



## **The Balsillie Case Studies**

### **Guidelines**

The Balsillie Case Studies is a repository of evidence-based true stories of technology-related governance dilemma across various sectors. They are concise and peer-reviewed pieces written in a story-telling format. The idea of the case study is to raise some of the key governance dilemmas/questions that need to be addressed.

The authors are compensated for the case study package a flat rate of \$1500 CAD. Authors are further entitled to an annual Royalty totalling fifteen percent (15%) of the revenues (“Proceeds”) and the royalty is divided equally among authors in case there is more than one in a case study. Proceeds exclude any revenues associated with usage of the Case Study by the Balsillie School in programs of the Balsillie School.

The principal author is afforded a Research Assistant, if required, through the graduate and PhD students at the Balsillie School of International Affairs. The BSIA will compensate the Research Assistant, who should be mentored by the principal author.

### **Objective**

The Balsillie Case Studies are designed to be used in classroom exercises for graduate students but depending on the relevance and timeliness of the matter, they can be used to navigate masterclass and executive courses with policymakers. The case studies expose students and policymakers with lived experiences to find innovative governance solutions and break away from the status quo.

### **Publication**

The Balsillie Case Studies is a publication that authors can have to their credit with DOI issued to each publication. They are peer reviewed to ensure quality, substance and accountability and acceptability. They will be available on an e-commerce platform for licenced consumption.

### **Process**

To produce a case study, the authors submit their case study proposal including the proposed deadline [here in this link](#) for review by the editorial team of BSIA.

### **Composition**



The case study and the teaching note **together** are between 1500 words minimum and 3000 words maximum (exclusive of citation).

The writing style of the case studies are similar to feature stories in newspapers. Example includes this report in [the Guardian](#). It should be anecdotal, driven by a protagonist who is representing an institution, that is trying to address a governance dilemma. It could also be a policymaker of a governmental institution trying to address the dilemma. This then gives a hook to the reader about the story.

Emphasis is laid on having a protagonist in the story, who is trying to address the situation. The protagonist is someone who the author has knowledge about. They can be a person, who the author can interview for the story. Alternatively, the author should go through news articles related to the topic that often cite industrialists, policymakers or government officials trying to address the matter. The protagonist can be the author themselves provided they have a role in the decision-making of a policy in a company, industry, government or multilateral institution. The protagonist should introduce the tech-governance dilemma within the first paragraph before going into the background (see Annex 1 as an example).

The Balsillie Case Studies prefer real names of individuals and companies for authenticity. Provided an issue is too sensitive the protagonist can be anonymized or fictionalized in consultation with the editor of the Balsillie Case Studies. The sections in the Case Study and Teaching Note are outlined in Annex 1. A writing style provided in Annex 2.

The headline should be topical, punchy and give the reader a sense of what the case study is about. Here are some examples of headlines:

**"Cryptocurrency mining and the cost to climate: the Bitcoin experience".**

**“Can WTO reduce the technological inequality among nations?”**

**“Consent, Pay or Settle: Meta’s Struggle for Staying Profitable in the European Union”**

**“Martyinka’s Refugee Support on Third-Party Platforms Risks Data Security”**

Citations **must** be in the form of endnotes (NOT footnotes), using the citation format of the Chicago Manual of Style both in the Case Study and Teaching Note. This means callout numbers only in the text, and full citations in the endnotes. Here’s an [example](#) for endnote citation.



Case Studies are not limited to academic literatures. The Balsillie Case Studies accepts citations from a wide range of sources including credible news websites, grey literatures and social media platforms for e.g. the verified X handle of the US President or the Prime Minister of Canada.

The Case Study and Teaching Note should be drafted in separate documents.

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## Annex 1

### **Balsillie Case Study Format**

Length 1500 – 3000 words (exclusive of citations)

#### **A Balsillie Case Study:**

1. begins with an anecdotal character and/or institution that is trying to address a governance dilemma
2. gives the background of the lived-experience or a true case scenario
3. provides the existing policy and legal framework
4. returns to the dilemma by identifying the gaps between policy and implementation
5. leaves the problem-solvers with either the concerns, words about what is required or the potential 'next steps'.

#### **A Teaching Notes** should provide:

1. a synopsis of the case study
2. the objective of the case study and learning outcomes
3. relevant readings for participants
4. a breakdown of the teaching structure or the components of discussion
5. 3 to 5 case questions
6. an analysis of the questions that explain what the facilitators should expect in response or how they contribute to the learning outcomes.

## Annex 2

### A very short structural guidance and Balsillie Case Study writing style

#### **Canada vs Meta: Implications of the news ban on Meta platforms in Canada**

At the corner room of the second floor of Meta's plush 455,000 square feet Menlo Park, CA headquarters, Lisa Hamilos, the company's legal and policy affairs director is reviewing her recent exchanges with the Government of Canada. Six months after Meta restricted access to news websites on its Facebook and Instagram platforms for users in Canada, Lisa has to submit in two weeks a review of the impact of the restriction on its users. Canada has adopted a new law that requires Big Tech with revenue over \$1 billion to pay up for the welfare of news organizations. Meta has chosen to remove access to news websites in compliance with the Canadian law. But it faces the criticism of denying its users the right to freedom of information, giving rise to misinformation and disinformation. Lisa has to make recommendations about how Meta can operate in Canada in ways that it doesn't lose market and users and that the law doesn't set a precedent where it has to limit access to certain contents such as news. **(Note: the first paragraph should provide a quick summary and the dilemma).**

#### **Background**

The user engagement and revenue teams have suggested that they have not suffered a major drop in the usage or revenue from advertisement during the period. However, there have been criticisms of the company's policies in line with international laws on freedom of public information. Lisa has to provide reviews and recommendations about how the company should operate going forward in Canada, in compliance with both domestic and international laws.

Just a week ago, the UN Special Rapporteur on Freedom of Expression criticised the Big Tech's monopolistic behaviour in her thematic report to the 55th session of the UN General Assembly. This week, Facebook users in Canada filed a petition to Meta and the government urging them to not suffer the users because of their financial tiff. The Government of Canada has asked Meta and Google to pay \$234 million CAD in annual compensation to Canadian news organizations for news that is shared on the platform.

Story continues....

#### **The existing policies and regulations**

Discussion of the Online News Act, the international laws, anti-competition laws, human rights laws. How Meta has tackled a similar situation in Australia. What responsibilities platforms such as Meta have towards the users and the countries they operate. What can governments do etc.

### **The challenge ahead**

Lisa and her colleagues at Meta had several consultations with Canada's Heritage Ministry that has been leading the regulation of the new law. The chances of the government moving away from the law is slim but there is possibility that the annual compensation may be negotiated. The company, however, is worried that accepting to Canada's terms might set a precedent, which could result in other countries adopting similar policies.

Story continues...

### **Conclusion**

Conclude the case study with the big questions that Lisa is grappling with, suggesting to the readers (grad students/policymakers) about the dilemma that they need to address, the challenges that needs to be unpacked. Author could indicate in this case for e.g. the options Canadian government, Meta and international organizations have to come up with a resolution.