

A Year of Transitions



2010 was a year of transitions for the Quello Center in several ways. Most visible was the passing of Jim Quello, the Center's namesake and inspiration, who died on January 24 at age 95. A special section of last year's annual report was devoted to Jim's legacy and enduring contributions

and is still available on request, so this report will focus largely on other events and Center activities during the past year. But I think it important to state once more that while his personal presence and sage advice are sorely missed, work at the Center continues to be inspired by the vision of a communications sector that effectively serves that larger public good that motivated Jim.

A second set of transitions relates to center management. In August the Center welcomed Jonathan Obar, who had recently completed his PhD at The Pennsylvania State University, as its new associate director. Jonathan fills the administrative gap left by Steve Lacy, who was with the Center as co-Director for less than a year before his administrative talents were recognized by the College of Communication Arts and Sciences Dean, who appointed him Associate Dean of Graduate Studies. While no longer sharing responsibility for Center administration, he continues to be actively involved in Quello Center research as its Director of Media Studies. Jonathan has more than capably filled Steve's shoes as an administrator and from his arrival has been an active contributor to Quello Center research, grant writing, and outreach activities. Worth special note is his work, and that of Quello Center Director of Special Projects, Johannes Bauer, on a project sponsored by the Wikipedia Foundation to engage college students in writing articles on communications policy for posting on Wikipedia. This work has generated notice in the press, garnered special recognition by the Wikipedia Foundation, including student awards, and has become the foundation for new academic research.

The Wikipedia project is illustrative of the ways the Quello Center's portfolio of research projects and outreach activities has been expanding as services based on new media and new information technologies have proliferated, and hybrid business models combining elements of traditional and new media have become the norm for established media companies. These developments call for new business models and new thinking for policy makers. While the concerns that dominated the public debate over communications policy in years have not gone away and are still subjects of research within the Center, the range of research and outreach activities has expanded in parallel with developments in the communications sector. Examples include research during the past year by Quello Center researchers, graduate students, and academic affiliates on search engines, online games, online video services, social media, open source software, and the work on wikis described above.

The Quello Center is also leading an effort by MSU researchers, working with private sector support, to conceptualize and lay critical foundations for the commercialization of a smart phone marketing channel, a development reflecting the Center's decision several years ago to intensify efforts to contribute to the development of business models appropriate to the evolving media environment along side ongoing contributions to policy research.

Steve Wildman
Quello Center Director

The Quello Center lost a valued friend and supporter during the final edits of copy for this report with the passing of Tom Baldwin on April 25, 2011 at the age of 78. As a professor, Tom inspired generations of MSU students and as a researcher he made important contributions to management practice and public policy for media industries. He was central to MSU efforts to raise an endowment to establish a Quello Center, and he continued to make important contributions from the day of its founding. Most recently he served as co-principal investigator on a major NSF grant coordinated through the Center. He will be missed as a colleague and as a friend.

Annual Quello Lecture

October 20, 2010

Since its founding, the Quello Center's signature on-campus event has been the annual **Quello Lecture**, scheduled for the fall of each year, with the goal of bringing to MSU and the mid-Michigan community individuals whose ideas or deeds have influenced the ways we use or conceive of communication technologies and services. 2010 marked the end of the first full decade of the Center's existence, which made the topic of the 2010 lecture especially appropriate as it addressed a call to action issued by CSPAN co-founder John Evans in the inaugural Quello Lecture, when he identified the educational potential in new communication technologies as a matter deserving increased attention.



Ito

The 2010 Quello Lecture was delivered by **Mimi Ito**, Professor in Residence and Director of Digital Media and Learning Hub, University of California at Irvine, who has achieved worldwide recognition for her research on youth new media practices, including a recently

completed three year study of such practices in the US that focused on gaming, digital media production, and Internet use. Her lecture, *Hanging Out, Messing Around and Geeking Out: Connected Learning and Play in a Digital Age*, was delivered to a packed auditorium at MSU's Kellogg Center on October 20, 2010.



Above: Mimi Ito delivers the Quello Lecture.



Left: Quello Center director Steve Wildman thanks Mimi Ito.



Above: Faculty and Quello Center board members at the post-lecture dinner.



Left: MSU faculty member Nicole Ellison at the Quello Lecture.

Quello Occasional Lectures at Michigan State University

FEBRUARY



February 18, 2010
Lian Jian
School of Information,
University of Michigan
*I Scratched Yours:
The Prevalence of Reciprocation
in Feedback Provision on eBay*

MARCH



March 24, 2010
Benjamin Cramer
Pennsylvania State University
*Telecommunications Policy and
Environmental Protection*

APRIL



April 15, 2010
Marcel Machill
University of Leipzig, Germany
*The Power of Search Engines:
How Cyberspace Influences
Journalists' Daily Work Routines*



April 30, 2010
Jonathan A. Obar
Pennsylvania State University
*Evaluating FCC Policy Processes
and Policy Outcomes*

NOVEMBER



November 30, 2010
Brian G. Peterson
Cheiron Trading, Chicago
*Organization, Incentives, &
Economics in Open Source*

Workshops and Conferences

The digitization of media has important implications for the development and structures of the communications sectors of national economies, but also for the international trade in media goods and the flows of cultural goods and influence among nations. Policy makers concerned with cultural policy as well as media trade are still struggling to adapt to a world in which unauthorized flows of digitized content are hard to detect and control.

To contribute to improved understanding and needed new thinking in this area, the Quello Center co-sponsored, with the Intellectual Property and Communications Law Program of the MSU Law College and the McGannon Center of Fordham University, a two-day conference at the Law College on September 24-25. **Bits Without Borders: Law, Communications & Transnational Culture Flow in the Digital Age** brought together a diverse collection of US and international scholars to examine the choices that governments from the US and abroad make in communications law and regulation to facilitate or thwart transnational flows of cultural expression across their legal domains. A principal goal was to develop a common language to help scholars identify core values, characterize recurring problems, evaluate tradeoffs, and contribute to more informed decisions. Quello Center Director **Steve Wildman** and Center Academic Affiliate **Adam Candeub** (of MSU's Law College) both presented papers at the conference. A book based on conference presentations edited by Candeub and MSU Law Professor **Sean Pager** is in preparation.

The annual **Research Conference on Communication, Information, and Internet Policy** (formerly TPRC), now in its thirty-ninth year, 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 the leadership and organization of the conference. In addition to the sponsorship, Quello Center Director **Steve Wildman** and Director of Special Projects, **Johannes Bauer**, presented research papers at the conference, which was held October 1-3, 2010 in Arlington, VA, and Bauer now serves as Chair of the conference's Board of Directors.

Leading economists researching issues related to media economics and policy have been meeting annually for nearly 10 years at media economics workshops that have alternated between locations in Europe and the United States. The Quello Center has been an academic co-sponsor of all prior U.S. workshops and was also a co-sponsor of the latest workshop, which was held October 15-16, 2010 at Hunter College in New York City. Quello Center Director **Steve Wildman** also served on the workshop's scientific committee.

The Quello Center was also a co-sponsor of the bi-annual **Meaningful Play Conference**, a conference on educational applications of digital technologies, with an emphasis on electronic games, organized and hosted by MSU's Department of Telecommunication, Information Studies, and Media. The 2010 conference was held October 21-23 at MSU. As a complement to conference-organized activities, the Annual Quello Lecture by *Mimi Ito*, which addressed issues salient to conference attendees, was scheduled for the night before the conference's opening session so conference participants could attend.

Research, Publications, Collaborations and Training

RThe portfolio of Quello Center research projects and related activities has expanded greatly over time and here we highlight some of the more notable developments. Two-plus years of NSF funding for a Quello Center-coordinated study of factors that influence the nature and quality of media coverage of local government ended in December 2010 and the team of MSU faculty who worked on the grant is now generating research reports and articles based on the data base developed for the project. A second NSF-supported project under the direction of Quello Center Director of Special Projects, **Johannes Bauer**, continues in force and is developing innovative applications of computational techniques to communications policy analysis.

Working with private sector support, the Quello Center has served as the hub for a six-person team of MSU faculty conducting research and analysis preparatory to developing a smart phone marketing channel. This work reflects a decision by center management several years ago to contribute to the knowledge base required for effective management within the communications sector, and especially for responding to technological innovations, as well as the Center's traditional policy-focused research.

A number of other Quello Center research projects are supported with Center funding and through collaborations with other academic units. Projects internal to the Quello Center include: a study of factors that influenced choices over-the-air television viewers made to prepare for digital broadcasting when the US broadcast television industry converted from analog to digital in June 2009; a study of the tradeoffs newspapers face in choosing among alternative strategies for developing and pricing digital versions of their print editions; modeling the economics of online casual games; theoretical and empirical analysis of the economic relationship between search engines' paid and unpaid listings; an assessment of the implications of new policies toward low-power FM radio services; research on the character of FCC ex-parte procedures

(joint with a co-investigator on faculty at the MSU College of Law); collaboration with **MSU's Social Media Research Lab** to study advocacy groups' use of social media; and research into the nature of volunteer-based online organizations. Reports of findings from these projects will be posted on the recently revised Quello Center website.

Worthy of special note was the very visible participation by Quello Center Associate Director **Jonathan Obar** and Director of Special Projects **Johannes Bauer** in the **Wikimedia Foundation's Public Policy Initiative**, which involved a number of major research universities across the United States. Teams of students in both professors' classes contributed to the creation of well-researched articles on US communications policy that were posted on Wikipedia. This work attracted considerable attention both within MSU and by outside media and several of the participating MSU students received special recognition for the quality of their efforts.

The Quello Center also organized an eight-week module of sessions on the fundamentals of US communications policy for selected staff from the **Korean Communication Standards Commission** in fall 2010 and again in Spring 2011. As in past years, in 2010 the 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.

Greetings, Goodbyes and Transitions

Greetings



Jonathan A. Obar. As noted in the Director's letter, in August 2010, the Quello Center welcomed Jonathan Obar as its new managing Associate Director. A recent PhD from The Pennsylvania State University, Jonathan brings to the

center expertise in communications policy analysis and research and much appreciated administrative acumen. Taking on the responsibilities of former co-director Stephen Lacy, who now serves as Associate Dean for Graduate Studies in MSU's College of Communication Arts and Sciences, since his arrival Jonathan has also made contributions to the Center's research and outreach missions, many of which are described elsewhere in this report.



Constantinos Coursaris.

Constantinos Coursaris is the newest of the Quello Center's Academic Affiliates. An assistant professor in the Department of Telecommunication, Information Studies, and Media, he also has an

appointment with Michigan State University's Usability Lab. Since Fall 2010 he has played a central role in the project to conceptualize and develop critical business logic foundations for a smart phone marketing channel described elsewhere in this report.



Alyssa Harvey. The Quello Center was pleased to welcome Alyssa Harvey, Associate General Counsel of Netflix, as the newest member of its advisory board, in May 2010. A graduate of MSU's School of Journalism and the

Georgetown University Law Center, Alyssa brings to the board a much-valued insider's perspective on digital media services. She is a 2011 recipient of the College of Communication Arts and Sciences' Outstanding Alumni Award.



Wenjuan Ma. PhD student Wenjuan Ma joined the Quello Center's research team in Fall 2010 and has been an active contributor to several ongoing research projects, including studies of the transition to digital television, the competitive structure and quality of broadband services in the US, and the nature of volunteer-based online organizations.

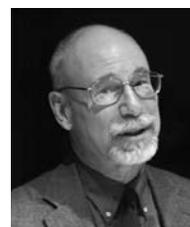
Goodbyes



Thomas A. Muth, lawyer, PhD, and Michigan State University faculty member, died on October 20, 2010. A Quello Center Academic Affiliate since the Center's founding, he also contributed to efforts to raise the endowment that made the Center

possible. He was an inspiration to generations of MSU students, an advisor and confidant to Michigan communications policy makers, and a steadfast friend and supporter of the Quello Center. We miss his wit, charm, and sage counsel.

Transitions



Stephen Lacy. As mentioned elsewhere in this report, Professor Stephen Lacy, who served as Quello Center co-director during the 2009-2010 academic year, left the Quello Center to become Associate Dean for Graduate Studies in the College

of Communication Arts and Sciences in June, 2010. Here we want to thank him for his many contributions to the Quello Center during his term as co-director. Fortunately, he continues to be an active participant in various Quello Center initiatives under his new title of Director of Media Studies.

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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 The Museum of Broadcast Communications' Radio Hall of Fame, and membership in the Broadcasting/Cable Hall of Fame.

Mary Quello, who died on October 25, 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.

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