



Dominance of Digital Communication Between the Sovereignty of Social Media Platforms And The Cosmopolitanism Of Algorithms: International Models of Governance and Cultural Security

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Abstract:

The expansion of algorithms across digital platforms raises new challenges for cultural security, as they reshape content flows in ways that may reinforce cultural dominance or marginalize local production. This highlights the importance of understanding the intersections between algorithmic cosmopolitanism that is, the border-transcending openness of algorithms and platform nationalism and regulatory policies. The present study relies on a comparative analysis of recommendation policies in several countries (France, the United States, China, the United Arab Emirates, and Algeria). It incorporates a conceptual discussion of the variables and presents selected legal provisions and government reports related to artificial intelligence and digital content governance.

The findings reveal variations among countries: France follows a protective model that enforces transparency and promotes local content within market share quotas; China adopts strict censorship; the United States relies on a model aligned with publishing and internationalization issues, particularly in the context of AI-generated products rather than human-produced artistic works; while Algeria's experience is characterized by a draft law under parliamentary consideration that builds on previous legal frameworks and adapts lessons from other countries. The study shows that balancing algorithmic openness with digital sovereignty is essential to strengthening cultural security. It also demonstrates that advanced regulatory systems particularly in Europe and China enable the protection of content diversity and help mitigate cultural dominance propagated through global platforms.

Keywords: Algorithmic Cosmopolitanism, Platform Nationalism, Governance of Recommendation Systems, Cultural Security, Attention Economy.

Résumé :

L'expansion des algorithmes sur les plateformes numériques soulève de nouveaux défis pour la sécurité culturelle, car ils reconfigurent les flux de contenu de manière à pouvoir renforcer la dominance culturelle ou marginaliser la production locale. Cela souligne l'importance de comprendre les intersections entre le cosmopolitisme algorithmique c'est-à-dire l'ouverture transfrontalière des algorithmes et le nationalisme des plateformes ainsi que les politiques réglementaires. La présente étude s'appuie sur une analyse comparative des politiques de recommandation dans plusieurs pays (France, États-Unis, Chine, Émirats arabes unis et Algérie). Elle intègre une discussion conceptuelle des variables et présente des dispositions légales sélectionnées ainsi que des rapports gouvernementaux relatifs à l'intelligence artificielle et à la gouvernance des contenus numériques.

Les résultats révèlent des variations selon les pays : la France adopte un modèle protecteur qui impose la transparence et favorise le contenu local à travers des quotas de parts de marché ; la Chine applique une censure stricte ; les États-Unis suivent un modèle axé sur les questions d'édition et d'internationalisation, notamment dans le contexte des produits générés par l'IA plutôt que des œuvres artistiques produites par l'homme ; tandis que l'expérience de l'Algérie se caractérise par un projet de loi en cours d'examen parlementaire, qui s'appuie sur des cadres législatifs antérieurs et adapte les enseignements tirés d'autres pays.

Mots-clés : *Cosmopolitisme Algorithmique, Nationalisme Des Plateformes, Gouvernance Des Systèmes De Recommandation, Sécurité Culturelle, Economie De L'attention.*



Introduction :

Contemporary cosmopolitanism has developed through the interplay of various interconnected global forces. A key factor is the rise of individualism, which has weakened traditional and local communal bonds. Moreover, the worldwide spread of economic and political systems facilitated by military influence, trade networks, and religious missions has strengthened the move toward a cosmopolitan outlook. Technological advancements in transportation and communication have further compressed time and space, allowing for unprecedented global movement of people, information, and goods.

Alongside these traditional forces, contemporary cosmopolitanism is further strengthened by digital platforms that facilitate new forms of cultural interaction. Social media platforms like TikTok, Instagram, and YouTube offer continuous streams of images, stories, and cross-border symbolic practices, enabling individuals to connect with a global cultural repertoire regardless of their physical location.

These platforms are characterized by a crucial feature: algorithmic recommendation systems, which go beyond simply filtering content to actively reshape it based on users' behavioral data. Consequently, individuals encounter global aesthetic, cultural, and discursive patterns through personalized feeds, fostering what can be called "algorithmic cosmopolitanism" a form of cosmopolitan engagement mediated by data driven mechanisms rather than direct geographic movement.

Through curated exposure to diverse content, such as music, fashion, speech styles, fashion, humor, and political expressions users become creators of hybrid identities that merge local elements with global symbols. This process fosters cultural hybridity on digital platforms, where the boundaries between cultural specificity and global openness grow increasingly flexible and fluid.

Moreover, digital platforms contribute to the formation of cross-border virtual communities based on shared interests rather than regional affiliations. These communities include cultural audiences, such as K-pop fans, as well as global movements, enabling individuals to connect and participate in transnational cultural and social networks, as well as decentralized creative collectives. These networks function as microcosms of cosmopolitan identity, continuously reshaped through ongoing interactions among individuals from diverse cultural backgrounds.

Despite the broad role of these systems in fostering openness, algorithms themselves can reproduce content that reinforces local attachments or national narratives when their recommendations are based on users' specific preferences. This gives rise to the phenomenon of **Platform Nationalism**, where digital environments simultaneously promote global openness while strengthening local ties.

Moreover, the choice of this topic is grounded in both academic and practical considerations. Algorithmic cosmopolitanism and platform nationalism are emerging debates, particularly at their intersection with cultural security, where a gap persists in Arab scholarship. The rapid digital transformation of the cultural sphere has reshaped the production and circulation of content, making it essential to assess the impact of algorithms on identity, cultural diversity, and digital sovereignty. Variations in regulatory models



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across different regions also provide a valuable basis for comparative analysis and policy development. In the context of growing global debates on artificial intelligence and digital governance, this study addresses pressing contemporary challenges related to cultural governance in the digital age.

Furthermore, this study aims to examine the variables emerging from modern technologies that shape the concept of cultural security and elevate it to a central concern for states. Accordingly, the research problem can be formulated as follows:

How do algorithmic recommendation systems and digital platforms affect users' cultural identity and cultural hybridity, and what role do digital policies and regulations, which vary across countries, play in promoting cultural security and regulating digital content?

Study Questions : In light of this context, the following questions are addressed:

- To what extent do recommendation systems contribute to fostering cultural hybridity between local and global elements?
- How do the effects of social media platform nationalisms on cultural identity vary according to national policies (France, the United States, China, the UAE, and Algeria)?
- What role do digital policies and regulations play in protecting cultural diversity and local identity?
- How do platform nationalisms interact with both global and local content?
- What is the impact of the global attention economy on the shaping of digital culture and cultural hybridity?

Significance of the Study :

This study is very important both scientifically and practically because of the fast changes happening in the digital world, where digital platforms and algorithmic recommendation systems are now a big part of people's everyday lives, affecting what they see culturally and shaping their digital identities. Its importance is highlighted through several dimensions, including:

- The study elucidates the relationship between digital recommendation systems, cultural hybridity, and digital cosmopolitanism in shaping platforms that structure user behavior.
- It helps to understand the impact of platform nationalisms and varying digital policies across countries on the protection of cultural identity.
- It provides a framework that can inform the adaptation and utilization of diverse national experiences to refine the Algerian context.
- It offers comparative insights into different policies and approaches that balance digital openness with the protection of cultural diversity, ensuring an equitable consideration of both local and global content.
- It provides tools to understand the influence of the digital attention economy on digital culture and social practices across platforms.
- It contributes to raising users' awareness of the impact of algorithms on local culture and digital identities.

1. Study Concepts :

1.1 Cultural Security :

Cultural security encompasses a wide spectrum of issues, including the protection of cultural heritage during armed



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conflicts, post-war management, restitution, prevention of illicit trafficking, and illegal excavations. It highlights the interconnection between safeguarding cultural patrimony and broader societal and economic development, emphasizing the role of cultural assets in peacebuilding and social cohesion, regardless of ethnic or cultural background. Although cultural security is increasingly recognized as a vital field within security studies, its legal dimensions remain underexplored, leaving a gap that legal scholars are yet to fully address (Stec & Jagielska-Burduk, 2021, p. 1)

Dr. Assi Hammoud conceptualizes it as a framework for monitoring cultural encroachment and implementing safeguards against potential cultural invasions targeting a specific nation. This involves addressing incoming influences that may compromise a society's indigenous cultural elements. Furthermore, he frames it as the strategic preservation and adaptation of a society's cultural and symbolic foundations, ensuring they meet contemporary societal needs while evolving in response to the transformations of the modern era. (Ben omar & Regouli, 2021, p. 16)

According to a report prepared by members of the International Cultural Relations Research Alliance (ICRRA), it is increasingly evident that a comprehensive international strategy is needed – one that addresses the interconnections between cultural, environmental, health, and equity concerns, while also taking into account the crucial dimension of security. (Chitty, Figueira, Joffe, & et al, Jan 2022, p. 3)

However, **digital cultural relations (DCR)** refer to the cross-cultural interactions and exchanges facilitated through digital and networked technologies, such as the internet,

social media, and mobile platforms. Unlike traditional cultural relations, which may operate under the framework of public or cultural diplomacy, DCR often functions at a distance from direct government control, emphasizing dialogue, mutual understanding, and people-to-people engagement. The rise of digital technologies has expanded accessibility, reduced costs, and allowed participation from a wider range of state and non-state actors. While definitions vary and no single consensus exists, DCR is generally understood as fostering connectivity, building deeper relationships, enabling mutually beneficial exchanges, and supporting sustained intercultural dialogue. Research in this area intersects with digital diplomacy, soft power, and the evaluation of digital activities by cultural institutions, including the role of social media campaigns and non-state actors in shaping cultural influence (Perkins, 2022, p. 3)

1.2. Cultural Hybridization / Digital Hybridization:

Cultural hybridity has gained prominence, especially in postcolonial literary studies, which analyze how marginalized social and cultural groups navigate global conditions. Hybridity and globalization are closely linked, yet both are ambiguous and require careful definition to serve as analytical tools. Cultural diversity and borrowing are not unique to modernity; non-Western cultures have historically influenced the West, and Western cultural homogeneity is often overstated. Cross-cultural exchanges have existed since at least the fourteenth century, and ethnic and cultural diversity are universal, occurring in both pre-industrial and contemporary complex societies (Wolfgang Stockhammer, 2012, pp. 5,6)

Building on this historical and theoretical foundation, digital cultural hybridity manifests in the intermingling of



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local values with global symbols and norms, resulting in the formation of complex and evolving identities and lifestyles. This perspective moves beyond the traditional local-global dichotomy, emphasizing that the contemporary cultural space is produced through a continuous process of blending, generating new and creative patterns in language, arts, taste, consumption, and meaning. Thinkers such as Homi Bhabha have contributed to this understanding within postcolonial studies through his concept of the “Third Space,” where new meanings emerge through the interaction and convergence of different cultures. Similarly, Jan Nederveen Pieterse, in his thesis *Globalization as Hybridization*, articulated the idea that contemporary global culture is a multi-layered mixture combining local and global elements, rendering cultural identities and practices continuously dynamic (Team, 2025)

Extending this perspective, Cultural hybridity is a complex phenomenon encompassing multiple dimensions of cultural exchange, negotiation, and transformation. It manifests in the hybridization of cultural forms and genres, as well as the integration of traditional and modern elements within artistic and media practices. Creators experiment with hybrid forms of expression, blending elements from different cultural traditions, artistic disciplines, and technological mediums to produce innovative and eclectic works. This form of hybridity reflects the dynamic nature of cultural production in the digital age, where the boundaries between genres, media, and modes of expression are increasingly porous.

1.3. Algorithmic Cosmopolitanism :

The global popularity of *Squid Game* and Netflix's adaptation of *The Three-Body Problem* illustrates **algorithmic**

cosmopolitanism, where platforms promote local identities and multicultural practices while connecting global taste communities through recommendation algorithms. Similarly, TikTok's algorithmic moderation captures everyday life to categorize identities fluidly, reflecting the dynamic nature of human subjectivity. However, issues like the potential U.S. ban highlight tensions between platform nationalism and cosmopolitan claims, given TikTok's Chinese ownership (Lin, 2024, pp. 1,2) .

Jian Lin (2024) highlights a structural paradox confronting the global digital economy today: algorithmic globalization and neoliberal governance intersect with platform nationalism and geopolitical concerns, creating a digital environment fraught with tensions between openness and protectionism, as well as between cosmopolitanism and digital sovereignty. He observes that while algorithmic cosmopolitanism and the subtle processes of datafication and digital imperialism shape global platforms, a rising trend of platform nationalism is emerging as a governance approach. This nationalist tendency, as political theorists have historically warned, risks sliding toward authoritarian practices, even if it begins under democratic pretenses. While measures like forcing the sale of platforms such as TikTok may ease certain geopolitical anxieties, they fail to address broader issues such as data security, misinformation, labor inequality, and the imperialistic use of data. Furthermore, global platforms like TikTok and Shein now operate similarly to their American counterparts, leveraging algorithmic strategies primarily to maximize profit. (Lin, 2024, p. 2)

To sum up, cosmopolitanism refers to a sense of openness to the world (Lenahan, 2025, p. 1). Digital cosmopolitanism theorizes and analyzes this idea in the context of pervasive digitalization, where it can be understood as a form of



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normative critique a reimagining of the Internet in a way that is more “culturally responsive.” It embodies a form of non-national solidarity and authentic digital engagement, serving as a framework to describe and analyze the everyday digital-material world experienced by migrants and diasporas. Algorithmic cosmopolitanism, in turn, is a specific variant of digital cosmopolitanism, in which algorithms, such as recommendation, organizational, and content algorithms play a central role in “constructing” this global sense of belonging.

1.4. Platform Nationalism :

Anthony D. Smith (1991) defines nationalism as a collective sense of national identity rooted in shared historical and cultural elements, including language, religion, symbols, and traditions, which provide individuals with a sense of cohesion and belonging. Understanding the origins and development of modern nations can be approached through three key questions. First, **who constitutes the nation?** This involves examining the ethnic foundations and models of modern nations, as well as why some nations emerged while others did not. Second, **how and why does a nation form?** This focuses on the general causes and mechanisms through which diverse ethnic ties and collective memories are transformed into organized nationhood. Third, **when and where did nations arise?** This considers the specific ideas, groups, and locations that shaped the formation of individual nations at particular times and places. Addressing these questions, even in a general and necessarily incomplete manner, helps illuminate the complex processes underlying national origins and development. (SMITH, 1991, p. 19)

In other hand, Platform nations function similarly to traditional nations as “**Imagined Political Communities**”, drawing on Benedict Anderson’s (1983) concept of nations as socially constructed, limited, and sovereign communities. What differentiates them is the **technological basis**: whereas early modern nations relied on print and broadcast media to foster shared identity, contemporary platform nations use digital platforms such as Twitter, Facebook, Instagram, and streaming services like Netflix and Spotify to enable communication and communal imagination. These platforms act as the modern equivalents of the “communication habits and facilities” described by Karl W. Deutsch (1966), providing the infrastructure necessary for a sense of nationhood to develop. (Mihelj, 2023, p. 13)

However, platform nations are not purely imaginative. As Skey (2014) emphasizes, community is generated through action, meaning that nations are not only imagined, but also experienced, performed, and shared. Social media allows users to enact national belonging through textual, visual, and audio content, creating a more interactive and embodied sense of national community compared to the solitary newspaper reading of earlier eras described by Anderson. In this way, platform nationalism combines the imagination of shared identity with participatory practices, making national belonging both visible and performative in the digital sphere. (Mihelj, 2023, p. 13)

The past decade has witnessed two major transformations in the functioning of nationalism and platform-based nationalism in the public sphere, both closely linked to changes in communication technologies. This can be illustrated as follows :

- a) **Popularity of Social Media:** It has increased the emergence of loud and exclusive forms of nationalism



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in the public sphere. It has also enabled party leaders and populists to promote nationalist discourse, including anti-immigration and anti-liberal stances, while encouraging grassroots forms of popular nationalism.

- b) **Increasing Monopoly of Digital Platforms:** Platforms such as Facebook, Twitter, Amazon, Uber, PayPal, and Netflix have become major intermediaries in social life, allowing users to perform a wide range of daily tasks.

To understand this transformation, **we need** to distinguish between the traditional internet, social media, and digital platforms. The growth of platforms has led to the “**Platformization**” of the internet, referring to the shift from unstructured interactions in the early web to reliance on a limited number of platforms that provide organized access to services. For example, the term “**Googling**” has become synonymous with online search, which Siva Vaidhyathan (2011), in *The Googlization of Everything: And Why We Should Worry* (University of California Press), described as the “**Googlization of Everything.**” Other platforms, such as Amazon, PayPal, Uber, and Airbnb, have facilitated everyday tasks, but they rely on data collection and monetization, exposing users to control and surveillance by both companies and states.

1.5. Algorithmic Navigation and Governance of Recommendation Systems:

Algorithms are increasingly central in determining what information is considered relevant, shaping how we navigate knowledge, participate in social and political discourse, and perceive cultural content. Search engines, recommendation

systems, and social media algorithms guide our interactions, highlight some content while excluding others, and identify trending topics, effectively influencing what is known and how it is known. In this way, algorithms not only help locate information but also structure the very logic of public knowledge and engagement. They act as procedural tools that govern the flow of digital information, embedding assumptions about relevance, importance, and legitimacy. (Gillespie & Foot, January 2013, p. 1) . These “public relevance algorithms” carry political and cultural implications. They decide what is included or excluded, anticipate and predict user behavior, and influence what is seen as valid knowledge. By shaping user practices and producing algorithmically defined publics, they can reinforce globalized content over local culture, promote certain narratives, and create spaces for contestation or manipulation. Understanding these algorithms is crucial for assessing their impact on knowledge, culture, and political life, as well as the broader effects on the preservation of local identity and cultural security. (Gillespie & Foot, January 2013, p. 1)

1.6. Global Attention Economy :

a) **Profit maximization through algorithms:** The structural digital transformation of the public sphere has profoundly reshaped the production, distribution, and access to knowledge through processes such as datafication, algorithmization, and platformization, which have created unprecedented opportunities for information circulation while simultaneously intensifying epistemic risks, especially under neoliberal logics that prioritize profit maximization. Digital platforms are primarily structured around algorithmic systems designed to optimize engagement metrics such as clicks, shares, watch time, and user retention



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because these metrics directly translate into advertising revenue. Consequently, algorithms often amplify emotionally charged, sensational, or polarizing content, as it generates higher interaction and greater profitability, leading to a model in which the circulation of knowledge becomes subordinated to economic incentives and epistemic quality is frequently secondary to commercial performance. (Hyzen, Bulck, & et al, 2026)

Although existing research has examined outcomes such as misinformation, algorithmic bias, and personalization-driven polarization, it tends to focus on visible symptoms rather than the deeper structural conditions embedded in platform design, particularly the dominance of profit-driven algorithmic optimization. While proposed responses include embedding public values into technological design, strengthening digital literacy, and implementing regulatory frameworks for large platforms, the challenge extends beyond factual accuracy to encompass individuals' epistemic agency their capacity to meaningfully control how they form and revise beliefs. In response, the concept of epistemic welfare offers a broader framework that links individual knowledge capacities to the structural conditions of digital systems, arguing that for individuals to attain epistemically valuable states, platforms' institutions, algorithms, and knowledge-generating practices must adhere to epistemic standards rather than being governed primarily by the imperative of profit maximization. (Hyzen, Bulck, & et al, 2026, p. 46)

b) Attracting Attention and Personalizing Content on Digital Platforms: Web search engines rank pages based on user queries and site-specific features. Users typically prefer

brief, precise queries, which motivates platforms to learn each user's preferences and intentions through repeated interactions. A single user's behavior can also be leveraged to tailor results for similar users using techniques like collaborative filtering. This allows users to find relevant content efficiently while providing platforms with detailed information about user characteristics and momentary intentions, enabling certain pages to be preferentially ranked for specific groups (Wojtowicz, Shrey , & Vincent, 2025, p. 7).

Content libraries offer access to large collections of media, allowing users to search for known items or explore new recommendations. Media preferences often correlate across and within individuals, meaning that both overall popularity and personalization enhance the value of recommendations. However, user engagement can be influenced by platform promotion of certain content or limitations of collaborative filtering. (Wojtowicz, Shrey , & Vincent, 2025)

The concept of the attention economy, first proposed by Herbert Simon (1971), highlights the scarcity of human attention in relation to the abundance of information. While its roots trace back to 19th-century newspapers, today it describes a digital business model where platforms generate revenue by capturing and monetizing users' attention through advertisements. The longer a platform can hold users' attention, the higher its potential advertising income, motivating technology companies to design interfaces that maximize engagement. (González de la Torre, Pérez-Verdugo , & Barandiaran, 2025, p. 1)

However, Attracting attention alone is not enough; digital platforms use strategies to retain users over time, often called "hooking," by enhancing engagement—users' temporal, emotional, and cognitive investment. Developers, including "growth hackers," apply psychological and behavioral



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techniques, while advances in **Big Data** and **Artificial Intelligence (AI)** allow adaptive algorithms to analyze interactions, optimize design, and test features through methods like A/B testing. These systems create a continuous cycle of user interaction, data collection, and iterative improvement, with AI increasingly enabling precise profiling and behavior shaping. (González de la Torre, Pérez-Verdugo , & Barandiaran, 2025, p. 1) . **The following table summarizes the key ways in which the attention economy affects cultural security.**

Table 1: Key Impacts of the Attention Economy on National Culture and Identity

N°	Key Impacts	Description / Explanation
01	Cultural Content Direction:	Digital platforms and the algorithms governing the attention economy tend to prioritize content that is most attention-grabbing, often dominated by global or Western media. This marginalizes local cultures and indigenous languages, weakening cultural diversity and threatening national cultural identity.
02	Control of Knowledge and Information by Major Companies:	Companies that dominate attention platforms (e.g., Google, Facebook, TikTok) have the power to select what users see and what is hidden, including cultural and educational materials. This gives

		them authority to shape mainstream culture and influence social values and norms, creating a form of indirect cultural control.
03	Promoting Cultural Consumption over Local Production:	The attention-based economy favors content that generates high engagement or revenue, often produced by global companies. Consequently, local content receives less attention, impacting the sustainability of local cultural industries and reducing communities' capacity to produce independent culture.
04	Impact on Youth Digital and Cultural Identity:	When attention is directed toward dominant global content, young people may experience changes in their thinking patterns and perceptions of national and cultural identity, potentially weakening national belonging and leading to imitation of foreign cultures at the expense of local culture.
05	Risk of Cultural and Political Misinformation	The attention economy encourages content that provokes strong reactions (e.g., shocks, scandals, sensationalism), which can be used to manipulate public opinion or influence cultural and political values, threatening national cultural security.

Source: Compiled by the researcher.



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The above table highlights how digital platforms and the algorithms that drive user engagement can influence cultural content, control access to knowledge, shape youth identity, and favor globalized consumption over local cultural production. It also addresses the potential risks of cultural and political misinformation, demonstrating how the concentration of attention in the hands of major technology companies poses a direct challenge to the preservation and sustainability of national cultural identity. By shifting control over cultural and knowledge content from national institutions to major tech companies, the attention economy makes local culture more vulnerable to marginalization and global dominance, thereby posing a direct threat to cultural security.

Drawing on the concepts and terms presented above, our research paper seeks to highlight the variables emerging from modern technologies that shape the notion of cultural security and make it a central concern for states. These variables can be incorporated into the table below :

Table 2: Variables Shaping Cultural Security and Their Operational Indicators

N°	Variables Shaping Cultural Security	Operational Definition	Indicators
01	Algorithmic Exposure to Global Content	The extent to which users are exposed to global content through	-Appearance of global content - Cultural diversity in the feed

		recommendation systems	<ul style="list-style-type: none"> - Interaction with non-local content - Reliance on platform recommendations - Expansion of global knowledge
02	Digital Cultural Hybridity	The integration by users of local and global elements in identity and practices	<ul style="list-style-type: none"> -Global-local blending in expression. -Adoption of global habits. - Presence of global elements in digital identity. -Sense of hybrid identity. -Participation in global trends with local adaptation.
03	Algorithmic Cosmopolitanism	Openness arising from automated exposure to diverse cultures without geographic mobility	<ul style="list-style-type: none"> -Acceptance of differences. -Openness to multiple cultures. -Sense of belonging to the world.



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			<ul style="list-style-type: none">-Acquisition of global interests via the platform.- Exposure to distant cultures.
04	Transboundary Digital Communities	User engagement in globally-oriented social networks	<ul style="list-style-type: none">Interaction with individuals from different countries.- Building cross-border digital relationships.- Belonging to global groups.- Engagement with non-local values.- Participation in global fandoms or activism.
05	Platform Nationalism	Algorithms' tendency to promote local content and strengthen national belonging	<ul style="list-style-type: none">-Narrowing of cultural diversity.-Increased local content.-Highlighting national discourse.-Preference for local content in recommendations

			<p>ns.</p> <ul style="list-style-type: none"> - Tendency to reinforce local identity.
06	Global Attention Economy	Dominance of widely circulated global content over user behavior	<ul style="list-style-type: none"> -Dominance of global trends. -Following global influencers. -Responding to viral content. -Imitation of global content. - Spread of global brands.
07	Digital Governance of Global Platforms	Platform measures regarding content management, algorithmic transparency, reporting standards, publishing, hiding, removal, etc	<ul style="list-style-type: none"> - Cross-border laws: GDPR, cybersecurity laws, data protection charters, UNESCO policies for cultural diversity. - Transparency of recommendation systems. - Protection of vulnerable groups (child protection,



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			minorities, personal data). - Damage Mitigation Policies: combating misinformation, violent content, culturally threatening content. - Algorithmic fairness. - Bias of recommendations against local cultural content.
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Source: Compiled by the researcher.

The table summarizes key variables shaping cultural security on digital platforms, including global content exposure, digital hybridity, algorithmic cosmopolitanism, platform nationalism, the global attention economy, and governance. Operational definitions and indicators highlight how these factors influence user behavior, content diversity, and the balance between global exposure and local cultural protection.

2. Experiences of Diverse Countries in Strengthening Cultural Security through Algorithmic Cosmopolitanism and Regulation of Recommendation Systems on Social Media Platforms:

2.1. United States of America as a Model:

In recent years, the United States and several other countries have declared that the company poses a threat to their national security, alleging violations of international sanctions, theft of intellectual property, and potential engagement in cyber espionage. Many U.S. policymakers view Huawei as a commercial extension of the **Chinese Communist Party**. According to U.S. intelligence agencies, the primary concern is that the Chinese government could use Huawei for espionage purposes. Officials, particularly in the United States, Australia, and other countries, have pointed to ambiguous Chinese laws that could compel Huawei to provide data to the Chinese government, although the U.S. has not publicly presented evidence that this has actually occurred. Concerns have also been raised that Huawei's 5G network infrastructure may contain "**Backdoors**" enabling the Chinese government to collect massive amounts of data and potentially compromise telecommunications networks and critical public facilities. (Berman, Maizland, & Chatzky , 2023)

In 2022, an FBI investigation concluded that Huawei equipment could be used to disrupt U.S. military communications, including those related to the American nuclear arsenal. The company has also faced other allegations, including :

Huawei has been accused by the United States of breaching sanctions against Iran and North Korea by misleading financial institutions to carry out prohibited transactions. This led to the 2018 detention of its CFO, Meng Wanzhou,



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although the charges were eventually resolved through a judicial settlement in 2021. In 2020, the **U.S. Department of Justice (DOJ)** formally charged Huawei with **conspiring to misappropriate trade secrets**, asserting that the company acquired unpublished intellectual property, including source code, antenna technologies, and other proprietary innovations. (Berman, Maizland, & Chatzky, 2023)

On the other hand, regarding the protection of the cultural industry, the **U.S. Copyright Office** launched an initiative in 2023 to examine copyright law and policy issues arising from artificial intelligence. In an interview conducted by **Miriam Lord** (Assistant Register of Copyrights and Director of the Office of Policy and Education) with **Chris Weston** (Chief Legal Advisor at the Office of Policy and International Affairs) and **Jalis Mangum** (Attorney and Advisor at the Office of the General Counsel), and in the presence of **Anne Titterolt** and **Nora Sheland**, Public Affairs Specialists at the Office of Policy and Education, discussions focused on copyright challenges posed by algorithms and AI, particularly in the music industry. (Lord, 2025)

The interview highlighted the case of the “**Deepfake Drake**” song – an AI-generated track mimicking the voices of Drake and The Weeknd – which garnered over 15 million views on social media and 600,000 streams on **Spotify**, raising concerns about artists’ rights and copyright protection. The Copyright Office has issued guidance published in multiple reports: **Part 1 (2024)** and **Part 2 (2025)**, addressing the eligibility of AI-generated works for copyright protection and encouraging creators to disclose any AI-generated content when registering their works. AI is recognized as an **assistive tool rather than a substitute for human creativity**,

contrasting with China, which grants copyright to AI-generated works only if there is sufficient human involvement. Similarly, in South Korea, a film created using AI was registered as a derivative work based on human creativity. (Lord, 2025)

2.2. Europe (France as a Model):

The report **“On Recommendation Systems for Works among Digital Platform Users”** was published by the **French Ministry of Culture** and submitted to members of the **High Council for Literary and Artistic Property (CSPLA)** during the plenary session on 15 December. The report stated that these recommendation systems raise **two main types of issues** related to the digital distribution of music and audiovisual works. Recommendation systems impact **artists’ visibility and income** and raise concerns about **transparency and legal frameworks**. Key priorities include improving metadata management, access to usage data, and algorithmic transparency. Additionally, these systems affect **cultural diversity** by influencing which content is discoverable, making transparency essential for supporting diverse cultural expressions (Ministry of Culture, n.d.)

The High Council for Literary and Artistic Property (CSPLA) was created to tackle the emerging challenges that the Internet and digital technologies pose to copyright and related rights. It serves as a distinctive forum for dialogue and consultation, bringing together all relevant stakeholders, including authors, artists, producers, publishers, distributors, service providers, as well as consumers and users. (Ministry of Culture, n.d.)

Functioning of the High Council for Literary and Artistic Property: The minutes from the Council’s plenary sessions provide a detailed record of discussions, capturing the wide



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range of perspectives on ongoing projects and recent developments in the field of copyright and related rights, particularly through public hearings. These sessions also allow for the review of the most recent judicial decisions issued by both the European Court of Justice and the French Court of Cassation. (Ministry of Culture , n.d)

The **French Ministry of Culture** emphasizes “**The Protection Of Linguistic And Artistic Diversity**” as a priority to counter the dominance of global digital platforms. At the European level, the ministry supports stricter regulatory measures to ensure that digital services contribute fully to the cultural development of member states. This approach is particularly reflected in the **Audiovisual Media Services Directive (AVMSD)**, which requires platforms such as Netflix, Prime Video, and Disney+ to finance French and European productions. France has also revised its 2025 media chronology (*Chronologie des médias en France*) to better integrate new digital practices, specifying the timeline between a film’s theatrical release and its availability on various platforms or other media. Special attention is given to recommendation algorithms, given their crucial role in cultural diversity. If properly organized, these algorithms can become a tool to promote independent works and French-language productions (Ministry of Culture of france , n.b)

According to the 2020 report of the French High Council for Literary and Artistic Property (**Conseil Supérieur de la Propriété Littéraire et Artistique - CSPLA**), recommendation systems can directly affect the “visibility” of artists with limited budgets, posing a threat to cultural diversity if platforms are not properly regulated. The legal status of artistic creativity has become a focus of attention for

many authorities and institutions. For example, in September 2019, the **World Intellectual Property Organization (WIPO)** organized a discussion titled “**Intellectual Property and Artificial Intelligence**”, which addressed legal issues related to AI-generated works. Although this was an informal dialogue and no official documents were published aside from the program, it highlights growing international attention to the topic. (Bensamoun & Farchy, 2020, p. 9)

Multiple initiatives have emerged to create recommendations and reflections in the public sphere on this issue. **UNESCO** has approached the matter from the perspective of cultural expressions diversity, while the **International Organization of La Francophonie (OIF)** organized a series of meetings in 2019 to examine the challenges and opportunities of artificial intelligence in the cultural and creative industries sector. (Bensamoun & Farchy, 2020)

In addition, **the core question also relates to transparency regarding the principles governing how information is ranked on each platform. Therefore, the task force recommends strengthening transparency obligations for digital platforms that distribute artistic works, particularly regarding the algorithms they use to guide user choices.**

2.3. Asian Countries (China as a Model):

The Beijing Internet Court’s trial on “AI-Generated Images” in 2023 has deepened the discussion surrounding this issue. Its judicial approach and final ruling provided precise guidance for the current development of the artificial intelligence industry, offering a practical pathway for the legal protection of AI-generated works within the existing legal framework. In the long term, both legislative and judicial safeguards are essential, given the impact of artificial



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intelligence on core national competitiveness and human well-being.

A related case arose in September 2018, when the Beijing Film Law Office published an analytical article on its **WeChat** official account entitled "*Analytical Report on Big Judicial Data in the Entertainment Industry – Film Volume "Beijing."*" The following day, **Baidu** reposted the same article on its **Baijiahao** platform without permission, removing the author's name, the introduction, the research overview, the annual trend chart, and the concluding notes. The plaintiff claimed that these actions violated his copyright, online communication rights, and the integrity of his work, noting that the report had been generated using an AI program that combined keywords, algorithms, and templates. (Lianyong, 2024)

Upon review, the court ruled that copyright law protects only works created by natural persons. Although the report was original in form, it was not created by a natural person and therefore did not qualify as a protected work. The court dismissed all of the plaintiff's claims, confirming that software developers may obtain revenue through program licensing, and that users who pay to use the software and select topics or conduct research may be granted limited rights to encourage creativity and content dissemination. (Lianyong, 2024)

2.4. The Gulf States (with the United Arab Emirates as a Model):

The UAE Media Council issued **Media Regulation Law No. 55 of 2023**, which also encompasses digital platforms. This pioneering legislation was introduced to promote

responsible, innovative, and high-quality media practices in line with the country's values, culture, and ambitious future vision. The law covers print, audio, and visual media; digital platforms; broadcasting services; and social media influencers. The law aims to protect the public interest, preserve national identity, and support the growing creative economy. It establishes licensing requirements for media organizations, sets regulations to ensure content aligns with societal values, and provides mechanisms to combat misinformation, while promoting modern media technologies (Federal Decree-Law No 55, 2023).

The law also establishes standards for media content, including respect for divine values, Islam, the political system, and national governance. It emphasizes the protection of cultural and civilizational heritage and national identity, prohibits incitement to sectarianism, hate speech, and terrorism, and forbids content that undermines societal values. The legislation additionally addresses media-related activities, such as photography, with the state issuing permits for terrestrial, aerial, and maritime filming. It also regulates the management of book fairs and the publication of foreign materials.

The law specifies age classification for media content, covering both production and exposure patterns, as well as advertising, intellectual property, and related issues. **Article 8** of the law lists the media activities under state regulation, which are defined as follows (Federal Decree-Law No 55, 2023):

- a) Radio and television broadcasting, including IPTV (Internet Protocol Television), OTT (Over-The-Top) services, and VOD (Video on Demand).



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- b) Video game services and arcade games (both interactive and non-interactive) developed and distributed within the country.
- c) Cinematographic films and artistic works exhibitions.
- d) Newspapers and printed publications.
- e) Book fairs.
- f) Electronic and digital media activities.
- g) Photography and related activities.

However, the law does not provide detailed provisions regarding recommendation systems and the algorithmic curation of artistic works, as has been addressed in the French experience.

2.5. The Maghreb (Algeria as a Model):

a) Digital Policies in Algeria: Between Platform Regulation and the Protection of National Culture:

A national model that aims to achieve a balance between digital openness and the preservation of cultural identity has emerged as a result of Algeria's experience with digital platform regulation. In keeping with a larger commitment to bolstering digital sovereignty and cultural security, this has been pursued through the adoption of regulatory laws, the creation of oversight organizations, and the specification of standards for data protection and digital content.

Notwithstanding the comprehensive legal framework, which includes a number of laws and rules intended to organize and digitize digital activity, including: (MADANI & MADANI , 2024, p. 17)

- Algeria's digital regulatory framework is structured around a set of legislative instruments that collectively define the governance of the digital sphere. Personal

data protection is addressed through Law No. 18-07 (2018), which establishes the legal principles governing the collection, processing, storage, and cross-border transfer of individuals' data.

- The telecommunications environment, including internet infrastructure and usage, falls under Law No. 10-90 (2000), which organizes both wired and wireless communications services at the national level.
- In the domain of digital transactions, Law No. 20-03 (2020) provides formal legal recognition to electronic signatures and certification services, thereby strengthening trust in digital exchanges.
- Intellectual property in the digital context is safeguarded by Law No. 15-97 (2015), which extends copyright and related rights protections to digital creations.
- Furthermore, the legal framework addressing cyber risks is reinforced by Law No. 14-05 (2014), which criminalizes a range of ICT-related offenses, including cybercrime, online fraud, unauthorized system access, and digital harassment.

Together, these legislative measures reflect Algeria's broader effort to institutionalize digital governance while strengthening national digital sovereignty and safeguarding cultural identity. They also underscore the state's recognition of the increasing centrality of digital technologies in everyday life and its commitment to protecting citizens' rights and privacy within the digital sphere.

b) Proposed Bill in the Algerian Parliament to Regulate Social Media Content:

Within the framework of the 2024–2025 parliamentary session, a draft bill was introduced in the Algerian Parliament



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aiming to regulate the activities of major digital platforms and to enhance the protection of the national cyberspace. The proposal targets widely used social media platforms such as Facebook, TikTok, Instagram, and YouTube, with the objective of establishing clearer regulatory standards governing their operations and content within the national digital environment. (Al-Arabi Al-Aseel Newspaper , 2025)

c) Objectives of the Proposed Bill:

- Regulating the activities of digital platforms operating in Algeria in a manner that safeguards public morals and national values.
- Protecting children and young people from harmful or misleading content.
- Strengthening Algeria's digital sovereignty and enhancing control over locally generated data.
- Preventing the spread of obscene content, hate speech, incitement to violence, and other unethical practices. (Al-Arabi Al-Aseel Newspaper , 2025)

d) Proposed Means to Achieve These Objectives:

- Requiring digital platforms to establish a local office and appoint a legal representative to cooperate with national authorities.
- Mandating the removal of unlawful content within 24 hours of receiving an official notification.
- Requiring the storage of local user data within Algeria or in accredited data centers, and prohibiting cross-border data transfers without prior authorization.
- Imposing internal monitoring mechanisms to detect non-compliant content and ensure the protection of minors. (Al-Arabi Al-Aseel Newspaper , 2025)

- Establishing a National Authority for Digital Space to oversee implementation and issue recommendations.
- Imposing financial penalties and escalating sanctions on violators, including criminal liability where applicable.

e) Reference to International Experiences:

- Countries such as Turkey, India, and Germany have adopted similar regulations requiring the appointment of local representatives and the prompt removal of harmful content, contributing to the protection of digital security and the reduction of hate speech and misinformation. (Al-Arabi Al-Aseel Newspaper , 2025)

f) Concerns and Public Debate:

- Despite its declared objectives, the proposal has raised concerns regarding increased state oversight and potential restrictions on freedom of expression.
- Based on this project, • the platforms must open local offices and appoint a legal representative in Algeria. (Editorial Team, 2025)
- Platforms must remove “illegal” content within 24 hours of receiving an official notification. (Editorial Team, 2025)
- The broad powers granted to authorities may extend beyond user protection, raising questions about the balance between digital security and digital freedoms. (Al-Arabi Al-Aseel Newspaper , 2025)

g) Existing Legal Framework for Digitalization in Algeria:

- Law No. 18-07 on Personal Data Protection regulates the collection, processing, and transfer of personal data. This law aims to establish the rules for protecting natural persons



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in the processing of personal data (Law No18-07 , June 10, 2018). It requires that all data, regardless of its source or form, be processed in a manner that respects human dignity, private life, and public freedoms, and that does not infringe upon individuals' rights, honor, or reputation. (Law No18-07 , June 10, 2018)

- Algerian legislation also recognizes digital works as legally protected creative outputs within the intellectual property framework.

Despite the notable progress achieved in establishing a legal framework for digital transformation, significant efforts remain necessary to address existing regulatory gaps and to ensure the effective governance and structuring of the sector.

Conclusion

Analysis of the concepts of algorithmic cosmopolitanism and platform nationalism reveals that the digital environment is no longer a neutral space for content circulation. Instead, it has become a field where cultural, economic, and political forces compete through recommendation systems and algorithms that shape visibility, consumption, and preference. These systems, ostensibly designed to personalize content and enhance user experience, have come to form a deep structure for reproducing culture, shaping identity, and determining what can be discovered and what is excluded, according to a logic based on profitability, attention capture, and behavioral alignment.

International experiences from France, as a European Union country with strict regulatory frameworks relying on a protective model that enforces transparency and promotes

local content within market quotas, to the United States, with its market-driven models aligned with publishing and internationalization issues in the context of the proliferation of AI-generated products rather than human-produced artistic works, to China, with its sovereign regulatory system subject to judicial scrutiny, and through Arab experiences such as the UAE and Algeria show that countries worldwide treat algorithms as a strategic resource with a direct impact on cultural security. Digital governance policies have increasingly become linked to states' ability to protect their cultural diversity, strengthen the presence of their languages and symbols, and reduce dependency on platforms that impose their vision of the world through "algorithmic nationalism," which varies according to the context of its production.

Accordingly, the disparities among international experiences highlight a fundamental truth: cultural security cannot be ensured without effective governance of recommendation systems, including algorithmic transparency, strengthened accountability, support for local content, and equal opportunities for visibility and discovery. Moreover, algorithmic cosmopolitanism, which appears outwardly universal and open, conceals preferential structures that reproduce Western cultural centrality or the digital nationalism of major states unless countered by conscious and deliberate policies.

In this context, strengthening cultural security in the digital age represents a project that requires multi-level collaboration legislative, technical, and institutional with the aim of shifting from a passive relationship to recommended and curated content toward a stance of critical awareness and strategic guidance over the materials promoted through platforms.



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Finally, the future of cultural security depends on the extent to which societies can understand, hold accountable, and harness algorithms in ways that serve their vision of identity, diversity, and balanced openness in an era marked by the accelerating digitalization and internationalization of cultural life through social platforms.

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