

Designing Research Acceptable to Policymakers and Regulators

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A decorative graphic at the top of the slide consists of two overlapping circles on the left and three separate circles on the right. The circles are light purple, with the leftmost one being solid and the others being hollow outlines.

Principles

- Public interest
- Objectivity
- Fairness
- Autonomy
- Independent from government and industry
- Avoid conflict of interest
- Academic integrity

The Politics of the policy process

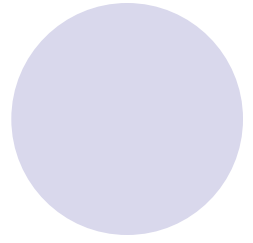
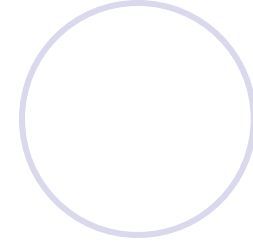
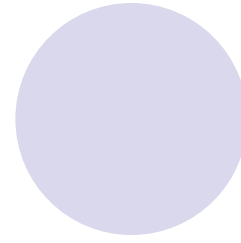
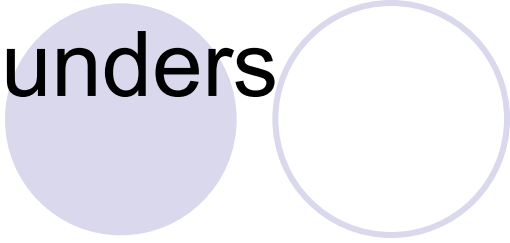
- Research can be a political tool in the course of policy-making processes when it is used to:
- Slow down or delay decision making altogether
- Legitimize a decision already made,
- Provide a surrogate for public opinion or consent regarding a contested issue

Source: Braman, 2003



- Translating ideas into policy
- Translating ideas into policy-related research
- Theory as a barrier

Founders

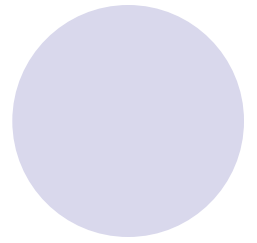
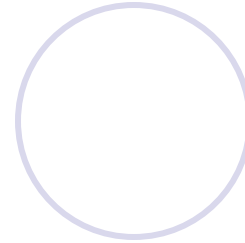
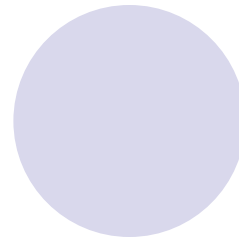
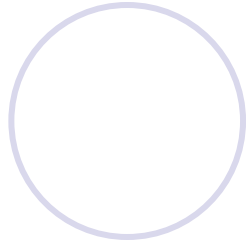
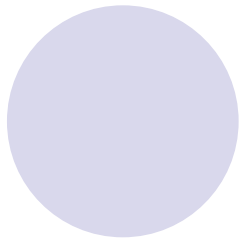


- Education Authority
- Research Institute
- University
- Government agency
- Non-profit organization
- Think tank
- Industry
- Industry association

What do regulators want?



- Data, figures, numbers, index, industry structure, performance
- Policy recommendation
- Law amendment
- Feasible proposal
- Support
- Impact assessment
- Benchmark



- Uses of effects research (violence, obscenity)
- Minority study, diversity study
- Children
- Base station (effect)

Before the research



- Identify problems, issues
- Read literature, trade magazine, documents
- Discuss with the industry people, government officials, public interest groups
- The use of models
- Clarification of goals
- The awareness of time

Topics Selected



- Problem-finding (base station, last mile, unbundling, network connection, wholesale price) & problem-solving
- Controversial and important issues
- Forward-looking (new technology, convergence law, mobile TV, WiMax, FMC, next generation network)
- New technology and market structure
- Other countries' relevant experiences (comparison, benchmark)



Issues--Terrestrial TV

- Switchover deadline
- Digitization
- Subsidization (low-income household)
- Separation of transmission and content
- Foreign ownership limitation
- How to open up new digital TV license licensing scheme (beauty contest, auction)

Issues--Cable TV



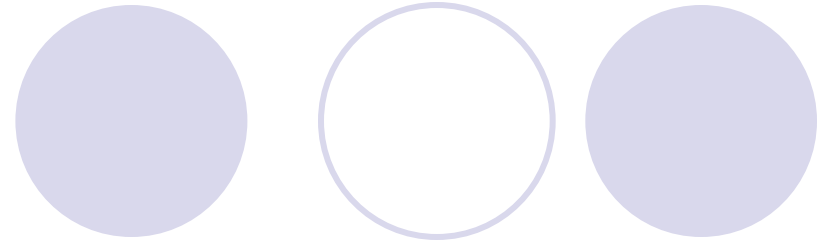
- Penetration
- Subscriber satisfaction (Quality of signal, Quality of content, price)
- Rate regulation
- Digital set-top-box
- Fair competition (horizontal and vertical concentration)
- Franchise fee
- Should there be universal service?



Issues--New media platform

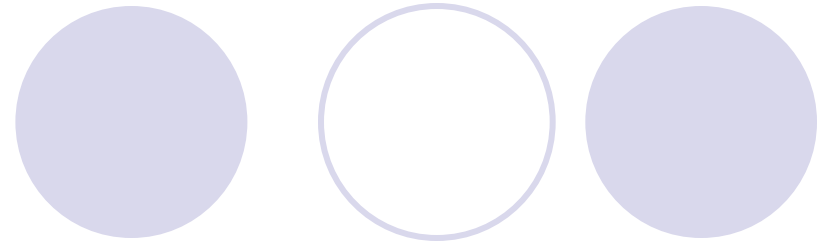
- IPTV regulation (infrastructure, content)
- Mobile TV
- WiMax
- DAB

Issues--Telecom



- Last mile
- Network interconnection
- Unbundling
- Rate regulation
- Wholesale price
- Fair competition
- Base station

Issues--Telecom



- Universal service
- regulatory asymmetry
- Digital divide
- NGN
- WiMax
- FMC (fixed mobile convergence)



Issues--Media content

- Rating (family viewing hour, scrambling)
- Product placement
- News (bias, sensationalism)
- News call-in programs
(celebrity/commentator)
- Olympic games coverage
- Self regulation

Topics selected



- Measuring regulatory efficiency and effectiveness: benchmarks, models, and transferability:
“The measure and regulation of competition in telecommunication”
- Competition, regulation, and NGN:
“Next generation mobile networks development: Technical, regulatory and strategic issues of the roll-out of in-building solutions in high traffic places”
- Service convergence: industry and regulatory implications
“Roadmap towards a more consistent regulatory approach for mobile TV”

Topics selected



- **Broadband development:**

“Toward wholesale markets in last-mile bottleneck facilities: Market and policy challenges”

- **Universal service:**

“Subsidies and distorted markets: Do telecom subsidies affect competition?”

“Re-examining universal service policies in telecom lessons from three south Asian countries.”

- **Pricing/ price regulation:**

“Regulatory policy impacts on pricing and performance: an econometric analysis of global telephony markets 2002-2007”

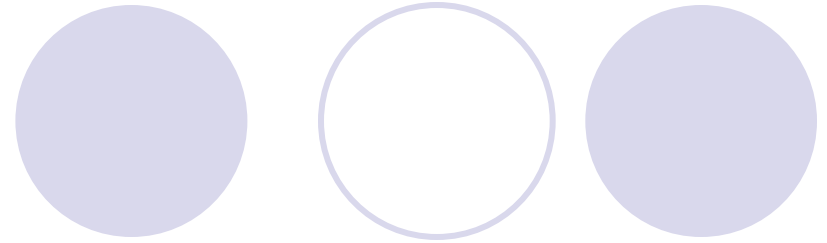
“Banded forbearance: A new approach to price regulation.”

Topics selected



- **Evolving market structure:**
“measuring concentration in communications market”
- **Regulatory perspectives on the emerging telecom structure**
- **Digital divide:** how to improve
- **The regulator’s performance**
“Research in government agency decisions: Observations about the FCC.”
- **Digitization:** how to reach the highest penetration (digital set-top box, switchover deadline)
- **Spectrum management:**
“Assessment of spectrum management options.”

Methodology



- Literature review,
- Document analysis
- In-depth interview
- Focus group
- Delphi



During the Research process

- Keep the policymakers and regulators informed
- Make them involved (in-depth interviews, focus group)
- Check with the regulator (to update and confirm)

Presentation



- Practical, neutral, not too academic
- Do not use too many jargons
- Has to propose viewpoints and solutions
(policy recommendation)
- Concise and to the point (policy brief)

Outcome



- Send the regulator the outcome of the research (policy brief)
- Distribute the summary of the research to the press
- Submit it to the journal (after amendment)