
What do European say when they talk about GAFAM?

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Abstract

What do the media say when they talk about GAFAM? How do GAFAM represent their role in society? Do these representations match? Despite the ubiquity of discourse on the dominant role that large platforms play in the society and in the economy, as well as on the alleged influence that these latter yield on the public discourse, there is dearth of empirical analysis on this. On the one hand, many maintain that GAFAM have built a hegemonic discourse on their irreplaceability and on their role as the engine of a beneficial technological revolution and economic growth. Others contend that platforms are becoming objects of political contention and debate, moving out of their former position of a naturalized state of centrality.

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