Stock for Data: Discovery Structure & Proposed Model

Progress Report: August 2024

Executive Summary

1. Introduction to Egalitarian Capitalism: Egalitarian capitalism integrates fairness and equality into capitalism, aiming for equitable wealth and opportunities. It envisages an evolution from the current laissez-faire environment to a more regulated structure, emphasising social welfare and reducing inequality.

2. Historical and Conceptual Foundations:

- **Thatcherite Influence:** Margaret Thatcher's neoliberal policies increased income inequality and social division, emphasising deregulation and privatisation.
- **Popular Capitalism:** The 1980s saw a push for widespread share ownership, but this primarily benefitted the affluent and exacerbated wealth inequality.

3. Mechanisms for Capital Participation:

- **Personal Share Ownership:** Trends show that ownership is concentrated among higher-income individuals. Challenges include financial literacy and small investor representation.
- **Investment Clubs and Fiscal Policies:** Investment clubs offer collective investing benefits but face regulatory challenges. Fiscal policies can support wider capital participation.
- **Employee Participation in Governance:** Employee share ownership and benefit schemes promote equity but face setup and perception challenges. Employee representation on boards can influence corporate decisions.

4. The Role of Technology in Wealth Distribution: Technological advancements democratise financial services but require effective integration with human capital to ensure broad participation. Data storage and harvesting practices impact wealth distribution, necessitating stringent regulations like GDPR. Rapid developments in Artificial Intelligence have greatly increased the value of data and further exasperate the divide between data owner and data miner.

5. Wealth Concentration in Tech Giants: Tech giants' dominance affects economic and social structures, increasing inequalities and political influence. Case studies, such as Facebook/Meta, highlight monopoly concerns, data privacy issues, and the need for regulatory frameworks.

6. Economic Theories and Proposals:

- **Universal Basic Income:** Provides a guaranteed income to reduce inequality, but at the cost of introducing a welfare subservient society.
- **Varoufakis' Perspectives:** Suggest new economic approaches considering technological impacts, but they can appear regressive.
- **Alternatives to Traditional Models:** These include cooperative ownership and social enterprises prioritising social welfare which can co-exist alongside Stock for Data.

7. Democratising Equity Ownership:

- **Concept and Feasibility:** Requires regulatory support and innovative financial instruments.
- **Governmental Intervention:** Focuses on accessibility, transparency, and fairness.
- **Effective Governance:** Ensures transparent decision-making and accountability.

8. Data Harvesting and Market Capitalisation: GDPR ensures data protection, which is crucial for wealth generation through data harvesting.

9. Dividends and Economic Circulation: Automation and equity share dividends impact income distribution and economic stability. Stockholding longevity and active participation in corporate governance need to be addressed.

10. Stock for Data Model: Proposes democratising equity ownership of tech giants by recognising personal data's value, promoting technological inclusivity, and economic reform. The wealth creation benefits of the technological revolution would therefore be shared across the world by issuing equity stock and therefore dividends to individuals in return for harvesting their data and creativity. Key themes include data equity, technological inclusivity, and economic reform, addressing consumer empowerment, corporate responsibility, and global regulation.

Critical Questions:

- **Data Equity:** How to value and fairly compensate personal data and creativity.
- **Technology Inclusivity:** Strategies for equitable access and participation in technological advancements.
- **Economic Reform:** Regulatory frameworks and governance structures to support wealth distribution and capital participation related to data.

Global Participation: A global approach is essential to address data privacy and the digital divide, incorporating diverse perspectives for inclusive solutions.

Challenges:

- **Valuation Complexity:** Determining fair value for personal data particularly as AI consumes creativity, leading to the question of whether stock issuance should be based on algorithms or universality.
- **Privacy Concerns:** Respecting privacy and consent.
- **Implementation:** Operationalising fair compensation mechanisms.
- **Regulatory Barriers:** Harmonising global regulations.
- **Resistance:** Overcoming resistance from established interests, including dilution.
- **Talent Movement:** Managing fast-paced talent movement in the tech industry.

Differences from Historical Popular Capitalism:

- **Data as a Resource:** Emphasises personal data and creativity as a significant economic asset.
- **Consumer Empowerment:** Directly benefits consumers, promoting broader wealth distribution.
- **Technological Inclusivity:** Aims to reduce the digital divide.
- **Global Collaboration:** Encourages global participation and inclusive policymaking.
- **Dynamic Valuation:** Requires adaptable frameworks for rapidly evolving data and technology markets.

share
participation for all

'Stock for Data' is part of the SHARE research project based at Kings College, Cambridge University, seeking to establish a more egalitarian form of capitalism. It is led by Gavin Oldham OBE and Dr. David Good, and sponsored by Share Alliance, a UK registered charity: please refer to www.sharealliance.org.uk for more details.

Stock for Data: Discovery Structure & Proposed Model

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by Greeff Invest

1. Introduction to Egalitarian Capitalism

Egalitarian capitalism refers to an economic system that combines the efficiency of market capitalism with a focus on reducing inequality and promoting social welfare. This concept integrates the principles of fairness and equality into the capitalist framework, aiming for a more equitable distribution of wealth and opportunities. Historically, capitalism has evolved from the laissez-faire approaches of the 18th and 19th centuries to more regulated forms seen in the mid-20th century. The introduction of welfare state mechanisms and progressive taxation in many countries marked a shift towards a more egalitarian approach, but these employ a high level of state intermediation which can undermine individual freedom and choice.

In his G7 speech on June 14, 2024, Pope Francis addressed the dual nature of artificial intelligence (AI) as both an exciting and fearsome tool. He emphasized that AI, a product of human creativity, significantly impacts various aspects of life, from medicine to politics. The Pope highlighted the potential of AI to democratize knowledge and advance scientific research, while also warning of its risks, such as increased social inequality and the erosion of human dignity. He stressed the importance of ethical considerations, underscoring that AI must serve humanity and be governed by human decisions, and not be left to autonomous systems. Pope Francis called for a balanced approach, advocating for healthy politics to ensure AI benefits the common good and safeguards human dignity.

The vision for egalitarian capitalism is to enable people from all walks of life and throughout the world to make the journey from working for money towards the point where money works for them. In economic terms, this means that we would no longer see capital and labour as protagonists across society; but where both are available to all. It is central to this vision that these opportunities should be for individual empowerment, not state control.

1.1. Evolving Paradigms of Capitalism: Traditional Views vs. Modern Interpretations

Traditional capitalism emphasises minimal state intervention, private property, and market-driven economic activities. In contrast, modern interpretations of capitalism, particularly egalitarian capitalism, advocate for stronger regulatory frameworks, social safety nets, and policies aimed at reducing income and wealth disparities. These modern views recognise the limitations of unregulated markets and the need for inclusive growth that benefits all societal segments.

McManus, 2023 argues that the modernity seeks to understand the depth of the political right's critique by identifying solvable problems in the quest for equity and freedom. In Norway, "Nordic Socialism" presents a case study for challenges and contradictions of maintaining egalitarian principles in a capitalist society when the nationalist perspective is set aside (Jacob, 2023).

1.2. Other approaches for a more egalitarian form of capitalism include inter-generational rebalancing. This proposes using the human life cycle to break the cycle of deprivation by empowering disadvantaged young people with resources and life skills, funded from inheritance levies: this element of egalitarian capitalism is being addressed separately.

2. Historical and Conceptual Foundations

2.1. The Thatcherite Influence on Capitalism and its Repercussions

Margaret Thatcher's tenure as Prime Minister of the United Kingdom from 1979 to 1990 marked a significant shift towards neoliberal economic policies through its impact on social and economic behaviour (Sutcliffe-Braithwaite, 2012). Her administration emphasised deregulation, privatisation, and a reduction in state welfare, which led to increased income inequality and social division. Pollin, 1995 provides an analysis of these policies' long-term impacts on economic stability and social equity.

2.2. Analysis of 'Popular Capitalism' in the 1980s

Popular capitalism promoted widespread share ownership among the public and gained traction in the 1980s, particularly under Thatcher. This movement aimed to democratise capital and reduce class distinctions through policies aimed at increasing personal share ownership and reducing the role of the state in the economy. This period was marked by a wave of privatisations of state-owned enterprises, with the UK government encouraging ordinary citizens to buy shares in the newly-formed companies. Share ownership by the public was further encouraged through employee share schemes and public share offerings aimed at the small investor. This increased participation in financial markets often went together with broader economic liberalisation policies, including tax cuts, deregulation, and reductions in government spending (Gamble, 1989). Thatcher's administration believed that more citizen shareholders would promote a more dynamic and responsible society. However, critics argue that it primarily benefited the affluent, exacerbating wealth inequality rather than mitigating it.

2.3. Critiques and Long-term Impacts

Critics of the 1980s capitalist policies highlight their role in creating a more divided society with significant wealth concentration at the top. Whilst it led to increased share ownership among the middle class, the benefits of share ownership often disproportionately went to those already affluent. The analysis by Hall

(2005) discusses these long-term impacts and calls for policies that promote more equitable economic growth. Other significant long-term impacts included a short-term focus on share prices and dividends, which undermined long-term economic stability and investment, and a lack of effective corporate governance to represent and distribute power or expertise to small shareholders (Davies, A., et al., 2018).

3. Mechanisms for Capital Participation

3.1. Personal Share Ownership: Trends and Challenges

Personal share ownership, driven by privatisation policies, financial deregulation, and the proliferation of online trading platforms, has been promoted to involve more citizens in capital markets. This trend is evident in countries that have implemented policies to democratise capital markets, such as the United Kingdom and the United States (Kostyuk, A.N., Braendle, U., Capizzi, V., 2017). Technological advancements in the last decade have further advanced the global participation of individuals through digital platforms and mobile applications to buy and sell shares. This has led to greater market participation among younger generations, who are often more tech-savvy.

However, trends show that such ownership is often concentrated among higher-income individuals with more disposable income, presenting challenges to achieving true egalitarian participation. A major challenge in broader market participation is the varying levels of financial literacy among individual investors (Muqadas, F., Rehman, M., Aslam, U., & Ur-Rahman, A., 2017). This often leads to a lack of diversification and risk management strategies needed to mitigate risks due to market volatility, leading to potential losses for individual investors. Recent influences by social media and "influencers" carry the danger of misinformation and financial scams that percolate faster than regulation. Finally, the interests of small investors are often overlooked as engaging small shareholders in corporate governance remains a challenge, often due to a lack of interest, influence, or information.

3.2. Investment Clubs and Fiscal Policies

Investment clubs offer a collective approach to investing, providing opportunities for individuals to pool resources and knowledge. There has been a resurgence in popularity due to their educational benefits and shared risk. The rise of digital platforms has facilitated the formation and operation of globally distributed investment clubs. In 2021, the GameStop short squeeze was an unprecedented example of the collective power of the digital era to enable market participants to organise collective action openly yet anonymously. However, the subsequent fall-out emphasised the challenge the clubs face in navigating complex regulatory environments and securities laws that vary by country and jurisdiction, particularly for informally or loosely organised groups. Effective fiscal policies, including tax incentives, can support these initiatives, fostering wider capital participation (Delgado, F. J., & Presno, M. J., 2023). Similarly, clear regulatory frameworks and government guidelines play a fundamental role in supporting the operation of investment clubs to protect both the investors and the financial system.

3.3. Employee Participation in Governance

Employee participation in governance involves employees in decision-making processes, enhancing their role in corporate management. This can lead to more equitable workplaces and shared prosperity. Broader participation can take various forms, including employee stock ownership, benefit schemes, and representation on the board of directors.

There has been a growing trend toward the participation of employees in governance in many sectors as companies and their leadership acknowledge the value of involving employees. Broader participation resulting in diversity and representation can enhance engagement and productivity (Cézanne, C., & Hollandts, X., 2021). Furthermore, the investor-driven focus on ESG sub-themes is increasingly linked to corporate social responsibility initiatives related to employee participation.

3.3.1. Employee Share Ownership

Employee share ownership schemes (ESOPs) allow employees to own shares in the companies they work for. This approach aligns the interests of employees and employers, promoting a more equitable distribution of profits (Kaarsemaker, E., Pendleton, A., & Poutsma, E., 2009). Geographic variations address the challenges related to the implementation of these schemes across varying regulatory frameworks and cultural norms in different regions. For example, ESOPs are more prevalent in the United States, while Europe implements a mix of different schemes, such as Save As You Earn (SAYE) schemes, and direct purchase plans.

The setup and management of these schemes can be costly and complex for companies. In addition to regulatory compliance, the schemes also require strict ongoing management. Studies indicate that the cost might be offset by improved corporate performance due to higher employee engagement and retention (Whitfield, K., Pendleton, A., Sengupta, S., & Huxley, K., 2017).

These schemes are not without challenges as employee perception of the benefits can vary, as some may be more concerned about the financial risks involved. Employees might face financial losses if the company performs poorly which may impact job satisfaction and morale.

3.3.2. Employee Benefit Schemes

Employee benefit schemes provide non-wage compensations, including profit-sharing, health insurance, retirement plans, and stock options. These schemes are crucial in fostering an inclusive economic environment. Post-COVID-19 schemes have seen the rise in comprehensive health and wellness programs coupled with flexible benefits related to financial wellness, lifestyle, and other benefits (Boella, M.J., & Gross-Turner, S., 2019).

Despite the increased complexity associated with the administration of these schemes, they have become an important differentiator for multinational companies seeking to attract global talent. Employee awareness and utilisation remains a key challenge that requires ongoing effective communication and education to ensure the maximum impact for long-term employee retention and benefit (Pegg, T., 2009).

3.3.3. Employee Representation (without ownership)

Employee representation on corporate boards without ownership can still influence corporate decisions and ensure that workers' interests are considered. While the global adoption of these schemes is gaining traction, Germany has long-established guides for co-determination, giving significant representation to employees on the corporate board.

In addition to board-level representation, work councils offer workers the opportunity to be consulted on company decisions, often limited to decisions affecting their work conditions but can be related to overall business strategy (Munkholm, N.V., 2018). Sectorial variations exist across sectors and regions where some sectors have a stronger tradition of employee involvement (often through unions), while other sectors have a much less formalised participation.

3.3.4 Customer Shareholder Benefit Schemes

A small minority of mainly retail quoted companies encourage customer share ownership by offering discounts and other incentives for their consumer activity. There is evidence from most of these corporates that these schemes support loyalty and participation (Maharaj, A., 2008).

3.4. Regulation and Balance Between Private Equity and Public Markets

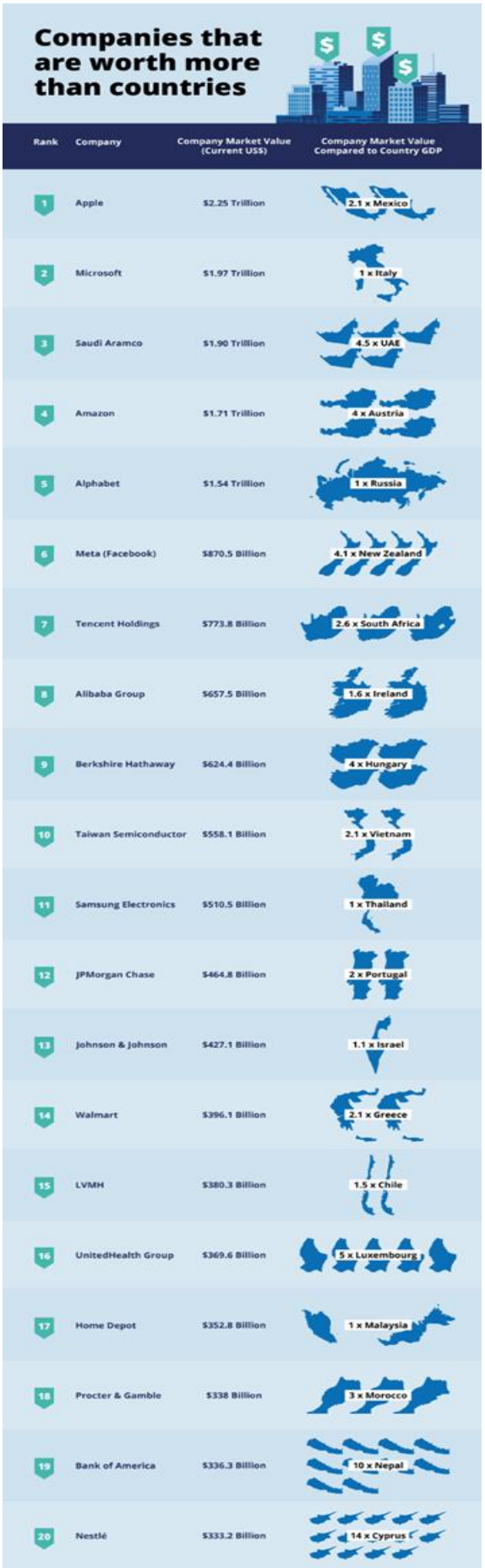
Effective regulation is essential to balance the interests of private equity and public markets, ensuring that wealth generation benefits a broader population. The successful implementation of employee participation requires navigating complex regulatory and legal frameworks that vary by jurisdiction, which can be challenging for multinational corporations. A balanced regulatory approach is essential to foster growth while ensure stability and investor protection in both the private and public markets (Moloney, N., 2023).

Because private equity usually focuses on a relatively short time cycle (typically five years), using high levels of debt to achieve corporate transformation and/or consolidation, it can extract value from public markets while significantly restricting individual access and participation. This has been particularly evident in the London stock market.

4. The Role of Technology in Wealth Distribution

4.1. Technological Revolution and Capital Participation

It is hardly news that the technological revolution has created new opportunities for capital participation. Innovations such as blockchain and fintech platforms democratise access to financial services, potentially reducing wealth disparities. The shift in the composition of investment and capital formation toward intangibles has taken more than 60 years through a complex process of investments in technological expertise, product design, market development, and organisational capability. In return, this has resulted in a hard-to-measure but undeniable growth that is most clearly detected in the growing contribution of intangible capital.



The Fourth Industrial Revolution, characterised by rapid technological advancements, enhance capital participation by improving access and efficiency in financial markets

(Ammirato, S. et al., 2023). The substitution of labour with capital creates new opportunities for participation by enabling automation and increasing productivity. However, overall societal benefit requires effective integration of technology and human capital investments to ensure broad-based capital participation (Lehmann-Hasemeyer, S., Prettner, K., & Tscheuschner, P., 2023).

4.2. The Impact of Data Storage and Harvesting Practices

Data storage and harvesting practices have significant implications for wealth distribution and relate to various sectors beyond technology, including agriculture, health, and the environment. The GDPR and Data Privacy Issues address the need for stringent regulations to protect personal data and prevent its misuse for profit maximisation by tech giants.

Figure 1. Source: https://www.realbusinessrescue.co.uk/advice-hub/companies-worth-more-than-countries

5. **Wealth Concentration in Tech Giants**

5.1. Wealth Distribution in Companies vs Countries

Wealth distribution in companies versus countries can present striking contrasts. For example, in 2020, Apple's market capitalization surpassed $2 trillion, with top executives and major shareholders reaping significant financial benefits. CEO Tim Cook's net worth exceeded $1 billion, while the average Apple employee earned around $58,000 annually. In contrast, the United States, with a GDP of approximately $21 trillion in 2020, exhibits stark income inequality, where the top 1% hold about 40% of the nation's wealth, and the median household income was around $68,700. Similarly, Amazon's Jeff Bezos, one of the world's richest individuals, had a net worth of over $200 billion in

2020, while Amazon warehouse workers earned a median salary of about $31,000. These examples highlight how wealth within companies can be concentrated among a few, mirroring the disparities seen in broader national economies.

While there are numerous examples of companies that are more valuable than countries (when comparing company market value to country GDP), a list of the top 20 reveals that the extent of such examples are skewed to technology companies, representing nearly 50% and even more so when considering only the top 10 (seen in Figure 1).

5.2. Economic and Social Impacts

Wealth concentration among tech giants like Amazon, Apple, and Google has profound economic and social impacts. These companies' dominant market positions can shift market power, change labour dynamics, and stifle competition and innovation, leading to broader economic inequalities and political influence. The influence of some of these companies has become so significant that it has become comparable to that of national governments (Shaji George, A., 2023). While the constant drive to innovate and disrupt has fuelled our global growth trajectory of prosperity, it does not come without challenges to our ecological and social sustainability.

'Societal Sustainability' seeks to address an additional dimension of sustainability related to our institutions, political systems, and civil society itself. This is particularly important as the societal impact of the wealth concentration of tech giants reinforce regional economic disparities, which threaten to destabilise economic and social systems (Stiglitz, 2019).

5.3. Case Studies: Facebook/Meta

Facebook's acquisition strategy, including the purchases of Instagram and WhatsApp, has cemented its dominance in the social media and digital advertising markets. This consolidation has raised concerns about monopoly power, reducing competition, and potentially stifling innovation. While it provides a platform for small businesses to trade and reach customers, its advertising dominance and policy changes highlight the dependence of these businesses on Meta's terms and pricing, which can severely limit the growth and sustainability of small enterprises. The company's financial strategies, such as stock buybacks and minimal tax payments, have further contributed to wealth accumulation among company executives and shareholders.

Furthermore, the company's data harvesting and surveillance practices have raised global concerns about privacy and data ownership. Their ability to collect and analyse vast amounts of personal user data results in strong monetisation. Of equal concern is the platform's algorithms, which prioritise engagement, resulting in exacerbating

societal divisions and the spread of misinformation. That has been shown to have a profound impact on public discourse and democratic processes, as seen in various elections and public debates globally.

In early 2022 a major fall in the stock price of Meta Platforms Inc. provided direct evidence of the capital value on personal data stored and harvested by tech giants. This was caused by two developments over the preceding months. Firstly, Apple withdrew information on the online journeys taken by customers as they move across the web and its apps, unless customers had specifically authorised such disclosure; this was then followed by Google placing similar restrictions on its Android facilities. These changes resulted in the stock price of Meta Platforms falling by 42%, reducing its market capitalisation at that time by over $400 billion.

Meta's business model is built on data harvesting more than most, but the very high market valuations of all the tech giants are based primarily on this key characteristic of using personal data for advertising purposes.

Case studies of companies like Facebook/Meta illustrate the challenges and opportunities in addressing wealth concentration. Although the platform has facilitated global connectivity and business opportunities, the impact of its dominant market positions and wealth accumulation practices highlight the need for regulatory frameworks or other solutions to ensure fair competition and equitable wealth distribution.

6. Economic Theories and Proposals

6.1. Analysis of Universal Basic Income

Universal Basic Income (UBI) is a proposed solution to economic inequality, providing a guaranteed income to all citizens notwithstanding potential reductions in employment opportunities as a result of increasing automation. Studies, such as those by Van Parijs and Alstott (2020), explore its feasibility and potential impacts. This alternative would require comprehensive state intermediation leading to a culture of welfare subservience.

6.2. Varoufakis' Perspectives on Machines and Economy

Yanis Varoufakis' perspectives on the role of machines in the economy argue for a new approach to economic management that accounts for technological advancements and their impact on labour markets. Whilst recognising the challenge that automation introduces by restricting monetary circulation, neither humanity nor international harmony would benefit from an approach which could be interpreted as neo-Luddite.

6.3. Alternatives to Traditional Economic Models

Alternatives to traditional economic models include cooperative ownership structures, social enterprises, and other forms of collaborative economies that prioritise social welfare over profit maximisation. There is room for these to co-exist alongside the Stock for Data economic model.

7. Democratising Equity Ownership / Tech Revolution and Capital Redistribution

7.1. Concept and Feasibility

Democratising equity ownership involves making it easier for individuals from all socio-economic backgrounds to own shares in companies, including those traditionally excluded from capital markets. The feasibility of this concept depends on regulatory support and innovative financial instruments.

7.2. Governmental Intervention and Criteria

Governmental intervention can play a crucial role in promoting equity ownership. Criteria for such interventions should focus on accessibility, transparency, and fairness in financial systems. The policies should not only focus on facilitating broad-based participation in equity markets but also protect investors and promote economic justice.

7.3. Effectiveness of governance

Effective governance mechanisms are essential to ensure that democratised equity ownership achieves its goals, and there is evidence that tech giant owners such as Meta would prefer active participation via distributed governance in contrast to increasing regulatory burdens. This includes transparent decision-making processes and accountability measures. The complexity of the effectiveness of such democratic governance is hampered by the concurrence of rapidly growing expectations and limited public resources (Skelcher, C. & Torfing, J., 2010).

7.4. Regulation

Regulation is critical to balancing the interests of different stakeholders and ensuring that wealth redistribution mechanisms are fair and effective.

7.5. International Adoption and Global Equity Ownership

International adoption of equitable ownership models can promote global wealth distribution. Global equity ownership requires coordinated efforts across countries to harmonise regulations and promote inclusive economic growth.

8. **Data Harvesting and Market Capitalisation**

8.1. GDPR and Data Privacy Issues

The General Data Protection Regulation (GDPR) addresses data privacy issues, ensuring that individuals' data is protected and not exploited for profit. This regulation is crucial in the context of wealth generation through data harvesting.

9. **Dividends and Economic Circulation**

9.1. Impact of Automation on Economic Flow

Automation impacts economic flow by changing the nature of work and income distribution. Policies need to address these changes to ensure continued economic circulation.

9.2. Long-term Financial Effects of Equity Share Dividends

Equity share dividends can provide long-term financial benefits, promoting wealth accumulation among shareholders. This mechanism can support economic stability and growth if widely accessible, provided measures are included to ensure appropriate shareholding longevity.

10. Stock for Data Model

Stock for Data aims to introduce a more egalitarian form of capital participation in the digital era by democratising the equity ownership of tech giants. In other words, the wealth creation benefits of the technological revolution would be shared across the world by issuing equity stock and therefore dividends to individuals in return for harvesting their data and creativity.

The harvesting of consumer creativity and personal user data contributes to the market capitalisation of these large tech companies, often at the expense of their intrusion into the personal lives of users. At the heart of our mission is the transformative concept of data ownership, aimed at leveraging personal data and creativity as a cornerstone for equitable capital participation. The model (figure 1) has three key pillars:

- **Data Equity:** Acknowledges the value of personal data and represents the notion that individuals should benefit from the wealth their data and creativity help to create.
- **Technological Inclusivity:** Encapsulates the principle that the direction of the tech revolution's benefit should be shared widely, including through widespread share ownership and active participation in corporate governance.
- **Economic Reform:** Financial, administrative and regulatory changes required to enable a new model of capital distribution.

Although all the themes have equal weight in the final model, data equity has emerged as a key lens for understanding and driving conversations with the other stakeholder groups.

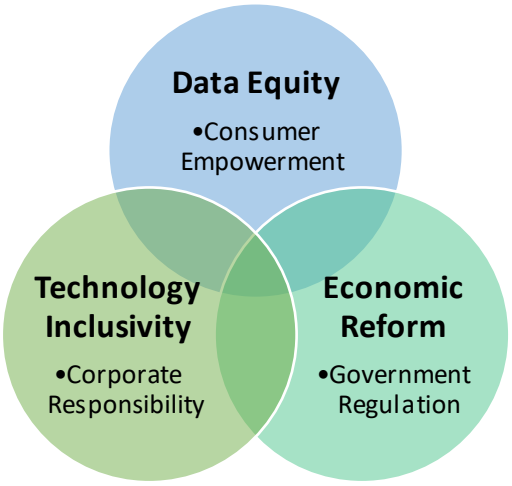


Figure 2. Key Themes of Proposed Stock for Data Model

This three-pronged lens seeks to address many crucial aspects of the modern digital and economic landscape by considering the views and concerns of the stakeholders from each key group as well as the interaction between various groups and themes. Table 1 provides a more detailed view of the main stakeholders, goals, and frameworks for the individual themes of the model.

Table 1. Framework for addressing the key stakeholders from each of the three themes.

	DATA EQUITY	TECHNOLOGICAL INCLUSIVITY	ECONOMIC REFORM
Who	- All consumers that generate data and creativity online - Tech companies that collect data - Regulatory bodies	- Tech companies - Marginalised communities - Policymakers - Educational institutions	- Governments - Financial Institutions - Tech companies - Wider public
What	Consumer Empowerment	Corporate Responsibility	Global Regulation
Why	- Acknowledges the value of personal data and creativity - Correct wealth imbalance where companies are sole beneficiaries of data monetisation	- Equitable access to technology and its benefits - Prevent a widening digital divide - Ensure widespread participation in the governance of technology revolution - Effectiveness of ownership	- Restructure economic policies to support wealth distribution and broad capital participation - Address economic disparities caused by the tech sector to create a more balanced economy
How	Consumers receive equitable compensation for their data and creativity, preferably in the form of participation in equity stock ownership.	Increase access to technology through digital literacy initiatives and inclusive product design.	Incremental policy implementation and economic adjustment to facilitate wider share ownership.

10.1. Critical Questions

Given the background reading and preliminary conversations, the individual interviews and workshop should seek to address the following critical questions for each theme:

Data Equity

What are the comprehensive metrics and methodologies for valuing personal data in a way that fairly compensates individuals for their digital contributions, while considering the socio-economic impacts and ethical implications of data monetisation?

This research question encompasses several critical dimensions:

- Comprehensive Metrics: Investigating how personal data and creativity are currently valued by the market, and what metrics could be more appropriate. This involves delving into data types, usage patterns, and individual versus aggregate data valuation.
- Methodologies: Exploring different models and approaches for data valuation. This could include economic models, data utility assessments, and market-based approaches.
- Fair Compensation: Assessing how individuals can be fairly compensated for their data and creativity. This involves exploring concepts like data as labour, data dividends, or alternative compensation models, and whether such processes should be algorithmic or universal, particularly in recognition of the blending of data and creativity enabled by Artificial Intelligence.
- Socio-Economic Impacts: Understanding the broader implications of data monetisation on different socio-economic groups, including marginalised communities. This includes the potential for data monetisation to exacerbate or mitigate economic inequalities.
- Ethical Implications: Addressing the ethical considerations of data monetisation, such as privacy concerns, consent, data ownership rights, and the balance between corporate profits and individual rights.
- Global and Cultural Variability: Considering how the value of personal data might vary across different global contexts and cultural settings, considering differing privacy norms and economic conditions.

This question would likely lead to interdisciplinary research, involving economics, data science, sociology, law, and ethics, to develop a comprehensive understanding and propose viable solutions for equitable data valuation. It may also lead to a re-assessment of copyright legislation.

Technology Inclusivity

What strategies, user design, and incentive mechanisms should companies deploy to ensure equitable access and active participation across diverse socio-economic and geographical communities to promote inclusive technological advancement and mitigate the risk of digital divide?

This research question addresses several key dimensions:

- How to introduce a significantly greater level of active individual shareholder participation in corporate governance than is the case for current personal investors, and how to structure an appropriate proxy process for those who prefer to delegate that responsibility, with appropriate measures for increasing financial awareness.
- Technology Design: Investigating inclusive design principles that cater to diverse user needs, including those with disabilities, the elderly, and people from different cultural backgrounds. Exploring how user interface, experience, and accessibility can be improved to accommodate a broader range of users.
- Policy Optimisation: Analysing existing technology policies and identifying gaps that lead to exclusion or inequity. Proposing policy changes or new policies that foster inclusivity and equitable access.
- Socio-Economic and Cultural Diversity: Examining the impact of socio-economic status and cultural differences on technology access and use. Developing strategies to bridge gaps caused by economic disparities and cultural barriers.
- Geographical Considerations: Assessing the differences in technology access and infrastructure between urban and rural areas, developed and developing countries. Formulating solutions to address these geographical disparities.
- Mitigating Digital Divide Risks: Identifying the risks associated with the digital divide, including educational, economic, and social impacts. Evaluating initiatives aimed at reducing the digital divide and their effectiveness.
- Promotion of Inclusive Technological Advancement: Investigating how technological advancements can be leveraged to benefit all sections of society. Exploring the role of governments, NGOs, and private entities in promoting inclusive technology.

Economic Reform

How do existing regulatory frameworks, legal forms, governance structures, and reporting standards facilitate and/or impede to support wealth distribution and broad capital participation related to data?

This research question encompasses several critical dimensions:

- Economic Valuation Frameworks: Investigating existing methods and proposing new frameworks for valuing personal data and creativity in economic terms.
- Economic Equity: Assessing how data monetisation can contribute to or mitigate economic inequalities.
- Socio-Economic Impacts: Analysing the broader socio-economic effects of data monetisation on different communities and demographic groups.

- Policy Design and Implementation: Formulating policies that support the fair valuation and compensation of personal data and creativity, including provisions to ensure appropriate shareholding longevity.
- Administration arrangements: defining whether the optimal administration should be custodial or otherwise to enable the maximum spread of international implementation, and determining where responsibility should rest for ensuring proper oversight and financial support.
- Stakeholder Perspectives: Incorporating views and interests of various stakeholders, including consumers, tech companies, regulatory bodies, and marginalised communities.
- Global Context: Considering the global dimensions of data monetisation and economic reform.

10.2. The Imperative of Global Participation

The universal impact of the digital evolution affects all regions and transcends borders. The challenges related to data privacy and digital divide is arising globally. The dramatic pace of development creates a unique universal opportunity to improve economic policies and equitable technology access.

The global nature of data generation and consumption necessitates the global participation of users and organisations for the proposed model to succeed. Given that a pilot at this scale is unfeasible, it is important that the solution includes diverse perspectives to be sufficiently inclusive of different cultures and socio-economic backgrounds. Diverse representation will ensure more robust, inclusive, and effective solutions in the final model.

Global employee stock ownership is already demonstrating the feasibility of multi-national participation.

10.3. Potential Challenges

This model aims to democratise wealth generated from data but poses challenges related to valuation and privacy.

- Valuation Complexity: Determining the precis and fair value of personal data is inherently complex due to the contextual and dynamic nature. Early exploration suggests that it unlikely that tech giants will volunteer existing valuation and monetisation models. Discussions of alternative valuation models to be used will include assessment of algorithmic approaches, but they may conclude that a universal approach is the most appropriate.
- Privacy Concerns: The model should respect privacy and consent.
- Implementation of Fair Compensation Model: Operationalising a fair compensation mechanism that are both practical and acceptable to both individuals and companies.
- Regulatory and Legal Barriers: A global solution should harmonise data valuation and compensation across different jurisdictions and legal standards.

- Resistance from Established Interests: Overcoming resistance from tech companies and other established entities that benefit from the current system: this will include concerns about dilution, and the potential use of different share classes. Earlier regulatory threats are losing ground as wealth and power accumulation in companies increases.
- Talent Movement: The nature of the technology industry lends itself to individuals who seek fast development and innovation. As a result, many individuals move between tech companies with relevant ease and speed.

10.4. Differences from Historical Popular Capitalism

- Data as a Resource: Historical approaches primarily centred on physical and financial capital as key economic resources. Personal data and creativity offer critical leverage as a significant economic asset in a digital era, which requires new valuation and compensation mechanisms.
- Consumer Empowerment and Equity: Wealth concentration among capital owners alongside limited direct financial benefits for consumers remains one of the key critics of previous attempts in the modernisation of egalitarian capitalist models. The Stock for Data model aims to empower consumers directly by acknowledging and compensating them for their data and creativity contributions and promoting broader wealth distribution.
- Technological Inclusivity: Previous industrial revolutions saw access and benefits of technology being unevenly distributed, leading to significant socio-economic divide. This model seeks to ensure equitable access to technology and the distribution of its benefits by focusing on reducing the digital divide.
- Global and Collaborative Approach: Historical approaches, such as Thatcherism, were driven by national interests and by competitive markets, resulting in global inequalities. This approach differs by encouraging global collaboration and participation through inclusive policymaking to address the universal nature of data transfer.
- Dynamic Valuation and Adaptability: Historical valuation models for goods and services were relatively static and based on traditional economic principles. This approach requires dynamic and adaptable valuation frameworks to account for the rapidly evolving nature of data and technology markets through the rise of artificial intelligence.

11. Conclusion and Future Directions

11.1. Summarisation of Key Findings

Historical and contemporary analyses show the potential benefits and challenges of this approach to address data equity disparities that arise from rapid technology development. Egalitarian capitalism integrates fairness into capitalism, enabling it to evolve from laissez-faire to more regulated forms, emphasising social welfare and reducing inequality.

Historically influenced by neoliberal policies like Thatcherism, which increased income inequality, modern approaches seek wider capital participation through personal share ownership, investment clubs, and employee governance. Technology

democratises financial services but requires integration with human capital to ensure broad participation, with stringent regulations like GDPR addressing data privacy.

Tech giants' dominance raises concerns about monopoly power and data privacy, necessitating regulatory frameworks. Proposals like Universal Basic Income and cooperative ownership models offer alternatives to traditional economic structures, but whereas the former necessitates heavyweight state intermediation to deliver welfare subservience, the latter delivers individual freedom and a share in governance of the tech giants.

The "Stock for Data" model democratises equity ownership of tech giants by valuing personal data and creativity, promoting inclusivity, and economic reform, addressing consumer empowerment, corporate responsibility, and global regulation. Critical questions include fair data compensation, equitable technological access, and effective governance.

Global participation is essential to address the digital divide and privacy, overcoming challenges like data valuation, privacy concerns, and regulatory barriers. This model differs from historical capitalism by emphasising data as an asset, consumer empowerment, technological inclusivity, global collaboration, and dynamic valuation frameworks.

11.2. Implications for Policy and Society

Policies that promote equitable capital participation, regulate data use, and address wealth concentration can foster a more inclusive economy. The proposed "Stock for Data" model has significant implications for policy and society. Policymakers must create regulatory frameworks that ensure fair valuation and compensation for personal data and creativity, protecting consumer rights and privacy. This requires international cooperation to harmonise regulations across jurisdictions.

Societally, the model aims to reduce wealth inequality by democratising access to capital and technology, and empowering individuals as stakeholders in the digital economy. It promotes inclusive growth by ensuring marginalised communities benefit from technological advancements. The model also calls for robust governance mechanisms to maintain transparency and accountability, fostering trust and equitable wealth distribution.

11.3. Next Steps

A shortlist of key stakeholders in each area has been prioritised to suggest potential participants for further discussions which could lead to pilot operations with one or more of the tech giants. The critical questions for the model sub-themes proposed in this report create a framework for these interviews with individual stakeholders.

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