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“In fact, the issue is always between two points”

**Weekly**  
**Political and Geopolitical**  
**Developments**

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 TEMA GRUP



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## Geopolitical and Global Developments:

### THE META SOCIAL MEDIA “MONOPOLY” CASE IN THE UNITED STATES A TURNING POINT THAT MAY SHAPE THE FUTURE OF TECHNOLOGY? (AN ANALYSIS FROM AN ECO-POLITICAL RISK PERSPECTIVE)

Prof. Dr. Murat KOÇ

#### 1. Introduction

Meta Platforms Inc. (formerly Facebook) has been at the center of antitrust and monopoly debates in recent years, both in the United States and globally, due to its dominant position in the social media sector and aggressive growth strategies. The most recent monopoly lawsuit filed by the U.S. Federal Trade Commission (FTC) and several state attorneys general is not just about one company—it could trigger a paradigm shift in the regulation of the digital platform economy. In the following sections, we analyze the case against Meta from the perspective of eco-political risks and evaluate its potential to shape the technological future.

#### 2. Core Content and Legal Basis of the Case

The process initiated by the U.S. FTC in 2020 gained further momentum by 2023 and was brought to federal courts on the grounds that Meta had systematically suppressed competition by acquiring Instagram and WhatsApp.

The legal basis of the case lies in classical American antitrust legislation, particularly the Sherman Antitrust Act (1890) and the Clayton Act (1914). The key allegations include:

- Meta acquiring potential competitors to control the social media market,
- Systematically blocking new entrants from accessing the market,
- Using user data to establish commercial hegemony,
- Undermining competition and limiting options for users and advertisers.

#### 3. Importance for the Future of Technology and the Platform Economy

This case affects not only Meta but also the future of platform-based digital business models. The primary potential consequences include:

- Structural separation of big tech companies (e.g., the separation of Instagram from Meta),
- Regulation of data sovereignty,
- Oversight of AI-driven algorithms,
- Redefinition of competition (based on user data and network effects),
- Legal institutionalization of digital citizenship and platform accountability.

The Meta case may serve as a global precedent that challenges the perception of being “Too Big to Regulate,” encouraging the regulation of tech giants in line with the public interest.

#### 4. Eco-Political Risk Perspective: National and Global Implications

##### 4.1. U.S. Domestic Politics and Technology Sovereignty

- The case receives bipartisan support in the U.S., signaling a rupture in the perception of technological sovereignty.
- Its trajectory deepens the Big Tech vs. Federal Government conflict.
- Ahead of the 2024 presidential elections, there is a strong possibility that the relationship between tech companies and political campaigns will be reshaped indirectly through this case.

##### 4.2. International Impact and Digital Geopolitics

- Running parallel to the EU’s Digital Markets Act (DMA), this case may evolve into a trend toward transatlantic digital regulatory cooperation.
- The U.S. may aim to make its platforms more reliable and regulatable in comparison to Chinese-based digital platforms (e.g., TikTok).
- Developing countries may refer to this case while building their own digital strategies.

#### 4.3. Investment Environment and Market Dynamics

- The outcome of the case could increase volatility in the market valuation of tech companies.
- Exit strategies and M&A policies in tech-focused startup investments may be reassessed.
- Regulatory risks will enhance the importance of the social pillar in ESG (Environmental, Social, Governance) investments.

#### 5. Possible Scenarios and Strategic Implications of the Meta Case

<b>1. Meta loses the case and is forced into structural separation</b>	<b>Instagram and WhatsApp could be spun off.</b>	<b>A wave of restructuring begins across large tech companies.</b>
<b>2. Meta wins the case</b>	<b>Regulations are delayed, but political pressure continues.</b>	<b>EU and Asian regulators accelerate their own steps.</b>
<b>3. Settlement is reached</b>	<b>Meta makes behavioral commitments without divesting its platforms.</b>	<b>Short-term status quo is preserved, but long-term reform pressures rise.</b>

#### 6. Conclusion and Evaluation

The monopoly lawsuit filed against Meta is not merely a legal process—it is one of the most critical turning points of the digital era. This case embodies major themes such as the control of data-driven capitalism, public regulation against platform dominance, and the democratization of technology.

From the perspective of eco-political risks, the case signals the early signs of geopolitical digital wars, platform statehood, and a new digital cold war. Regardless of the outcome, the Meta case will likely catalyze a global trend toward making technology companies more transparent, fair, and accountable in line with public interest.

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