

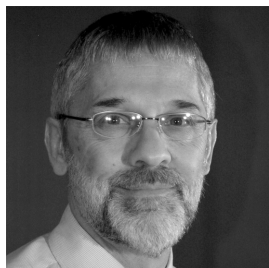


# 2011

## ANNUAL REPORT

JAMES H. AND MARY B. QUELLO CENTER FOR  
TELECOMMUNICATION MANAGEMENT AND LAW

### The More Things Change



The 2011 Annual Report is the Quello Center's twelfth and follows its twelfth full year of operation. Twelve years is a long time in the rapidly evolving communications sector and it is interesting to see how the Center's

portfolio of research projects and activities has changed over the intervening years. The Center has certainly grown since I arrived as its first director in the fall of 1999. There are now PhD students working on center-supported research, the list of faculty at MSU and elsewhere affiliated with the Center has grown continuously, and a substantial portion of the Center's research has received funding from outside agencies, including most prominently, the National Science Foundation. More interesting is the change in the mix of Quello Center research projects and service activities.

While not a complete recounting, prominent topics addressed in the 2000 and 2001 Reports, which covered the Center's first year and a half, included:

- Access and pricing for telecommunications networks, primarily fixed-line telephony
- Spectrum management
- The future of broadcasting in a digital environment
- Policy responses to convergence
- New internet services built around streaming media

All of these topics were still researched by Quello Center staff, affiliates and graduate students in 2011, but in every case the emphasis was much different. These changes reveal both the ways in which the communications sector has changed in the intervening years and how this has impacted the policy debate. Spectrum auctions are no longer subjects of controversy, but questions about the allocation of spectrum among services and the role of spectrum ownership we addressed then are very much live issues today. Access to infrastructure is still a major policy concern, but much of the focus now has shifted to Internet service providers

(ISPs) as gateways to cyberspace. We no longer speculate about the challenges convergence will pose to policy. Convergence has happened and we now struggle to understand and deal with the consequences. The future of broadcasting, as well as other traditional media, has become a part of this larger discussion. Policy for the mobile Internet is still an important topic, with most of the analytical heavy lifting remaining to be done. Online services like Netflix, YouTube, and Hulu, which did not exist during the early years of the Internet are now actively researched by Quello Center staff and graduate students.

We could not have predicted in 2001 or 2002 that search engines and social media would become the foci for policy attention they are now or that either, and especially social media, would be major subjects for Quello Center research and outreach activities. Because social media have become a pervasive component of everyday life for most of us, the set of social problems that must be addressed in the context of communications policy has been greatly enlarged and in most cases the appropriate policy responses are far from obvious. The Center's work on policy for social media is reflected in the title for the 2011 Quello Lecture, "Internet freedom in the age of Google and Facebook," which was delivered at MSU in the fall by Professor Milton Mueller, and in the major social media policy workshop at Georgetown University that was organized and largely funded by the Center in the spring. Both are described in more detail, along with other Quello Center activities, in the pages that follow. Both reflect the efforts of a research center that for the past 12 years has been at the forefront of cutting edge communications policy research.

We are grateful to the friends and supporters whose assistance, financial and otherwise, has enabled us to remain so fully committed to work on some of the most critical communications policy issues of these exciting times.

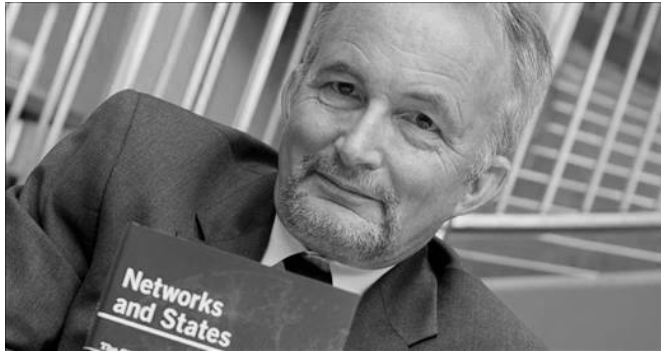
Steve Wildman  
Quello Center Director

## Annual Fall Lecture

October 24, 2011

*"Internet Freedom in the Age of Google and Facebook"*

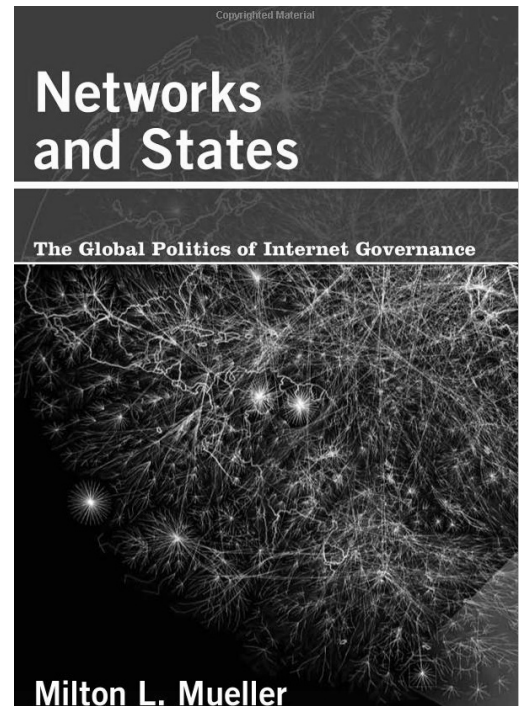
by Milton Mueller, Syracuse University



Since its founding, the Quello Center's signature on-campus event has been the annual Quello Lecture. Every fall, a leading expert whose ideas or deeds have influenced the ways we use or conceive of communication technologies and services is invited to MSU to deliver the lecture. In keeping with the focus on *Governance of Social Media* that was central to many of the Center's activities throughout the year, the 2011 Quello Lecture examined social media sites as Internet intermediaries and the challenges they pose to communications law and policy.

The 2011 Quello Lecture was delivered by Milton L. Mueller, a professor at Syracuse University's School of Information Studies, who has a global reputation for his research on the political economy of telecommunications and the Internet. His latest book, *Networks and States: The Global Politics of Internet Governance* (MIT Press, 2010) examines the challenges an international cyberspace poses to

communications governance, including the efficacy of policies developed at the national level. His lecture was delivered to an enthusiastic crowd at MSU's Kellogg Center on October 24, 2011.



Dr. Mueller's recent book, *Networks and States: The Global Politics of Internet Governance* (MIT Press, 2010)

## A Quello Center Workshop

November 11, 12, 2011, Georgetown University



# GOVERNANCE OF SOCIAL MEDIA

a QUELLOCENTER **workshop**

November 11 & 12, 2011 • Georgetown University, Washington, DC

For a large and growing portion of the population, social media of various types have become an integral part of daily life, and businesses based on social media have become a major economic force. Given their pervasive influence on institutions and society, it is time to start developing a more comprehensive framework to guide policy responses to the challenges raised by social media, which to this point have been addressed piecemeal as they become salient.

Panelists will address a variety of topics relating to policy for social media including (but not limited to):

**MEDIA CONTENT DIVERSITY**

**PRIVACY CONCERNS**

**FIRST AMENDMENT  
AND FREE SPEECH**

**COMPETITION POLICY**

**DATA MINING**

**SOCIAL MEDIA ANALYTICS  
AND TARGETED ADVERTISING**

**SURVEILLANCE**

**GAMING AND  
VIRTUAL WORLDS**

**REPUTATION MANAGEMENT**

**ACCESS**

**PROTECTION OF CHILDREN**

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## > WORKSHOP OVERVIEW & HIGHLIGHTS



*Dr. Edward Felten  
Federal Trade Commission*

In the fall of 2011, the Quello Center team organized the *Governance of Social Media Workshop* at Georgetown University. The goal of the workshop was to advance scholarly discussion of the legal and regulatory challenges posed by social media technologies and services. More than 75 individuals attended the workshop, including academics from a wide range of disciplines including communications, law, economics, public policy, sociology, information science, and computer science; policy analysts from Google and Facebook; policy advocates from Free Press, TechFreedom and the New America Foundation; and officials from the FCC and the FTC. The FTC's first Chief Technologist, Dr. Edward Felten delivered the keynote address. Event co-sponsors included Georgetown's Communication, Culture and Technology Program, Michigan State's College of Law and Fordham University's McGannon Center.



*Above: Joy Mulvaney (Quello Center), Jonathan Obar (Quello Center), Steven Wildman (Quello Center), Adam Candeub (MSU Law)*

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Quello Occasional Lectures at Michigan State University

MARCH



March 28, 2011  
**K. Matthew Dames**  
Syracuse University  
*Framing U.S.  
Copyright Law*

APRIL



April 28, 2011  
**Christian Mathias  
Wellbrock**  
University of  
Hamburg  
*Does It Really Hurt?  
Media Sponsorships  
in Newspapers*

APRIL



April 14, 2011  
**Dmitri Williams**  
University of  
Southern California  
*Data-based Research  
in Online Worlds*

JUNE



June 8, 2011  
**W. Wayne Fu**  
Nanyang  
Technological  
University, Singapore  
*Cascade Effects of  
Informational Cues  
on Online Video  
Viewership*

### Conferences

The 39<sup>th</sup> annual **Research Conference of Communication, Information, and Internet Policy** (formerly TPRC), is the largest and most influential ongoing communications policy research conference in the US and draws an international roster of participants. The Quello Center was one of the conference's first academic co-sponsors and Quello Center staff have long contributed to its leadership and organization. This year **Steve Wildman, Jonathan Obar** and **Cliff Lampe** organized and chaired a panel on the governance of social media, and **Johannes Bauer, Jonathan Obar, Kurt DeMaagd** and **Tithi Chattopadhyay** presented research papers at the conference, which was held September 23-25, 2011 in Arlington, VA. Bauer serves as Chair of the conference's Board of Directors.

### Research, Publications, Collaborations and Training

The portfolio of Quello Center research projects and related activities has expanded greatly over time. Here we highlight some of the more notable developments.

With funding from the Department of Homeland Security and the Environmental Protection Agency (via MSU's Department of Fisheries and Wildlife), Quello Center Associate Director **Jonathan Obar** led a team that helped develop and study an expert wiki for the Center for Advanced Microbial Risk Assessment. The wiki will eventually be used to facilitate communication in the event of a national emergency.

Director of Special Projects, **Johannes Bauer**, continued his work on several major grant-supported projects, including NSF-funded research on governance for an advanced information infrastructure and initiatives on evidence-based computer centers and broadband adoption funded by the US Commerce Department. Quello Center Director **Steve Wildman** was also a co-investigator for the latter project. **Wildman** also partnered with Quello Center faculty associate Adam Candeub on research supported by the Tilburg Law and Economics Center investigating factors and strategies that might contribute to powerful market positions for online services like search engines and various social media services.

### Research, Publications, Collaborations and Training (cont.)

A number of other Quello Center research projects were supported with Center funding. Projects include: research into the nature of censorship of online news aggregators in authoritarian countries; a multifaceted study of the economics of online games; a study of factors affecting the pace and extent of consumer adoption of digital television in the United States; a theoretical and empirical investigation of feedback effects in search engines; research on the economic logic of online video services; a comparative analysis of the political and economic arguments presented in the network neutrality debate; a study of how advocacy groups in the US and Canada use and perceive social media as tools for facilitating civic engagement and collective action; an exploration of the “slacktivism” phenomenon and its impact on virtual political movements; multiple studies examining student participation in Wikipedia’s Public Policy Initiative; an analysis of wiki-adoption by the corporate community in the United States; and a political economic analysis of the low-power FM radio industry.

Worthy of special note is the very visible participation by Quello Center Associate Director **Jonathan Obar** and Director of Special Projects **Johannes Bauer** in the Wikimedia Foundation’s **Global Education Program** (previously the Public Policy Initiative). Thousands of students at major research universities across the world, including: Austria, Brazil, Canada, Czech Republic, Egypt, Germany, Mexico, India, Italy, Macedonia,

Russia and the UK have participated in the Wikimedia Foundation’s program. In the spring of 2011, Obar’s undergraduate policy class ranked first amongst all classes participating in total bytes added to Wikipedia articles. Bauer’s graduate policy class ranked third in total characters added per student. Several articles from students in the two classes won Wikipedia awards for quality. Obar has since expanded his role with the Wikimedia Foundation, helping to launch and expand the Education Program to more than 20 classes at universities across Canada.

After a very successful set of seminars in the fall of 2010, the Quello Center repeated and expanded its Visiting International Professionals Program communication policy series in the spring and fall of 2011 and again in spring 2012. Visitors from the **Korean Communication Standards Commission** and **SK Telecom** attended the seminars.

As in years past, in 2011 research findings of Quello Center staff and affiliates were published in leading journals, book chapters, and in research reports available for downloading from the Center’s website.



## New to the Quello Center in 2011

During 2011 the Center's research and outreach capabilities grew through the addition of two new faculty research fellows and a new graduate assistant.

### Faculty Associates & Fellows

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**K. Matthew Dames**

JD, PhD, is Syracuse University's Copyright and Information Policy Adviser. His research and writings focus on copyright law.



**Wayne Fu**

Associate Professor, Nanyang Technological University, Singapore. Dr. Fu is well-known for his research on economics and policy for communication industries.

### Research Assistant



**Sonya Yan Song**

Sonya Yan Song is a PhD student in the Department of Telecommunication, Information Studies, and Media at Michigan State University. She contributes to Quello Center-supported research, including her own work on online censorship.

## Staff and Affiliates

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**Wenjuan Ma**  
*Research Assistants*

### James H. and Mary B. Quello

The Quello Center and its mission to further the public good through research and



outreach related to the communications sector are testaments to the lives and contributions of two remarkable individuals.

Jim and Mary Quello met as undergraduate students at Michigan State University

and married in 1937. Through multiple careers spanning a world war and a revolution in communications technology, Jim was a war hero, a distinguished broadcaster, and served as a FCC commissioner for 23 years, including a year as Acting Chairman. He was an active and influential participant in the public debate over communications policy until his death at age 95 on January 24, 2010. His accomplishments and contributions to communications policy were recognized by numerous awards and honors, including the Distinguished Service Award from the National Association of Broadcasters, induction into The Museum of Broadcast Communications' Radio Hall of Fame, and membership in the Broadcasting/Cable Hall of Fame.

Mary Quello, who died on October 26, 1999, assisted Jim in his careers in broadcasting and at the FCC, while making her own mark as a distinguished designer of women's fashions. She was a strong early advocate for the founding of a Quello Center.

### Faculty Associates & Fellows

**D. Adam Candeub**, *MSU College of Law*

**Barbara Cherry**, *Indiana University*

**Constantinos Coursaris**, *MSU*

**K. Matthew Dames**, *Syracuse University*

**Wayne Fu**, *Nanyang Technological University, Singapore*

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**Hairong Li**, *MSU*

**Nora Rifon**, *MSU*

**Kevin W. Saunders**, *MSU College of Law*

**Charles Steinfeld**, *MSU*

**Carol Ting**, *University of Macau*

**Peter K. Yu**, *Drake Law School*

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