# Elizabeth Warren unveils bold plan to break up Big Tech giants amid 2020 campaign



In a decisive move amid her 2020 presidential campaign, Senator Elizabeth Warren has put forward an ambitious proposal aimed at dismantling the dominance of major tech companies such as Amazon, Google, Facebook, and Apple. Speaking at the South by Southwest festival in Austin, Warren emphasised that these corporations have amassed excessive power, adversely impacting the economy, society, and democratic processes. She claims this concentration of power stifles competition and innovation, an assertion that aligns with her broader political narrative of fostering a fairer marketplace for all.

Warren's strategy involves a comprehensive approach to antitrust legislation. Her plan calls for reversing key mergers that she deems anti-competitive, including Facebook's acquisitions of Instagram and WhatsApp, as well as Amazon's purchase of Whole Foods. In her vision, such corporations would be classified as "platform utilities," creating a structural separation from their participants. This would theoretically prevent them from exploiting their platforms to undermine their competitors, an issue that has increasingly gained traction in public discourse as concerns about consumer privacy and corporate monopolies loom large.

The urgency around Warren's message has been underlined by recent controversies surrounding social media platforms. For instance, in March 2019, Facebook temporarily removed campaign ads from Warren that outlined her proposal. These ads were taken down on the grounds of infringing Facebook's policy against using its corporate logo but were later reinstated. The incident highlights the contentious relationship between political messaging and corporate interests, yet Warren's campaign leveraged the situation to further bolster the call for rigorous regulatory frameworks.

Warren's focus on regulating and potentially dismantling these tech giants has resonated with many who fear that their unchecked power represents a looming threat to both consumer rights and fair market practices. By proposing to impose stricter regulations on companies with annual revenue surpassing $25 billion, Warren aims to recalibrate the balance of power in favour of smaller businesses and innovative startups. Her call for reform is seen by supporters as a necessary step towards a more equitable economic landscape.

As this debate unfolds, contrasting perspectives continue to emerge. Critics argue that breaking up these tech giants could lead to unintended consequences, potentially hindering technological progress and innovation. However, many experts and supporters of Warren's vision argue that the status quo is not sustainable. They contend that such reforms are essential to creating a competitive market that prioritises consumer rights and stifles monopolistic behaviours.

In the months leading up to the election, Warren's proposals will likely remain a focal point of her campaign, as she seeks to galvanise support for a platform that champions antitrust reforms and a more democratic marketplace. The discussions initiated by her proposals reflect broader societal concerns about the influence of big tech, making it one of the most pressing issues in contemporary American politics.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.cbsnews.com/video/warren-proposes-breaking-up-amazon-apple-google-and-facebook/), [[6]](https://www.cbsnews.com/video/warren-proposes-breaking-up-amazon-apple-google-and-facebook/)
* Paragraph 2 – [[3]](https://www.politico.com/story/2019/03/08/warren-amazon-google-facebook-2829526), [[5]](https://www.theverge.com/2019/3/8/18256032/elizabeth-warren-antitrust-google-amazon-facebook-break-up)
* Paragraph 3 – [[2]](https://www.cbsnews.com/news/facebook-restores-elizabeth-warren-campaign-ads-touting-plan-to-break-up-tech-giants-2019-03-11/), [[7]](https://www.cbsnews.com/news/facebook-restores-elizabeth-warren-campaign-ads-touting-plan-to-break-up-tech-giants-2019-03-11/)
* Paragraph 4 – [[4]](https://www.theguardian.com/us-news/2019/mar/08/elizabeth-warren-amazon-facebook-google-big-tech-break-up-blogpost)
* Paragraph 5 – [[3]](https://www.politico.com/story/2019/03/08/warren-amazon-google-facebook-2829526), [[4]](https://www.theguardian.com/us-news/2019/mar/08/elizabeth-warren-amazon-facebook-google-big-tech-break-up-blogpost)

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## Bibliography

1. <https://www.cbsnews.com/video/warren-proposes-breaking-up-amazon-apple-google-and-facebook/> - Please view link - unable to able to access data
2. <https://www.cbsnews.com/news/facebook-restores-elizabeth-warren-campaign-ads-touting-plan-to-break-up-tech-giants-2019-03-11/> - In March 2019, Facebook removed and later restored campaign ads by Senator Elizabeth Warren that advocated for breaking up major tech companies like Amazon, Apple, Google, and Facebook. The ads were initially taken down for violating Facebook's policy against using its corporate logo but were reinstated to allow for robust debate. Warren's campaign highlighted the need for regulation to prevent tech giants from dominating the market and infringing on consumer privacy rights.
3. <https://www.politico.com/story/2019/03/08/warren-amazon-google-facebook-2829526> - In March 2019, Senator Elizabeth Warren proposed breaking up major tech companies, including Amazon, Google, and Facebook, to promote competition and protect consumers. She outlined a strategy to reverse anti-competitive mergers, such as Facebook's acquisitions of WhatsApp and Instagram, Amazon's purchase of Whole Foods, and Google's acquisitions of Waze, Nest, and DoubleClick. Warren also advocated for legislation to designate large tech companies as 'platform utilities' and separate them from any participant on their platforms.
4. <https://www.theguardian.com/us-news/2019/mar/08/elizabeth-warren-amazon-facebook-google-big-tech-break-up-blogpost> - In March 2019, Senator Elizabeth Warren announced her plan to break up major tech companies like Amazon, Facebook, and Google if elected president. She argued that these companies have too much power over the economy, society, and democracy, stifling competition and innovation. Warren proposed legislation targeting companies with annual worldwide revenue of $25 billion or more, aiming to reverse anti-competitive mergers and impose stricter regulations on Silicon Valley.
5. <https://www.theverge.com/2019/3/8/18256032/elizabeth-warren-antitrust-google-amazon-facebook-break-up> - In March 2019, Senator Elizabeth Warren proposed breaking up major tech companies, including Amazon, Facebook, and Google, to promote competition and protect consumers. She argued that these companies have become too powerful, squashing small businesses and innovation. Warren's plan included reversing anti-competitive mergers and designating large tech companies as 'platform utilities' to separate them from any participant on their platforms.
6. <https://www.cbsnews.com/video/warren-proposes-breaking-up-amazon-apple-google-and-facebook/> - In March 2019, Senator Elizabeth Warren discussed her proposal to break up major tech companies, including Amazon, Apple, Google, and Facebook, during an interview at the South by Southwest festival in Austin. She argued that these companies have too much power over the economy, society, and democracy, and that breaking them up would promote competition and protect consumers.
7. <https://www.cbsnews.com/news/facebook-restores-elizabeth-warren-campaign-ads-touting-plan-to-break-up-tech-giants-2019-03-11/> - In March 2019, Facebook removed and later restored campaign ads by Senator Elizabeth Warren that advocated for breaking up major tech companies like Amazon, Apple, Google, and Facebook. The ads were initially taken down for violating Facebook's policy against using its corporate logo but were reinstated to allow for robust debate. Warren's campaign highlighted the need for regulation to prevent tech giants from dominating the market and infringing on consumer privacy rights.