

# 2012

## ANNUAL REPORT

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

### The More Things Change



For the first time since taking the helm at the Quello Center in Fall 1999, I am writing the annual director's letter from

somewhere other than East Lansing, Michigan. Since early January of 2013, I have been on leave from Michigan State University to serve as the Chief Economist for the Federal Communications Commission, a position I will occupy for most of the remainder of this year. Fortunately, Jonathan Obar, who is now in his third year as Quello Center Associate Director has been more than up to the task of managing the Center's business in my absence. As is always the case, some of the year's activities were planned in advance with others scheduled as opportunities arose. Jonathan, assisted by visiting scholar, Sung Wook Ji, has kept things humming.

Distance, both physical and from the day-to-day business of center management, has created a useful vantage point from which to look back on what the Quello Center has accomplished in the past and the paths it is following into the future. Jim Quello was a FCC commissioner for over twenty-three years and served as acting

chair for a year. Jim's contributions to communications policy during that time will always serve as a guidepost for the Center's policy-directed research and outreach. It is interesting to note that Jim served on the Commission during what was then characterized as a time of unprecedented change in the communications sector. That description can be applied with equal justification today as the pace of change in the technologies of communication continues to accelerate with effects that ramify through markets and the larger society. All indications are that this technology-driven transformation of the communications sector is an ongoing process that will continue into the foreseeable future. Change and the unavoidable uncertainties it brings are realities that must be incorporated in the mindset we bring to policy development.

In a policy world where the right way forward is often not obvious, research and outreach aimed at developing a deeper understanding of the new forces at work and their implications for policy and for business is increasingly valuable. This, of course, is a rephrasing of the mission that has motivated work at the Quello Center since its founding. As you read this report, you will see that many of the research topics,

## > FROM THE DIRECTOR (CONTINUED)

lectures, and sponsored activities that occupy Quello Center staff and affiliates today deal with challenges raised by technologies and services that, even if they existed, did in only rudimentary form when the Center first opened in 1999. Notable examples include the Fall Quello Lecture by Professor Constance Steinkuehler, recently a senior policy analyst with the Whitehouse Office of Science and Technology Policy, on promising applications of video gaming technology in education, and Jonathan Obar's work leading development of an expert wiki for the Center for Advanced Microbial Risk Assessment with grant support from the Department of Homeland Security and the Environmental Protection Agency. All is not new, however. While the communications infrastructure of concern is different, work by Quello Center staff and affiliates on a US Commerce Department supported project on broadband adoption focused on concerns related to infrastructure access that have been foci of US universal service policy for decades.

As we did when the Quello Center opened in 1999, we continue to look for ways to apply the best of academic thinking to the new challenges demanding the attention of policy makers and industry leaders. We feel privileged for

the opportunity to participate on the leading edge of research in these areas and thank you for the support that continues to make this possible.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Wildman', is displayed on a light gray rectangular background.

Steve Wildman  
Quello Center Director

### Annual Fall Lecture October 17, 2012

*“Designing & Researching Games for Impact: National Challenges, Local Initiatives”*

*by Constance Steinkuehler*

*Associate Professor in Digital Media at the University of Wisconsin-Madison and Co-director the Games+Learning+Society (GLS) Center*



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.

Digital games are as popular as ever, enjoying a proliferation of serious as well as entertainment-oriented applications. In light of this growing popularity and purpose, this year the Quello Lecture was delivered by Dr. Constance Steinkuehler, Associate Professor

in Digital Media at the University of Wisconsin-Madison and co-director of the Games+Learning+Society Center. In 2012, Constance became the first gaming expert to serve as a senior policy analyst in the White House Office of Science and Technology Policy. Constance spoke about the wide range of applications and potential applications for games, and her experiences advising the White House on a variety of national initiatives related to games for impact.

More than 100 students, faculty and other members of the community were in attendance. The Quello Lecture preceded the very popular International Academic Conference on Meaningful Play, an event hosted by MSU that focuses on “designing and studying games that matter.”



The James H. & Mary B. Quello Center presents:  
**2012 Quello Lecture**

# DESIGNING & RESEARCHING GAMES FOR IMPACT:

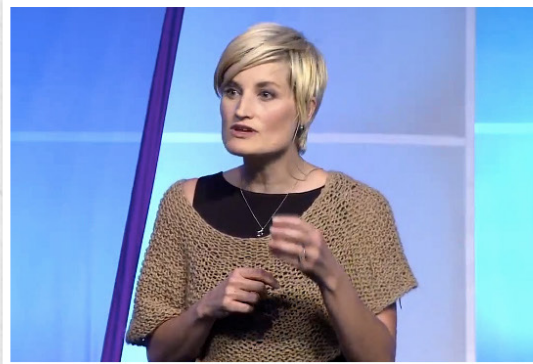
NATIONAL CHALLENGES,  
LOCAL INITIATIVES

**CONSTANCE STEINKUEHLER**

Associate Professor in Digital Media at the University of Wisconsin-Madison and  
Co-director the Games+Learning+Society (GLS) Center

Wednesday, October 17, 2012  
6:00-7:00pm  
Reception to Follow  
Kellogg Conference Center  
Lincoln Room

RSVP: [quello@msu.edu](mailto:quello@msu.edu)



Constance Steinkuehler is an Associate Professor in Digital Media at the University of Wisconsin-Madison and co-directs the Games+Learning+Society (GLS) Center. Her research is on cognition and learning in commercial entertainment games and games for impact. In 2011-2012, she served as senior policy analyst in the White House Office of Science and Technology Policy (OSTP) where she advised on national initiatives related to games for impact. Current interests include assessment and learning analytics in areas such as collective problem solving, digital & print literacy, informal scientific reasoning, and pop cosmopolitanism. Her work has been funded by the MacArthur Foundation and the National Academy of Education/Spencer Foundation. In 2009, she helped author, as one of nine committee members, the *National Academies of Science* report entitled *Learning Science: Computer Games, Simulations, and Education* and in 2011 she edited the volume *Games, Learning, and Society: Learning and Meaning in the Digital Age* in the Cambridge University Press series "Learning by Doing."

A free event. To register and for directions, visit [quello.msu.edu](http://quello.msu.edu) or email [quello@msu.edu](mailto:quello@msu.edu)

Quello Occasional Lectures at Michigan State University

## FEBRUARY



February 20, 2012

**Thomas Hess**

Ludwig Maxmilians  
University, Munich,  
Germany

*Research on Digital Products from a  
Management Perspective*

Thomas Hess is the Director of the Institute for Information Systems and New Media at LMU. He received a PhD in Economics from the University of St. Gallen in Switzerland, and served as an Assistant to the Board of Bertelsman, one of the world's largest media companies. At LMU, he leads a research group exploring a wide range of issues related to digital media and business.

## NOVEMBER



November 8, 2012

**Ivan Reidel**

Universidad de San  
Andrés Faculty of  
Law (Argentina)

Co-sponsored talk with MSU  
College of Law, Intellectual Property,  
Information & Communications Law  
Program (IPIC) and the MSU Quello  
Center.

*"The Taylor Swift Paradox:*

*Superstardom, Excessive Advertising,  
and Blanket Licenses,"* Michigan State  
University. Professor Reidel's paper  
examines how copyright licensing  
practices and FCC regulations  
conspire to impair the diversity of  
commercial music radio airplay to the  
detriment of consumer welfare.

Quello Occasional Lectures at Michigan State University

## NOVEMBER



November 9, 2012

**Sung Wook Ji**

Visiting Assistant Professor, Department of Telecommunications, Indiana University, Bloomington, IN

*“The Diffusion of New Video Delivery Technology: Is There Redlining in the IPTV Service Market?”*

This study examines the current status of the entry by Internet Protocol TV providers into the video programming services market, with a particular focus on income redlining (income discrimination in the offering of service) and local competition in the MVPD market. Analyzing previously unavailable data compiled by the Indiana Utility Regulatory Commission, evidence of income redlining by IPTV entrants in the Indiana market is presented as well as evidence that IPTV entry is income-driven.

## APRIL



November 9, 2012

**Christian Mathias Wellbrock**

Visiting Assistant Professor  
University of Hamburg, Germany

*“Effects of Newspaper Subsidies”*

Many governments subsidize newspapers with the intention to support journalism. Since journalistic quality is not defined by consumer preferences, increasing journalistic quality will not necessarily lead to benefits for all consumers. Based on this idea, the demand for a regional newspaper monopolist is modeled and the profit maximizing level of journalistic quality is analyzed. We find that frequently used sales subsidies may be counter-productive as they can lead the newspaper to reduce journalistic quality.



### Conferences

The 40th 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 and affiliates have long contributed to the leadership and organization of the conference. For the 2012 conference which was held September 21-23 in Arlington, VA, **Johannes M. Bauer** organized a panel entitled "A comparison of National Broadband Strategies in Developed and Developing Countries: Perspectives, Challenges and Lessons," **Adam Candeub** organized a panel entitled "Brett Frischmann's Infrastructure: The Social Value of Shared Resources" and Bauer, Candeub, **Steve Wildman** and **Sung Wook Ji** each had multiple research paper presentations as well.

### 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 from 2012.

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. Obar also received funding from the Open Society Foundations to conduct international comparative research as a part of their 60+ country Mapping Digital Media initiative.

Director of Special Projects, **Johannes M. Bauer**, continued his work on several major grant-supported projects, including NSF-funded research on



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

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.

A number of other Quello Center research projects are supported with Center funding. Projects include: research addressing ‘mobile leapfrogging’ and its connection to digital divide policy in developed and developing countries; a comparative analysis of the political and economic arguments presented in the network neutrality debate; research into the nature of censorship of online news aggregators in authoritarian countries; a multifaceted study of the economics of online games; a theoretical and empirical investigation of feedback effects in search engines; research on the economic logic of online video services; 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; an award-winning study of 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** in the Wikimedia Foundation’s **Global Education Program** (previously the Public Policy Initiative). Thousands of students at major research universities across the world in locations including: Brazil, Canada, Egypt, Mexico, India and more than 10 European countries have participated in the Wikimedia Foundation’s program. In the spring of 2012, Obar’s graduate policy class contributed a considerable amount of material in areas including: spectrum policy, network neutrality, media

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

ownership, the FCC Computer Inquiries, Do Not Track policy, and the governance of social media.

After a very successful set of seminars in the fall of 2011, the Quello Center repeated and expanded its Visiting International Professionals Program communication policy series in the spring and fall of 2012 and again in spring 2013. Visitors from **SK Telecom** attended the seminars.

**Sonya Yan Song** received a Google fellowship at the Department of Media and Communication, City University of Hong Kong.

As in years past, in 2012 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 2012

### Faculty Associates & Fellows



**Sung Wook Ji**

Visiting Assistant Professor, Department of Telecommunications, Indiana University, Bloomington, IN.

Sung joined the Center to participate with research and teach for the department of Telecommunications, Information Studies and Media.

### Faculty Associates & Fellows



**Min Ho Ryu**

Professor from NHN Corporation, South Korea, who joined us as a visiting research scholar for two years in October 2012.

## Staff and Affiliates

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**Barbara Cherry**, *Indiana University*

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

**Sung Wook Ji**, *Indiana University*

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**Nora Rifon**, *MSU*

**Min Ho Ryu**, *NHN Corporation*

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*Associate Director*

**Gary Reid**  
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*Administrative Assistant*

**Sonya Yan Song**  
**Sang Yup Lee**  
**Wenjuan Ma**  
*Research Assistants*

**Valeta Wensloff**  
*Design Assistance*

### 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.

## QUELLO CENTER

Telecommunication Management & Law

**MICHIGAN STATE UNIVERSITY**

Communication Arts Building, Rm 406

404 Wilson Road

East Lansing, MI 48824

tel: 517.432.8001 fax: 517.432.8065

[quello.msu.edu](http://quello.msu.edu)