



1. How do definitions add effectiveness?

influencer as an occupation.

12.1

the law is inadequate to support meaningful enforcement and therefore does not provide deterrence.⁶

cannot be contractually overridden. focus much of the liability on the brand/advertiser platforms should do more to educate their users and user technology to reduce harmful content.

3. Liability for harmful content: should it be placed on the advertiser, the platform, or the user?

mobilises positive social change.

