

**From:** Leighton Andrews [REDACTED]  
**Sent:** Wednesday, 30 September 2020 8:10 PM  
**To:** emc <[emc@parliament.vic.gov.au](mailto:emc@parliament.vic.gov.au)>  
**Subject:** Inquiry

Dear Christopher,

It was very kind of you to invite me to submit evidence to your enquiry into social media and elections. Although I have researched and written a fair amount about social media and democracy, particularly Facebook, I do not consider myself an expert on social media use in elections and referenda, and there are far better qualified academics to advise you. My interests are more in the area of how we regulate the market power of the larger platforms, issues which I know the Australian Competition and Consumer Commission has been engaging with.

All I would say is that maximum transparency must be provided, in terms of campaigns and their advertising; digital imprints must be required; there should be strict regulations on donors who must be declared; anonymous social media campaigns which give no sense of who is behind them should be outlawed or required to declare their funding and membership; there must be national and constituency limits on spending; demographic targeting must be strictly regulated to prevent racially-biased advertising; registers of all online advertising must be kept and must be publicly available for scrutiny; content of other posts that are not paid-for must also be within electoral rules; there must be swift and effective penalties; and enforcement must be rigorous and well-supported, with criminal penalties.

Best of luck with your inquiry!

Leighton Andrews

**Leighton Andrews**

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Recent publications:

*Reluctant Europeans – the BBC and European media policymaking 1992-1997, in International Journal of Cultural Policy*, DOI: [10.1080/10286632.2020.1802439](https://doi.org/10.1080/10286632.2020.1802439)

*Facebook Regulation: a process, not a text*. Working Paper for CREATE, the UK Copyright and Creative Economy Centre, DOI: [10.5281/zenodo.393301](https://doi.org/10.5281/zenodo.393301)

Brexit, Cabinet Norms and the Ministerial Code: Are we Living in a post-Nolan Era?, *Political Quarterly*, <https://doi.org/10.1111/1467-923X.12778>

*Facebook, the Media and Democracy* (Routledge)

Algorithms, Regulation and Governance Readiness in *Algorithmic Regulation*, edited by Karen Yeung and Martin Lodge. Oxford: OUP.

Regulating the internet intermediaries in a post-truth world: Beyond media policy? (co-written with Prof Petros Iosifidis) in *International Communications Gazette*, <https://doi.org/10.1177/1748048519828595>

Public administration, public leadership and the construction of public value in the age of the algorithm and 'big data' in *Public Administration* <https://doi.org/10.1111/padm.12534>