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Data Power Distribution and Administrative Regulation Innovations in the Platform Economy

Yi Zhang

Faculty of Law, Graduate University of Mongolia, 14200, China

Abstract

Based on the research background of data power distribution and administrative regulation innovation in platform economy, this paper aims to explore the inhibitory effect of data monopoly of gatekeeper platform on market competition, and propose a data call mechanism to cope with public emergencies by systematically comparing the advantages and disadvantages of regulatory tools. Adopting a research method combining theoretical deduction and empirical analysis, the paper firstly combs through the formation mechanism of data monopoly under the background of high-speed development of platform economy and its restrictive effect on fair competition in the market; secondly, it applies the comparative analysis method to make a multi-dimensional assessment of the efficacy of the regulatory tools such as the right of data portability and the mandatory provisions of interoperability in promoting market competition and protecting consumers' rights and interests. The study finds that the monopoly pattern formed by the gatekeeper platforms through the accumulation of user data significantly compresses the survival space of newcomers, while the existing regulatory tools have the dual dilemmas of delayed response and insufficient authority in emergency scenarios. Based on this, the study innovatively proposes a "data public welfare permit" system, suggesting that the administrative agency be authorized by legislation to establish a platform data directional call channel in emergency situations such as public health crises and cybersecurity incidents, so as to balance the needs of data security and public interest protection. This system design provides a theoretically rational and practically operational solution to solve the data access dilemma in emergency situations.

Keywords

Platform economy; Data power allocation; Administrative regulation innovation; Data monopoly; Data portability.

1. Data Power and the Dilemma of Data Governance in the Platform Economy

In the current Internet era, data has become an important factor of production. The distribution and utilization of data power plays an important role in promoting economic and social development, but at the same time, it also brings a series of data governance dilemmas. These dilemmas are mainly reflected in the following aspects:

Data privacy and security issues come to the fore: as data collection and analysis technologies continue to improve, the risk of personal information leakage is increasing. How to promote the legitimate use of data while safeguarding data security has become an urgent issue.

Platform monopoly and competition issues: Data, as a key resource, is unevenly distributed among platforms, exacerbating market inequality. Some large platforms gain competitive advantages by controlling large amounts of user data, which may lead to market monopolization and restrict competition.

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Uneven data power: In the process of data generation, storage, processing and utilization, there is often an inequality of power among different subjects. For example, platforms, as controllers of data, may exploit data from consumers and laborers.

Lagging legal regulation: In the face of the fast-developing data economy, the existing legal system has been difficult to adapt to the reality in many aspects, especially in the identification of data rights, accountability and other aspects of the ambiguous zone.

Cross-border regulatory challenges: the characteristics of cross-industry and cross-regional flow of data make the traditional regulatory model seem overwhelming, and how to realize cross-sectoral and cross-regional cooperation in data regulation is a major challenge at present.

These problems not only affect the healthy development of the platform economy, but also pose a threat to the protection of the rights and interests of consumers at large. Therefore, it is of great significance to establish and improve the data governance system, and reasonably allocate and optimize the data power, in order to promote the healthy and sustainable development of platform economy [1].

2. Patterns of data power distribution within platforms: data utilization and data appropriation for workers and consumers

In the platform economy, the pattern of data power distribution has become a key factor affecting the rights and interests of workers and consumers. The platform economy digitally connects supply and demand, forming a new type of economic relationship. In this new type of economic relationship, data is both a production factor and an asset, and the distribution of its use and control is directly related to the labor conditions of workers and the consumption experience of consumers within the platform [1].

For workers, data is often a reflection of the value of their labor. In the platform economy, many laborers work with the tools and services provided by the platform, and their work results, skill levels, and other information are recorded and analyzed. These data not only relate to the income of workers, but may also affect their career development opportunities. However, in practice, due to the lack of effective data ownership mechanisms, it is often difficult for workers to get due rewards and rights from their labor data [2].

For consumers, data utilization helps to enhance the consumption experience, such as recommending goods or services based on consumption habits. However, the lack of clarity in the attribution of data possession rights leads to the risk that consumers may face privacy leakage while enjoying personalized services. In addition, data exchange and sharing between different platforms are sometimes done without consumers' consent, which violates consumers' right to know and right to choose.

In response to this situation, it is particularly important to build a reasonable data power distribution pattern. Data ownership needs to be clarified at the legal level to provide clear protection for workers and consumers. At the same time, the responsibilities and obligations of platforms should be strengthened, such as formulating transparent user agreements, safeguarding consumers' rights to information and privacy, and ensuring that workers are reasonably compensated for their data rights and interests. In addition, it should promote the construction of a cross-industry data co-regulation mechanism, encourage cooperation within and outside the industry, and jointly explore the boundaries of data rights and obligations, so as to maximize the use and sharing of data resources.

Through the above measures, not only can the data power distribution pattern within the platform be optimized, but also promote the effective protection of workers' and consumers' rights and interests, and further promote the healthy development of the platform economy [3].

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3. Innovation of administrative regulation of data power allocation in the platform economy: building a legal regulatory system of multi-dimensional co-governance.

3.1. Establishing a "code" co-regulation model led by industry associations to standardize the boundary of data rights and obligations among platforms

When discussing the administrative regulation innovation of data power allocation in platform economy, an important aspect is to establish a "code" co-regulation model led by industry associations, aiming at regulating and solving the problem of the boundary of data rights and obligations between platforms. With the rapid development of the Internet industry, the competition among platforms has become increasingly fierce, and the accumulation and utilization of data has become the core resource for the development of each platform. However, the vague definition of data rights and obligations has led to many problems within the industry, such as privacy leakage and unfair competition.

The establishment of an industry association-led "code" governance model is essentially a bottom-up social governance mechanism. It regulates and guides the behavior of platforms in the data processing process through the development and promotion of a set of common industry guidelines or Code of Conduct, so as to achieve a clear definition of data rights and obligations.

First, the industry association needs to gather opinions from enterprises, consumers and experts to formulate a set of rules on data use and management in line with the characteristics of the industry based on the actual needs and development trends of the market. These rules should cover data collection, storage, use, sharing, protection and other aspects, clarify the rights and obligations of all parties, and set up a corresponding accountability mechanism.

Second, the industry association is responsible for supervising and enforcing the implementation of these rules, including reviewing and updating the content of the rules on a regular basis to ensure that they are up-to-date. At the same time, the association can take measures such as warnings, fines or even removal of membership for enterprises that violate the rules, so as to safeguard the overall interests of the industry [4].

In addition, industry associations should actively promote cooperation with government regulators, and incorporate the "code" developed by industry associations into official policy documents or as one of the standards for reference by regulators. This not only helps to improve the authority and enforceability of the code, but also facilitates the guidance and support of government departments in the regulatory process [5].

In short, through the industry association-led "code" governance model, not only can effectively standardize the data rights and obligations between platforms, reduce disputes and disputes due to improper data processing, but also promote the healthy development of the industry as a whole to provide consumers with safer and more reliable services. The construction of this model requires the joint efforts of all industries, and through the continuous optimization and improvement of the "code", the long-term goal of data governance in the platform economy will be achieved [6].

3.2. Constructing a multi-party cooperative governance framework guided by the government, participated by enterprises and synergized by society

In building the innovation of data power distribution and administrative regulation in the platform economy, a key link is to create a multi-party cooperative governance framework guided by the government, participated by enterprises and synergized by the society. The framework aims to jointly promote the optimization and improvement of the data governance

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system by integrating government regulatory resources, enterprise innovation capabilities, and social public participation [7].

Government guidance: the government plays a leading and coordinating role in this framework. It needs to formulate clear data regulatory policies and rules, clarify the principles of data ownership, use and exchange in the platform economy, and provide action guidelines for enterprises and the public. At the same time, the government should also assume the role of supervising the implementation to ensure that the policies are effectively implemented.

Enterprise participation: Enterprises play a central role in the data governance framework. By optimizing their internal data management processes and enhancing the transparency and traceability of data usage, enterprises can establish self-restraint mechanisms to avoid data abuse and privacy violations. In addition, enterprises should actively participate in the development and updating of standards, and utilize their technical and resource advantages to promote the healthy development of the entire industry.

Social synergy: All sectors of society, including consumer organizations, NGOs, media and users at large, are also integral to data governance. They can provide diverse perspectives and needs to help improve data protection measures and raise public awareness of data rights. By establishing effective communication channels and incorporating social voices into the policymaking process, a more equitable and reasonable distribution of data power can be promoted.

Under this framework, the following measures are recommended:

Formulate data protection regulations specific to the platform economy and clarify the responsibilities of all parties.

Promote open and transparent data policies and encourage enterprises to proactively publicize their data processing principles and practices.

Strengthen cross-sectoral coordination and cooperation to form synergies and efficiently solve data governance challenges.

Encourage social organizations, academic institutions and other third-party forces to participate in the research and practice of data power allocation.

Establish a sound dispute resolution mechanism for data rights and interests to safeguard the legitimate rights and interests of all stakeholders.

Through the above initiatives, the construction of a multi-party cooperative governance framework guided by the government, participated by enterprises, and coordinated by the society will not only help to rationalize the distribution of data power in the platform economy, but also help to safeguard the rights and interests of consumers and laborers, and ultimately achieve a multi-win situation in data governance [8].

3.3. Constructing a new type of regulatory system based on categorized supervision, risk early warning, punishment for breach of trust, and credit repair

In the platform economy environment, the regulation of data rights requires more refined and precise measures. Constructing a new type of regulatory system can not only effectively protect the data rights of individuals and enterprises, but also promote the effective utilization of data and the healthy development of the market. The following content explores in detail how to achieve this goal [9].

Classification regulation aims to differentiate the management of different types of data, and formulate corresponding regulatory policies and enforcement measures by analyzing the nature, use, and impact of data. For sensitive personal information, strict protection measures should be implemented to prevent data leakage and misuse; while for general-purpose data, a

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more lenient management approach can be adopted to promote the effective circulation and use of data.

The risk early warning mechanism aims to detect problems and take appropriate measures in a timely manner by monitoring potential risks in data processing activities in real time. This can be achieved through the establishment of a big data analytics model, which analyzes historical and real-time data to predict the risks that may be associated with data-processing activities and sends out early warning signals in advance.

Disciplinary action for breach of trust is to curb improper use of data by implementing punitive measures. This includes penalties such as fines and restrictions on business activities imposed on companies or individuals that violate data protection regulations. By establishing an effective disciplinary mechanism for breach of trust, a strong deterrent effect can be created, prompting market participants to consciously comply with the relevant laws and regulations on data use.

A credit repair mechanism refers to the provision of opportunities for individuals or businesses that have been flagged with bad records to correct their mistakes so that they can gradually regain their credit. This can be achieved by setting up specific complaint processes and credit repair programs to encourage and guide those subjects with faults to take positive measures to improve their behavior, thus restoring their credibility in the market.

In summary, the construction of a new type of regulatory system based on categorized supervision, risk early warning, punishment for breach of trust, and credit repair not only helps to regulate the distribution of data power in the platform economy, but also promotes the effective protection and rational use of data. Through the implementation of these measures, a solid legal and institutional guarantee can be provided for the sustainable development of the platform economy [10].

4. Conclusion

This study underscores the imperative to reconcile data monopolization risks with emergent regulatory demands in the platform economy. Gatekeeper platforms' dominance through user data aggregation has precipitated market distortions, constraining competition and innovation while exposing systemic vulnerabilities during public emergencies. Traditional regulatory instruments, though theoretically sound, prove inadequate in addressing real-time crises due to enforcement lags and authority limitations. The proposed "data public welfare permit" mechanism emerges as a pivotal innovation, enabling legislatively authorized administrative agencies to mandate controlled data access during emergencies without undermining platform autonomy. This approach epitomizes a paradigm shift from static data ownership models toward dynamic, context-sensitive power allocation, harmonizing private interests with public welfare imperatives. Crucially, effective governance requires synergistic integration of state-led oversight, industry self-regulation, and algorithmic accountability frameworks, moving beyond punitive measures to preemptive risk mitigation through adaptive credit systems and tiered authorization protocols. Future research must confront transnational coordination challenges in data sovereignty, leverage AI-driven regulatory technologies for monopoly detection, and establish equitable valuation models for labor-generated data. Ultimately, sustainable equilibrium in platform governance hinges on continuous legal-technological co-evolution, fostering ethical data cultures that balance innovation incentives with distributive justice across stakeholders. These insights chart a roadmap for next-generation regulatory architectures capable of navigating the dialectics of data power concentration and democratic oversight in hyperconnected digital ecosystems.

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