot easily spot scams or fraudulent news to be easily taken in. Once you are looking at one thing there are links to other things, things which have paid to be there and click-worthy. For instance someone informed me of a new Outback smoothie diet that if taken for 21 days will improve your eyesight, they thought it was real because it was on the internet. I do not think this is unique to people of baby boomer age and older, these are the type of people who get scammed online and they can just as easily fall for the Outback smoothie eye diet. It is not based on facts but it is on the internet and on a comparable footing to most people who see one reputable article at the same level as another fraudulent article that is paid for online, because it can look the same and also take up the same sort of area. This is a huge problem for the credibility and reliability of news.

We should have online courses on government websites or on the ACCC to teach people how to protect yourself and be a critical viewer online.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

The issue with a facebook, google, twitter, apple etc is that these are huge US based behemoths with little competition. Even if you don't use facebook but you use instagram or whatsapp you are using a facebook entity. The buying up of competitors should not have been allowed and consumers have no say. You also have no real say in the platforms you use. For instance I am on whatsapp because my family are on whatsapp, even though I dislike how this app behaves on my phone or the fact it belongs to facebook I have little choice but to use it. Using a different messaging app will not allow me to message or receive messages from my family.

Being on facebook is pretty much the same, it is the biggest social network, so it has the most people that you may know and therefore it is the one that you do have to use even grudgingly if you want to keep in touch. It is actually not possible to switch to another platform if none of your friends or family are there. They therefore have too much power but are so cavalier with it in terms of responsibility. We've seen with the Cambridge Analytica scandal that not only can personal information be collected about yourself but your connections too without their consent! That is a highly concerning and although I do not put a great deal of myself out there on facebook, but my friends and family do and that can make for identity theft, fraud and potential stalking. Not everyone is as reticent as I and it is this that many platforms take advantage of.

We also saw that with data collection and data points how advertising and news can be targeted to, say for example, sway an election or to make a populace increasingly intolerant towards refugees and increasingly welcoming of far-right views. It is damaging democracy and it is downright dangerous if the citizenry are only consuming news in their own echo chamber and not looking for a broad range of news that is both objective, factual and well-researched.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I know that information and cookies are set. As soon as I look at and search particular things, say a holiday in Abu Dhabi, or a shoes I will pretty get advertisements from then on with holiday related material or shoe advertisements.

Also, once I look up particular news items I will get suggestions of similar things which may interest me. Leading to the echo chamber effect and the narrowing of news and views and there is no way that is a good thing. We need diversity and we need a well read citizenry, not just one that wants to read about how climate change is a hoax and then get increasingly sucked into a wealth of information that just confirms that particular world view or about how vaccination causes autism.

These are dangerous viewpoints to have and increasingly people are not able to tell the difference between fact and opinion.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I do not believe that digital platforms are appropriately governed at all.

I think the problem has been that no one quite knows how to govern them and the current legislation is not fit for purpose in an increasingly online world.

Also, many of the platforms just see themselves as aggregators or platforms, they do not view or position themselves as publishers. This gives them an out and a loophole, if they are not publishers then they cannot be held to the same account as other traditional news publishers.

This is a hugely unfair playing field, particularly with the falling revenue that traditional publishers are having to wear as well as complying with the regulations; and comparing that to the digital



platforms hoovering up the ad dollars and saying said regulation does not apply because they are not publishers.

We have also got the current Cambridge Analytica scandal, this is not the first of its kind and it will not be the last. This scandal happened to be uncovered via investigative journalism carried out by The Guardian and we only know about it because of the light shone on it. What we have seen with this scandal is the cavalier use of people's data and the fact that Facebook has no real duty of care to protect people's data. They also have no real way to handle the fallout or govern themselves.

Knowing this we know that digital platforms are poorly governed and that their practices and algorithms are shady. They also say they will handle it but never detail clearly how and there never seems to be any real penalties laid on them.

The fact they can reap so much revenue in advertising dollars and not be policed or governed appropriately is a huge breakdown of the social compact/contract. It is hugely imbalanced and the consumer has little power to bargain with these behemoths and neither do businesses.

There also does not appear to be adequate policing or redress schemes when there are issues or when things have gone wrong.

They effectively behave like cowboys and the internet is the wild west.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am concerned about the overall quantity and quality of journalists and news in this country. The fact that revenues of traditional news outlets have collapsed and this is persistent is a worrying trend.

There is too much power ceded to platforms who do not conform to media rules and regulations. Media outlets have no choice but to partner with them for content and material as well as to make revenue but there is no checks and balances and the power is largely with the huge overseas based behemoths (behemoths who do not appear to pay the right amount of taxes either on the money earned here).

It is not an even playing field, and I am worried about the increasing concentration of news in less hands. I realise it is inevitable in a way for news platforms to pool resources in order to survive, but having less diversity of news and viewpoints is dangerous and limiting for our democracy and the greater populace, who deserve a lot more.

The biggest issue I have is with the lack of competition, the bigger an entity gets the more money flows in that direction, meaning increasing lack of choice for business and consumers. Therefore decreasing the ability to bargain or make informed choices elsewhere.

I am seeing decreasing quality in The Sydney Morning Herald, a paper I have subscribed to for a long time. I know there is great investigative journalism there (Adele Ferguson is brilliant) and great journalists (favourite of mine is Ross Gittins) but there is a lot of material now written by staff writers or coming from Reuters or other news publishers. Along with that is increasing amounts of sponsored content. It is sad, but I realise that news is expensive to produce, so I keep paying for the good things that I like, but if that goes then there is little to separate it from the other rubbish out there.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

Twitter remains an excellent way to aggregate news — because you can use it in a way that transparently reflects HOW the news is provided to you. I use a third party client that connects to Twitter and aggregates articles that have been shared by my network, ordering them by which articles have been shared the most.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Digital platforms absolutely impact the quality and diversity of views and news. The insidious part of it is that most people do not realise the extent to which it is happening. The Facebook news page is a perfect example — people do not appreciate the fact that the news and other posts that they see are being decided for them; what's being included and excluded. They just accept it.

The problem derives particularly from Facebook — it's financial incentive is to keep people engaged on the platform. There has been a push internally to ensure that time spent on Facebook is "well spent", but if research came out that conclusively proved that people spent more than twice as much time on it as they should, they would have a financial incentive to not follow that research. They need people on the platform to show them ads to make money. The type of content that they show is biased in such a way to drive that engagement — inflammatory content, for example, or already conforming with their worldview.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Facebook has already been caught giving away data to developers: not just of people that used Facebook to log in, but giving away the data of all that user's friends. I have no idea where that data is now. Similarly, I have no idea where Facebook sources data from about me.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Advertising is based on demographics and shown interests. Beyond what Facebook has on me, where else are they getting it from? Purchased from credit card companies? Etc?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Absolutely not. They create user lock in, and once the lock in is created (i.e. all friends are on one platform) they have little incentive to look after users.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The two largest digital advertising companies are approaching oligopoly status — their decisions about supply end up impacting price. For example, Facebook has reported restricting advertising supply and as a result price is being driven up.

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Positive instant

Negative is it true

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not at all satisfied

## Consumer 270

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use Twitter, Google. I no longer use Facebook. See below.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

For example I use Twitter for expert opinions direct from people themselves, unfiltered which is often not available through traditional media channels such as online newspapers.

I have always deliberately not used Facebook to access my news. That is because I am unhappy with 2 things.

1. they are stripping news from traditional online news companies who pay their staff for good investigative work into business, or government or powerful organisations that are acting unlawfully which we need to be a flourishing democracy. Facebook will never pay to do this type of necessary journalistic inquiry yet they steal from the news companies the advertising base which pays for this vital work.

2. Although I set up a Facebook profile I realised early on how insidious the lack of privacy is. A simple example. It takes a lot of effort and a long time to truly make your profile private. This is rubbish. It should be easy and a one page link from an obvious part of your FB page to do this.

Lately the news of Facebook's complicity in fake news spreading and the misuse of personal data has only reinforced my earlier view.

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I believe that in a democratic society having a diversity and richness of views available digitally is an important thing. It is how this is achieved and the role of regulation that is difficult. Until now the platforms like FB and Google with their FB Ads and Google Adwords have been allowed to strip the advertising revenue from authoritative local and global news organisations like Fairfax, News, The Guardian, NY Times and others while at the same time "stealing" their news through links and channeling. This has been a disastrous impact for these companies who have shed thousands of jobs of journalists in Australia and around the world. While the platforms give voice to more minorities such as individual bloggers etc and this is a contribution to diversity, the ability to expose larger issues of big business or government corruption which require time and money to investigate, suffers.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know from the way ads follow me around the internet that my information on what I search and where and when is collected and used for advertising purposes. This is becoming more sophisticated and insidious every day. However the larger issue of what is done with my data for political and financial purposes is more invisible to me. And this issue is of major concern to me. I want more transparency and reporting and control on what can be done with my data.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Both news and ads are served to me on the basis of algorithms of what subjects I have been searching. While this is highly targeted to me and can be a benefit in that I only get what I have searched on, it is highly intrusive and annoying when something I was interested in (say buying a new car) still "stalks" me months later. From a news perspective this algorithm approach can create a bubble effect where people's news is sliced so narrowly they never see anything they would not agree with.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied at all. See my answers above. Also I am concerned that both Google and Facebook are alleged not to be paying their fair share of corporate taxes in our country.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am glad we are having this inquiry. I am concerned about the amount of impact any negative findings can have on especially Google and Facebook as they have now grown so large. I still respect Google up to a point but I believe that Facebook especially needs very tight reigning in by democratic forces. They have truly lived up to their motto- "Move fast and break things." Yes they have moved fast and are breaking fragile and robust democratic societies. And their response when found out has been gloriously inappropriate, sluggish and weak.

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**Consumer 271**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I use Twitter, Google. I no longer use Facebook. See below.

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

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journalistic inquiry yet they steal from the news companies the advertising base which pays for this vital work.

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have moved fast and are breaking fragile and robust democratic societies. And their response when found out has been gloriously inappropriate, sluggish and weak.

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I think digital platforms negatively impact the quality of news i am presented with. I strongly object to google's search algorithms referencing my name and persinal information. I also strongly object to online "media" writing about me without my consent. The Public Interest test is highly problematic because it does not value the rights of the person beyond a single point or period in time. Once something is on the intrrnet (negative news, fake news, personal information) it is permanently there. This is disproportionat to Public Interest at a single point.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I know my data is collected and used but im not sure by whome. It is impossible to use the internet effectively if you object to this so you have to agree or be locked out of content, social and political forums.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I don't agree to the use of my information informing customised content. I would stop this if i could but the internet has many barriers to anonymity. Its easy to be anonymous when reading the paper, watching tv or reading a book. This is not possable when using the internet and it isn't fair.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Completely dissatisfied. Media laws are too loose. Content can be damaging and there is no express right to have it removed, ecen years after an article was witten.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am deeply concerned by the use of digital media in Australia. For me personally the negative impact of media on my life outways the benefits it provides. As somone who made a small mistake years ago, i am still dogged by negative and defamatory content that was published about me for reasins of 'Public Interest'. There is no way for me to move on with your life, even years later, if this content is readily accessable on the internet. There should be a law where a person can get content removed if iy occurred years ago. Instead my life has been destroyed and one day my children, who are currently to young to use the internet will read this content and perhaps their lives will suffer also.

## **Consumer 273**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Mixed quality and diversity.

Some local sources eg heraldsun are superficial with clickbait, but access to internationals like Guardian UK, NYT, give diverse global perspectives

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Data use by media should be transparent

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

Important but currently opaque

**Q7: How satisfied are you that digital platforms are appropriately governed?**

Not satisfied

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Shift of advertising from traditional media to google and facebook is starving traditional media of lifeblood. This is strategically threatening for democracy because we need well funded investigative journalism to keep our society healthy and free from corruption.

## **Consumer 274**

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**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

it plugs into what I'm already doing and part of

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

totally skewed and I have to try really hard to seek other views

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

they lie and change their policy

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

they don't make that transparent

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not at all

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

stop calling journalism "content" otherwise you're saying that the interests of the digital platform outweigh the writer or publisher

make them pay tax

give the Australian Press Council teeth

## **Consumer 275**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

I am able to access NEWS from around the world at times that suit me. I also have access to news other than Murdochs.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

On the internet with ISP able to see where and what I view is no different to all digital platforms I visit seeing where and what i view.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

I clear my cookies at least every 3 days so i don't really care about the collection - my biggest concern is Australians being blocked from viewing and learning about art from around the world due to copyright laws.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

overgoverned in Australia as usual.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

Journalism in Australia has been impeded by the lack of safety and confidentiality of their sources. Journalism in Australia is mainly controlled by consumerism/ Murdoch that is why digital platforms with alternate news/ views are important.

## **Consumer 276**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. It's negative. It's very biased and curated by algorithms to produce the "echo chamber" effect.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I think what we knowingly consent to is just the tip of the iceberg.

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

algorithms based on recent searches and activity.. I think it's far too narrow and simplistic.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not at all.



**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I think it's contributing to the "dumbing-down" of society and the lack of respect and proper authority given to specialists and non-biased news services.

**Consumer 277**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

Yes. There is more diversity but traditional organisations have chosen to stop investing in big ticket news with possible detriment to what we know and understand about society.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I accept the price I pay for such a diverse range of information ostensibly for free is to surrender some of my data and I remain alert to how this is used. There should be a simple reportback mechanism for consumers.

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They should be more tightly governed and openly accountable to the same level as other participants.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

The traditional platforms are underinformed and underprepared for what is happening and this is impacting their business response. I have lodged a more detailed submission on this.

**Consumer 278**

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**Consumer 279**

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**Q2: What type of news do you access through digital platforms? Please provide any comments –**

I do not trust them

**Q3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio? Please provide any comments –**

I do not use it because I do not trust them enough, also am very very concerned about personal information they collected, not for me, but for all people in this world

**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

yes, some positive, some negative

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

well, the first thing is feeling unsecured

Everyone should have a life without feeling unsecured. No one likes their things to be used without permission

The second thing is feeling lost and upset, if own data being using for something which can cause financial lost

**Q6: Do you know how the news and advertising shown to you on digital platforms is selected? Please explain your views –**

well, your questions make me feel like they know me a lot, like their bait putting on the hook to catch the fish

**Q7: How satisfied are you that digital platforms are appropriately governed?**

I wish that digital platforms are appropriately governed, totally satisfied!

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

well, in my view, it would be nice if advertising not popping up as much as possible

## **Consumer 280**

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

If digital platforms where everyone can contribute would lead to diversity, I would see a greater number of posts from people unlike me. In fact most of the posts I see come from people on my own demographic, so diversity is not there, so to equate that with quality would be a false assumption.

This is neither positive or negative if it is factored in to my viewing habits.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

Just like gambling, the odds are in favour of the big guy, the punter wins perhaps in the short term, but the bookie rakes it in over the long-term

**Q7: How satisfied are you that digital platforms are appropriately governed?**

not very

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

We need to have some learning about digital systems and base our behaviour on transparency

## Consumer 281

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**Q4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

When I do a search I often have to wade through pages of Ad links or manipulated (SEO) links, often for the same organization. In my experience many people, especially older and less digitally educated people do not fully understand that many of. Their search results do not reflect 'legitimacy' but rather 'paid contrnt' Or content manipulated in ways that are not transparent.

**Q5: Do you have any concerns with the collection and use of personal data by digital platforms? Please explain your views –**

I thought I was a reasonably aware and sophisticate user who advises others as part of my work. It is increasingly clear to me that I was mistaken on all counts. What chance do people who have not studied all this have?

**Q7: How satisfied are you that digital platforms are appropriately governed?**

They are clearly not governed at all. They should follow the same constraints that Australian advertisers and media must follow- accountability, attribution, authorization and transparency.

**Q8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

I am concerned that this Inquiry should also look at the unauthorized use of individuals' data. We should be able to know how our data is being used, have choice about each different purpose and, if we choose, be able to receive a fee or royalty for use of our data.

## Attachment A – Consumer Responses Summary Report



## Digital Platforms Inquiry - Consumer questionnaire: Summary report

This report was created on Wednesday 04 April 2018 at 09:48.

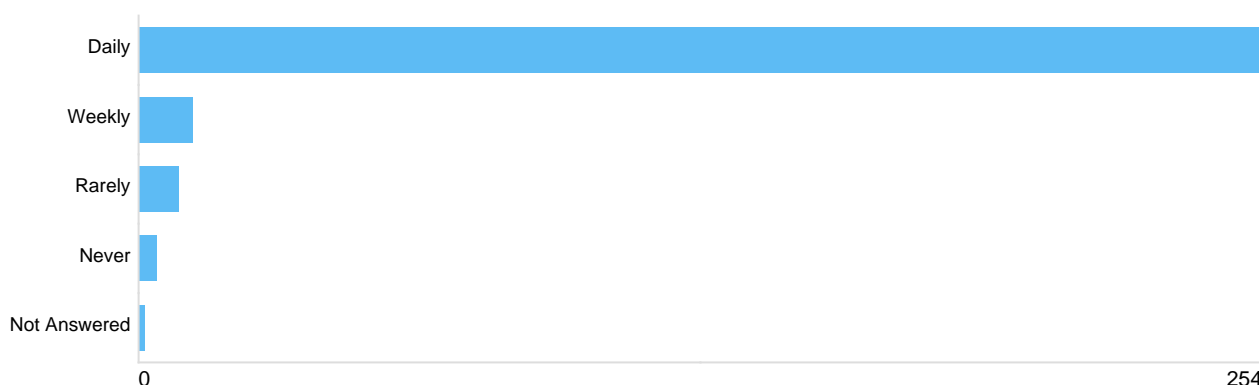
The consultation ran from 26/02/2018 to 03/04/2018.

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Please provide any comments	2
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why do you use digital platforms instead of other news sources	3
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### Question 1: How often do you use digital platforms (e.g. social media, search engines or content aggregators) to access news?

#### Do you use digital platforms to access news?

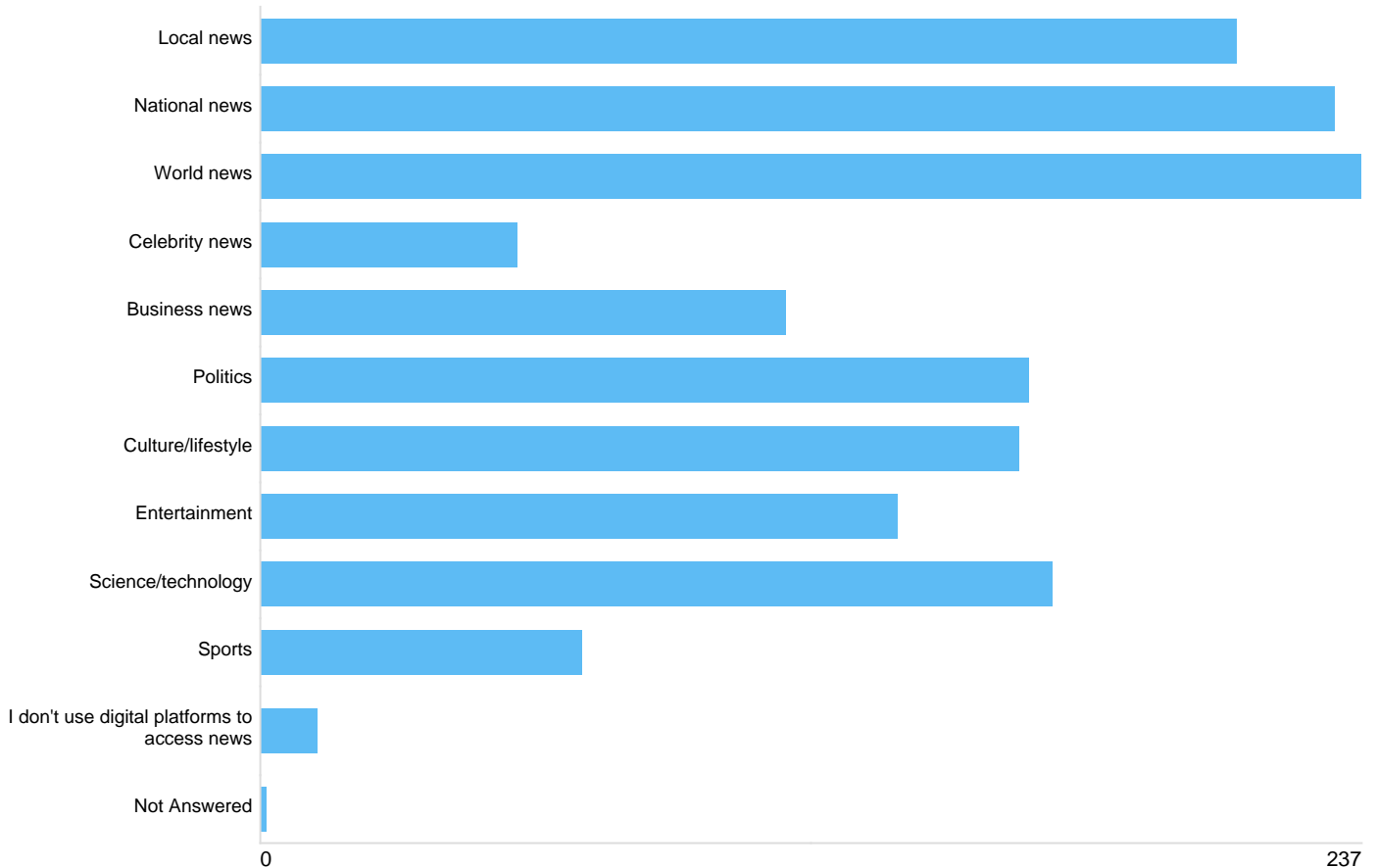




Option	Total	Percent
Daily	254	90.71%
Weekly	12	4.29%
Rarely	9	3.21%
Never	4	1.43%
Not Answered	1	0.36%

**Question 2: What type of news do you access through digital platforms? Please select all that apply.**

*what type of news do you access from digital platforms*



Option	Total	Percent
Local news	210	75.00%
National news	231	82.50%
World news	237	84.64%
Celebrity news	55	19.64%
Business news	113	40.36%
Politics	165	58.93%
Culture/lifestyle	163	58.21%
Entertainment	137	48.93%
Science/technology	170	60.71%
Sports	69	24.64%
I don't use digital platforms to access news	12	4.29%
Not Answered	1	0.36%

**Other**

There were **27** responses to this part of the question.

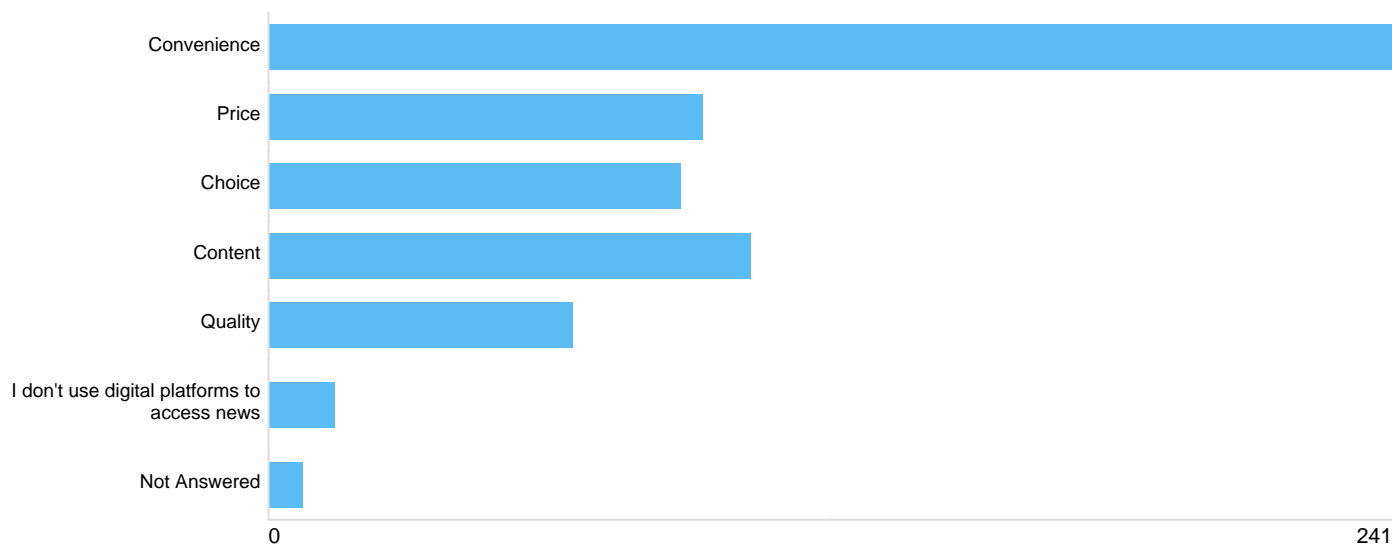
**Please provide any comments**

There were **33** responses to this part of the question.



**Question 3: Why do you use digital platforms to access news, either instead of or as well as other sources like media companies' websites, newspapers, TV, or radio?**

**why do you use digital platforms instead of other news sources**



Option	Total	Percent
Convenience	241	86.07%
Price	93	33.21%
Choice	88	31.43%
Content	103	36.79%
Quality	65	23.21%
I don't use digital platforms to access news	14	5.00%
Not Answered	7	2.50%

**Other**

There were **30** responses to this part of the question.

**Please provide any comments about why you do or don't use digital platforms to access news**

There were **88** responses to this part of the question.

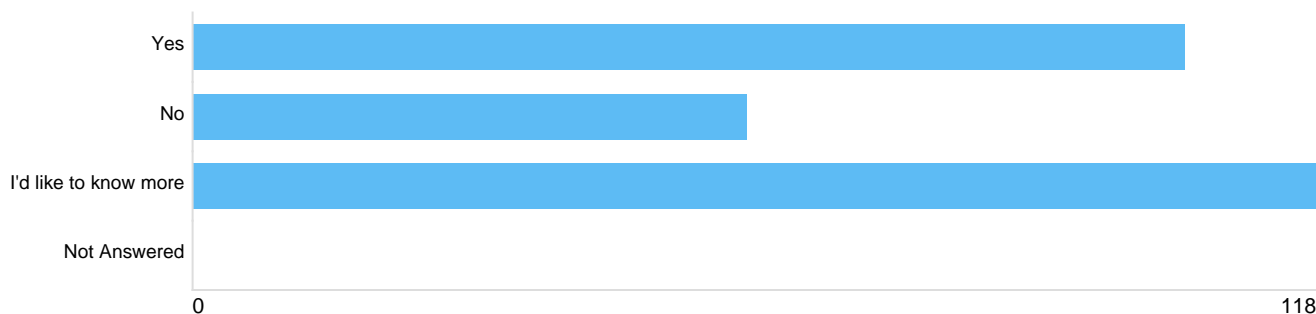
**Question 4: Do you think digital platforms impact the quality or diversity of views and news you are presented with? Is this impact positive or negative?**

**text box**

There were **238** responses to this part of the question.

**Question 5: Use of personal data**

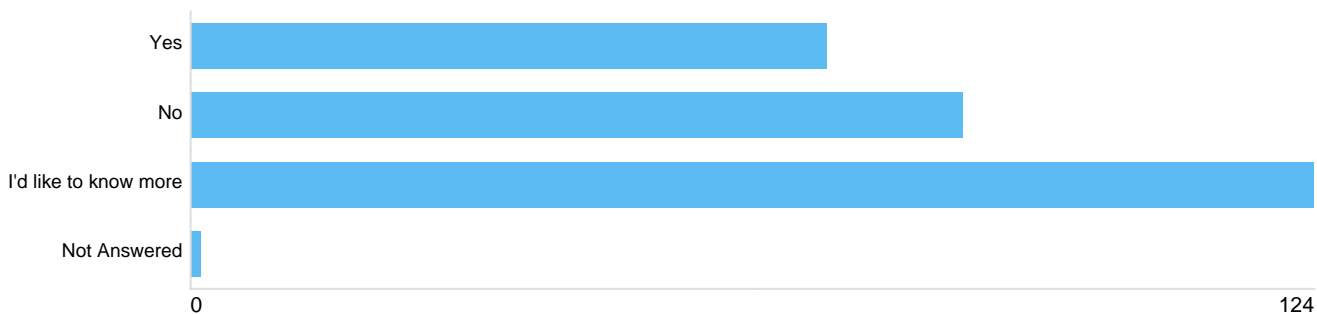
**Personal data - Do you know what personal data is collected when you use a digital platform?**





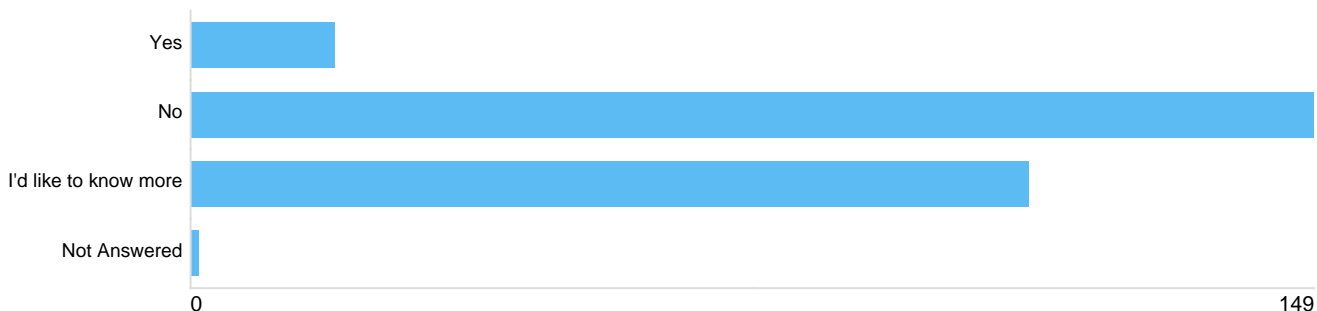
Option	Total	Percent
Yes	104	37.14%
No	58	20.71%
I'd like to know more	118	42.14%
Not Answered	0	0%

**Personal data - Do you know how this data is used?**



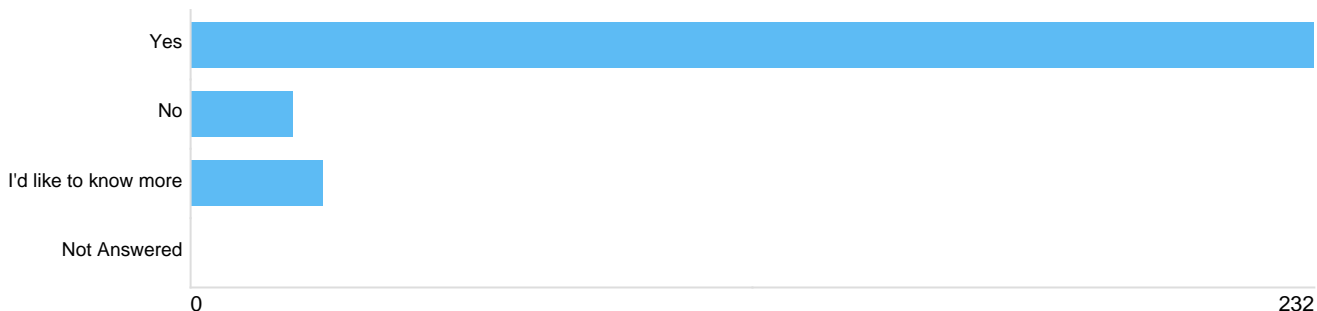
Option	Total	Percent
Yes	70	25.00%
No	85	30.36%
I'd like to know more	124	44.29%
Not Answered	1	0.36%

**Personal data - Do you know who this data is shared with?**



Option	Total	Percent
Yes	19	6.79%
No	149	53.21%
I'd like to know more	111	39.64%
Not Answered	1	0.36%

**Personal data - Do you have any concerns with the collection and use of personal data by digital platforms?**







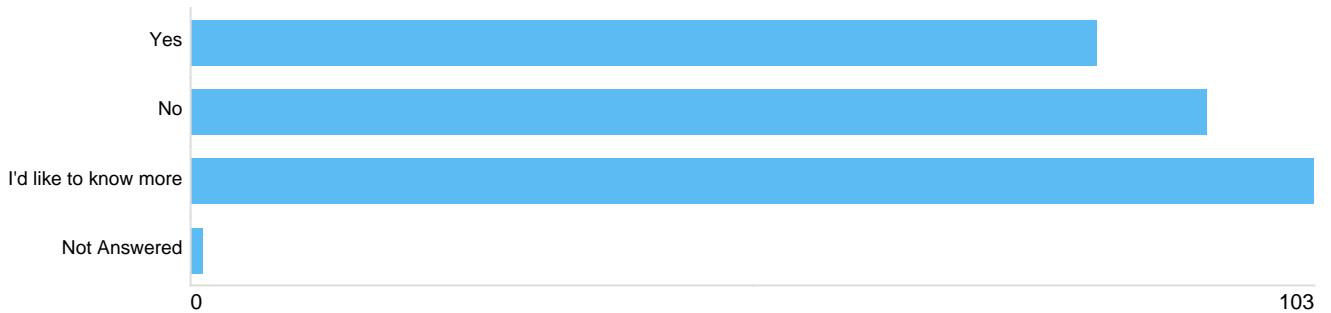
Option	Total	Percent
Yes	232	82.86%
No	21	7.50%
I'd like to know more	27	9.64%
Not Answered	0	0%

**Please explain your views**

There were **192** responses to this part of the question.

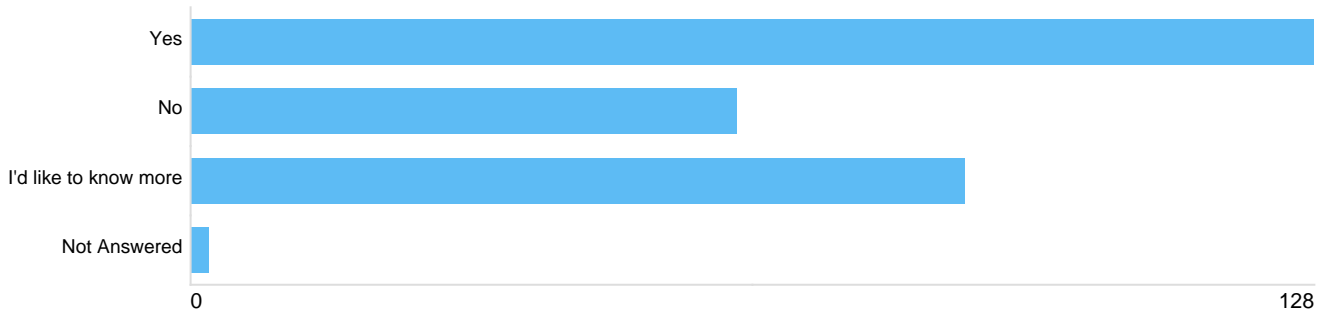
**Question 6: Digital platform content**

**Digital platform content - Do you know how the news shown to you on digital platforms is selected?**



Option	Total	Percent
Yes	83	29.64%
No	93	33.21%
I'd like to know more	103	36.79%
Not Answered	1	0.36%

**Digital platform content - Do you know how the advertising shown to you on digital platforms is selected?**



Option	Total	Percent
Yes	128	45.71%
No	62	22.14%
I'd like to know more	88	31.43%
Not Answered	2	0.71%

**Please explain your views**

There were **136** responses to this part of the question.

**Question 7: How satisfied are you that digital platforms are appropriately governed?**

**text box**

There were **245** responses to this part of the question.

**Question 8: Do you have any other comments or concerns about the effect of digital platforms on Australian news and journalism or on the media and advertising industry in general?**

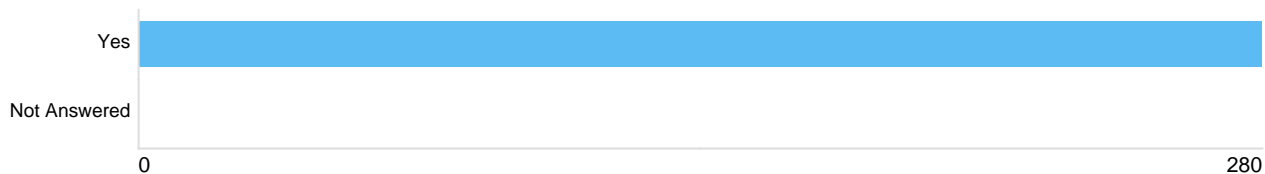
**text box**

There were **182** responses to this part of the question.



**Question 9: By completing this questionnaire you are acknowledging that this is a public process and your response will be published. If you do not provide your name your response will be anonymous.**

**Consent question**



Option	Total	Percent
Yes	280	100.00%
Not Answered	0	0%

**Question 10: What is your name?**

**Name**

There were **132** responses to this part of the question.