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Net Neutrality and its implications

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Tutorial and Workshop Proposal for AMCIS 2010

Submission Date:	February 27, 2010
Workshop/tutorial Title:	Net Neutrality and its implications
Duration:	( ) Full Day (X) Half Day
Classification:	(X) Tutorial ( ) Workshop

Abstract

The issue of net neutrality has the potential to alter the dynamics of accessing online content in the United States. As opposed to the status quo where requested packets are delivered to an online user as and when they arrive at the local internet service provider's switching office, several broadband providers have proposed to charge online content providers for priority delivery of the latter's content. Opponents of the proposal (i.e. the backers of the 'net neutrality' principle) want the Congress to implement legislation that would prevent the proposed priority delivery mechanism. The discussion has been fierce with numerous backers on either side, but a proper economic analysis seems to be missing in the debate. In this tutorial, we explain the concept of net neutrality and present the implications of such a proposal on the consumers, and identify the winners and losers of implementing such a delivery mechanism. We also discuss the broader implications of the net neutrality issue. We believe that as the thought leaders in the area, IS researchers have a unique role to bring a holistic perspective to the net neutrality debate.

Workshop Leader Information (Please attach a copy of your resume in your email submission)

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Speakers' background, description of workshop, and envisioned activities during the workshop (please provide information for each speaker)

All the speakers have been working in the area of net neutrality for several years now, and have written many papers on the subject. Their first paper on the subject is an all-time top ten download in the SSRN, and has been recently accepted for publication in Information Systems Research. The paper has been cited more than 100 times in many popular trade journals and magazines and has been cited by Google in its filing to the FCC in support of net neutrality. The other papers are in various stages in the top IS journals.

Several topics will be covered in the tutorial. Some of the proposed topics are:
1. What is net neutrality
2. How does it affect consumers, broadband service providers and online content providers
3. Effect of net neutrality on consumers surplus and social welfare
4. Net neutrality and broadband market coverage
5. Net neutrality and vertical integration in the online market space
6. Net neutrality and consumer differentiation
7. Net neutrality in the wireless arena
8. Broader implications of net neutrality – openness, access to online information

Special Requirements

Note: Regular equipment includes a computer, projector and screen.

( ) Computers

(X) Internet Access

( ) Others, Please specify: _____

Audience

Insert a description of likely participants

Maximum number of participants:_____20_____

Specify the requirements for the audience such as computer, special software, and Internet access etc., in the following: No special equipment necessary

Any IS researcher, regardless of specialization, will find the topic of interest. The topic should also be of interest to industry observers, regulators and policy makers.