

# 2013

## ANNUAL REPORT



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



This letter departs from previous letters I have written to introduce these reports in two important ways.

First, the Report for 2013 covers a year during which I was physically absent from the Quello Center for most of time. For the bulk of the year, I was on leave from the university and living in Washington, D.C. to serve as the FCC's Chief Economist. My thanks to Associate Director, Jonathan Obar, who stepped up and did a great job keeping things moving forward, as should be evident in the pages that follow which describe what was still an eventful year. Second, this is the last letter I will write to report on a year during which I served as the Quello Center's director. I came to Michigan State University in August 1999 as the Quello Center's founding director and holder of the endowed James H. Quello Chair of Telecommunications Studies (now renamed Chair of Media and Information Policy). It has been a good run, but change is good for institutions and for individuals, and this is a good time for me to look for ways to contribute that require less direct involvement in Center leadership. We began the search for my successor during Fall 2013 and were fortunate to

persuade Dr. William H. Dutton to come to MSU and take over as Center Director and holder of the endowed chair starting in August 2014. Bill is an internationally recognized scholar and the founding director of the Oxford Internet Institute. His picture and a brief summary of his impressive record of accomplishment are on the facing page. For me, it is gratifying to know that as I pass the reins of Center leadership, a new leadership team is poised to take the Center to new heights.

Sincerely,

A handwritten signature in dark ink, appearing to read "Steve Wildman", written over a light gray rectangular background.

Steve Wildman  
Quello Center Director



In March 2013, Dr. William H. Dutton accepted an appointment as the Quello Professor of Media

and Information Policy in the Department of Media and Information and Director of the Quello Center in the College of Communication Arts and Sciences at Michigan State University, with his appointment to begin 16 August 2014.

Dr. Dutton has been Professor of Internet Studies at the Oxford Internet Institute, University of Oxford, where he was a Fellow of Balliol College. He came to Oxford from the Annenberg School for Communication at the University of Southern California, where he was elected President of the Faculty, and remains an Emeritus Professor. In the UK, he was a Fulbright Scholar, was National Director of the UK's Programme on Information and Communication Technologies (PICT), and founding director of the OII during its first decade, for which he received a Lifetime Achievement Award. He is also the recipient of the International Communication Association's first Fred Williams' award for contributions to the

study of communication and technology. Beyond his research, which includes participation as a co-principal investigator in the UK FCO supported Global Cyber Security Capacity Project, Dr. Dutton sits on a number of academic advisory boards, scientific committees, and has represented Oxford University in supporting the TSB's Connected Digital Economy Catapult. He was also reappointed twice to the Chair of the Advisory Committee for England of the Office of Communications (Ofcom).

His most recent books include The Oxford Handbook of Internet Studies (OUP 2013), four edited volumes on Politics and the Internet (Routledge 2014), and a reader entitled Society and the Internet, with Mark Graham (OUP 2014). He is working on a book on his concept of the Fifth Estate.

## Annual Fall Lecture November 14, 2013

### *“Privacy in the Age of Augmented Reality”*

*by Alessandro Acquisti*

*Associate Professor of Information Systems and Public Policy at Heinz College, Carnegie Mellon University (CMU), and co-director of CMU's Center for Behavioral and Decision Research*



Since its founding, the annual Quello Lecture has been the Quello Center's signature on-campus event. Every Fall, the Center brings to the greater MSU community an individual whose ideas or deeds have influenced the ways we use or conceive of communication technologies and services is invited to MSU to share their vision and ideas through a public lecture.

This year the Quello Lecture was delivered by Dr. Alessandro Acquisti, professor at the Heinz College, Carnegie Mellon University, and co-director of CMU's Center for Behavioral and Decision Research. Through his pioneering research, he has spearheaded efforts to apply behavioral economics to the analysis of privacy and information security decision-making as well as the analysis of privacy and disclosure behavior in online social networks. His contributions to research in these areas have been recognized through

the PET Award for Outstanding Research in Privacy Enhancing Technologies, the IBM Best Academic Privacy Faculty Award, and multiple Best Paper awards. He has testified before the U.S. Senate and House committees on issues related to privacy policy and consumer behavior, and was a TED Global 2013 speaker. Dr. Acquisti's findings have been featured in national and international media outlets, including the Economist, the New York Times, the Wall Street Journal, the Washington Post, the Financial Times, Wired.com, National Public Radio, and CNN. His 2009 study on the predictability of Social Security numbers was featured in the "Year in Ideas" issue of the NYT Magazine.

In his lecture, Dr. Acquisti described the findings of his research on choices consumers make when privacy in online settings is at stake and the privacy implications of participation on online social networks, highlighting the results of a proof of concept experiment that showed it was possible to use off-the-shelf facial recognition software and information, including photos, about individuals available on the Web to identify individuals in circumstances, both online and off, where they may otherwise prefer that their identities not be revealed. He also showed how it was possible to use online photos, facial recognition software, and data mining techniques to determine with substantial accuracy identifying facts and information, including social security numbers, that individuals typically try to keep private. Dr. Acquisti's lecture raised troubling questions about the future of privacy in world in which it is increasingly possible to blend and process data about individuals from both online and offline sources.

More than 120 students, faculty and other members of the community attended the lecture.

QUELLO LECTURE:

## PRIVACY IN THE AGE OF AUGMENTED REALITY

ALESSANDRO ACQUISTI



Dr. Acquisti will discuss the feasibility of combining publicly available Web 2.0 data with off-the-shelf face recognition software for the purpose of large-scale, automated individual re-identification; and will discuss whether current "notice and consent" approaches to privacy policy are adequate means for privacy protection in this context.

He will illustrate techniques that can infer personal information (like interests and SSNs) from photos posted to social media. Results highlight implications of the convergence of face recognition technology, online self-disclosures, and the emergence of 'personally predictable' information.

**NOV. 14**

**LECTURE: 6:15-7:15PM**  
RECEPTION: 7:15-8:00PM  
UNIVERSITY CLUB  
HERITAGE ROOM

PLEASE RSVP BY NOV 8  
TO [OBAR@MSU.EDU](mailto:OBAR@MSU.EDU)

Dr. Acquisti is an associate professor at the Heinz College, Carnegie Mellon University (CMU) and the co-director of CMU Center for Behavioral and Decision Research. He investigates the economics of privacy. His studies have spearheaded the application of behavioral economics to the analysis of privacy and information security decision making, and the analysis of privacy and disclosure behavior in online social networks.

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## Quello Occasional Lectures at Michigan State University

QUELLO CENTER OCCASIONAL LECTURE:

# Redefining Digital Inclusion in an Age of Tracking

a talk by Dr. Seeta Peña Gangadharan

Senior Research Fellow, Open Technology Institute (OTI)  
New America Foundation, Washington, DC



**April 16, 2013 • 6pm**

Reception: 5:15pm

Kellogg Hotel & Conference Center • Red Cedar AB  
219 S. Harrison Road, East Lansing, MI 48823

RSVP by April 8 to [Quello@msu.edu](mailto:Quello@msu.edu) or call 517-432-8001

**BIO** >> Dr. Seeta Peña Gangadharan is a senior research fellow at the New America Foundation's Open Technology Institute (OTI). Her research focuses on the nature of digital inclusion, including inclusion in potentially harmful aspects of Internet adoption due to data mining, data profiling, and other facets of online surveillance and privacy.

At OTI, she manages a large-scale study of the impacts and outcomes of broadband stimulus funded initiatives in the city of Philadelphia and examines broadband adoption trends at the national level. She also co-leads OTI's Privacy and Security Initiative, where she researches the experience and expectations of surveillance and privacy by new users who rely primarily on public access to computers and the Internet.

**ABSTRACT** >> Throughout the United States, public and private initiatives for affordable and accessible broadband service promise to bring wide-ranging opportunities to chronically underserved communities. Yet, increasingly, the ubiquity of tracking technologies threatens this promise. In this talk, I examine the goal of broadband adoption in light of the pervasiveness of tracking technologies that enable data profiling and accelerate processes of social sorting. As evidenced by observation, participatory research, and technical analysis, first-time computer and Internet users from vulnerable populations are welcomed into new, surveillance-rich, privacy-invasive digital environments that furnish the conditions for harmful discrimination. I consider the uniqueness of surveillance and privacy-related problems of the underserved and conclude with a discussion of the implications for broadband and privacy regulations.

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QUELLO CENTER OCCASIONAL LECTURE:  
**PATRONAGE 3.0: FUNDING CULTURAL  
PRODUCTION IN THE DIGITAL AGE**

a talk by Sean A. Pager

Associate Professor  
College of Law, Michigan State University



Thursday, April 25, 2013

12-1pm

Room 191, Deeb Conference Room

Com Arts Building

Lunch will be provided

**RSVP >>** Please RSVP by Friday, April 19 to [quello@msu.edu](mailto:quello@msu.edu) or by phone at 517-432-8001.

**BIO >>** Sean A. Pager is associate professor at Michigan State University College of Law, where he serves as Associate Director of the Intellectual Property, Information and Communications Law Program (IPIC) and teaches various intellectual property law courses.

**ABSTRACT >>** With the advent of the printing press, copyright eclipsed aristocratic patronage as a funding mechanism for the mass media age. By enabling authors and publishers to amortize creative investments across the sale of multiple copies, copyright laws encouraged more democratic forms of cultural production that catered to broad audiences drawn from the consuming public. Yet, patronage did not disappear. Instead, it occupied new niches from public broadcasting and state arts funding to corporate sponsorship and foundation grants.

Copyright and patronage operate as very different funding mechanisms. Patronage typically provides funding “up front” in advance of creative investments. Copyright incentives function on the “back-end” allowing the recovery of investments through market exclusivity. These rival mechanisms present characteristic tradeoffs and biases in incentivizing particular forms of cultural production. Copyright orients investment toward commercially viable forms of expression, which impair cultural diversity. It also imposes dead-weight losses and inhibits downstream innovation. Patronage schemes suffer their own selection biases and allocative inefficiencies and are subject to ideological capture or rent-seeking.

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### Conferences

The annual **TPRC Research Conference on Communication, Information, and Internet Policy** 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 forty-first edition of conference, which was held September 27-29, 2013 in Arlington, VA, Quello Center director **Steve Wildman, PhD** student and research assistant **Wenjuan Ma**, and Director of Special Projects, **Johannes M. Bauer** presented, along with a other collaborators, the paper "Impacts of the broadband telecommunication opportunities program in Michigan Urban Communities." Dr. Bauer also presented a second co-authored paper on deep packet inspection. Quello Center visiting scholar **Min Ho Ryu** presented "Factors Affecting Application Developers? Loyalty to Mobile Platforms: Business Implications and Regulatory Concerns," and Quello Center affiliate **Sung Wook Ji**

presented a co-authored paper entitled "The Internet and Changes in Media Industry Structure: An International Comparative Approach."

### 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 2013.

With funding from the Open Society Foundations (OSF), **Jonathan Obar** lead a team that conducted international comparative research as a part of the OSF's 60+ country Mapping Digital Media initiative. The Mapping Digital Media project examines the global opportunities and risks created by the transition from traditional to digital media. Covering 60 countries, the project examines how these changes affect the core democratic service that any media system should provide: news about political, economic, and social affairs. In 2013, Obar's team published three related papers for the OSF.

Director of Special Projects,



### Research, Publications, Collaborations and Training (con't)

**Johannes M. 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.

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; a study assessing the international surveillance capabilities of the NSA; a report analyzing the data privacy transparency of Canadian internet service providers; an analysis of personal data sovereignty and its relationship to the White House's proposed Consumer Data Privacy Bill of Rights; 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; and an exploration of

the "slacktivism" phenomenon and its impact on virtual political movements.

Quello Center Associate Director Jonathan Obar was a very visible participant 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.

After a very successful set of seminars in the fall of 2011, the Quello Center continued to run 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.

In 2013, as in years past, 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.

## Ph.D. Student Received Coveted Knight-Mozilla Fellowship



The Nieman Journalism Lab, a project of the Nieman Foundation at Harvard University selected Media and Information Studies doctoral student and Quello Center RA Sonya Yan Song as one of eight new Knight-Mozilla Fellows for 2013.

The prestigious fellowship, which is jointly initiated by the Knight Foundation and the Mozilla Foundation, seeks talent with an excellent understanding of both journalism and Internet technologies, as seen in the foundation's respective missions of quality journalism and opensource web innovation.

2013 marks the second consecutive year for the fellowship program. Fellows, including Song,

were announced at the ongoing Mozilla Festival in London where current and future fellows meet and exchange ideas. Also, Song and other Knight-Mozilla fellowship recipients will receive hands-on experience in the world's best newsrooms, exploring innovative approaches to real-world journalistic problems. Aside from her diverse research experiences, Song has worked as a reporter and columnist covering online media and technology sectors. She has also been involved in Internet start-ups during the brainstorming stage.

Song credits her success in this global competition to the interdisciplinary training she has received while in the Media and Information Studies Ph.D. program. The program combines research interests, curriculum and faculty from the Departments of Advertising and Public Relations, Media and Information and the School of Journalism. Song joined Michigan State University in the fall of 2009 and was awarded the Google Policy Fellowship in the summer of 2012. She holds a

## Ph.D. Student (con't)

bachelor's and master's degree in computer science from Tsinghua University in Beijing, and master of philosophy in journalism from the University of Hong Kong.

The Knight-Mozilla Fellowships are the centerpiece of the Knight-Mozilla OpenNews program. They embed developers and technologists in newsrooms around the world to spend a year writing code in collaboration with reporters, designers and newsroom developers. Fellows are expected to work in the open by sharing their code and their discoveries on the web, which help to strengthen and build a global journalism toolbox.

## New Visiting Scholar



### **Young Jun Choi**

Young Jun Choi is a Professor of International Economics at Kyung Hee University, South

Korea. At MSU he holds a visiting scholar position with the Quello Center. His areas of expertise are international trade, development, and the economics of media and cultural industries.



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### 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

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