Book Event & Panel Discussion on November 16, 2026

Dear colleagues, students and guests,

Social media feeds, generative chatbots, and personalized platforms shape our daily lives. But why do platform algorithms manage to hold our attention for hours so effortlessly? And who is actually liable for misinformation, mental health impacts, or discrimination when these systems are intentionally designed that way?

In his new book, ***"Reclaiming the Internet: How Big Tech Took Control – and How We Can Take It Back"*****,** professor and former senior advisor to the US Federal Trade Commission (FTC), Prof. Olivier Sylvain (Fordham Law School), exposes the true mechanisms behind social media design and generative AI:

> Meta, Google, or TikTok are not neutral platforms for ideas. They actively determine what we see and make billions by keeping us on their platforms as long as possible. Under the guise of "free speech", they engage in relentless commercial exploitation while hiding behind the convenient excuse of being merely neutral intermediaries for third-party content.

Reclaiming the Internet addresses the central question:

> **What will it take to reclaim the digital public sphere – and how can users be protected?**

We warmly invite you to the book presentation by Prof. Olivier Sylvain, featuring additional contributions from Prof. Dr. Christoph Busch, Prof. Dr. Rupprecht Podszun, Prof. Dr. Alexander Peukert, and PD Dr. Peter McColgan, moderated by Prof. Dr. Katja Langenbucher.

- **When:** Monday, November 16, 2026, 6:00 PM – 8:00 PM
- **Where:** Room "DZ Bank", House of Finance, Campus Westend