



**STU CLARK**

# Distinguished Speaker Series

**DR. JEAN-PHILIPPE “JP” VERGNE**

Associate Professor, UCL School of Management  
Research Associate, UCL Centre for Blockchain  
Technologies

**VIRTUAL EVENT**

## Decentralized versus Distributed Platforms: Understanding the Battle for the Metaverse

**Friday, January 13 | 12:30–3 PM (CDT) | Zoom**

In this talk, Dr. Vergne distinguishes between the dispersion of information and of decision-making to unpack the elusive notion of “decentralization”. He then shows that some digital platforms disperse information but not decision-making, while others do the reverse. Dr. Vergne proposes new ways to measure these two dimensions of “decentralization” and emphasizes practical implications for regulating digital platforms, including blockchain platforms. Finally, Dr. Vergne discusses how the duality between information dispersion and decision-making dispersion is reflected in conflicting understandings of the “Metaverse”, with dramatic implications for the future of the Web and the business organizations that shape its evolution.