
FOUNDATION FOR INTERNET DEVELOPMENT

ANNUAL REPORT

2010

CONTENTS

I	SU Internet domain development project.....
II	Foundation projects and events.....
	1. Helpline «Kids Online»
	2. Children in Information Society Journal
	3. Safer Internet Forum 2010
	4. Sviaz-Expocomm'2010 Exhibition: Foundation display
	5. Internet Governance Forum session: “Social and cultural aspects of the Internet governance: education, science, and culture”
	6. Safer Internet for Children Poster Exhibition at UN Information Center in Moscow
	7. Exhibition in the frame of VI All-Russia Forum “The Health of the Nation is the basis for the prosperity of Russia”: Foundation display
	8. SU domain anniversary
	9. Positive Content Contest
	10. Theoretical and Practical Conference “Safer Internet for Children and Adolescents: Social and Psychological Aspects”
	11. Safe Internet for Russian Children Sector Conference
	12. Ethics in Internet: Challenges, Standards and Opportunities Project
	13. Round Table “Kids Online: Russia, Europe and the World”
III	Foundation research: Russian Kids Online Project
IV	Participation in scientific and social events
V	International cooperation and participation in international events:
	1. International Conference “Russia – Balkans: Information Collaboration and Information Security”
	2. 6 th Safer Internet Forum in Luxembourg
VI	Foundation cooperation with mass media

1. SU INTERNET DOMAIN DEVELOPMENT PROJECT

On August 1, 2010 the maintenance of and access to the main registry of the SU domain were transferred from the Russian Research Institute for Public Networks (RIPN\RosNIIROS) to the Internet Technical Center (ITC) - the structure specifically established by the two Russian registries (the National Domain Coordination Centre and the Foundation for Internet Development) in order to ensure the maintenance of the major registries and registration systems of the national domains .RU and .РФ and the domain .SU and the smooth operation of the DNS system in Russia. In this connection a new set of documents was introduced, defining the accreditation rules in the .SU domain area for the registrars.

The transition to the new conditions of cooperation allowed reducing the prices for the accredited registrars. Since August 1, 2010 the cost of initial registration of one domain in the .SU domain area, as well as the extension of the domain name registration period for 1 year has been 250 rubles, VAT included.

By the end of 2010, the following year-end indicators have been achieved for the .SU domain area:

1. The rate of domains registered in the .SU zone remained fairly stable, and by end of the year the total number of the domain names was ~ **92,000** (as of December 2010). In comparison with 2009, despite the triumphant success of the .RF domain, the number of domains in the .SU zone increased by approximately 11% (by the end of 2009 in the .SU domain area ~83,000 domains had been registered).
2. The new domains registered in 2010 made 22.5% of the total number of the domains in the .SU zone.
3. 13 companies were the domain registrars in the .SU area makes.

Распределение доменов по регистраторам

(c) RU_CENTER

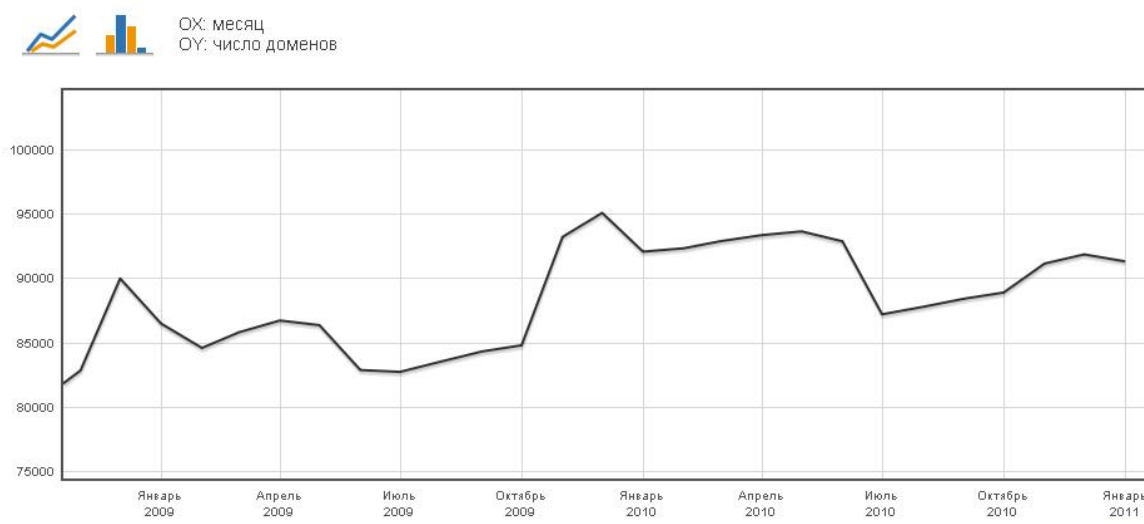


Fig. 1 Number of .SU zone domain names in 2009-2010

Регистрация новых доменов

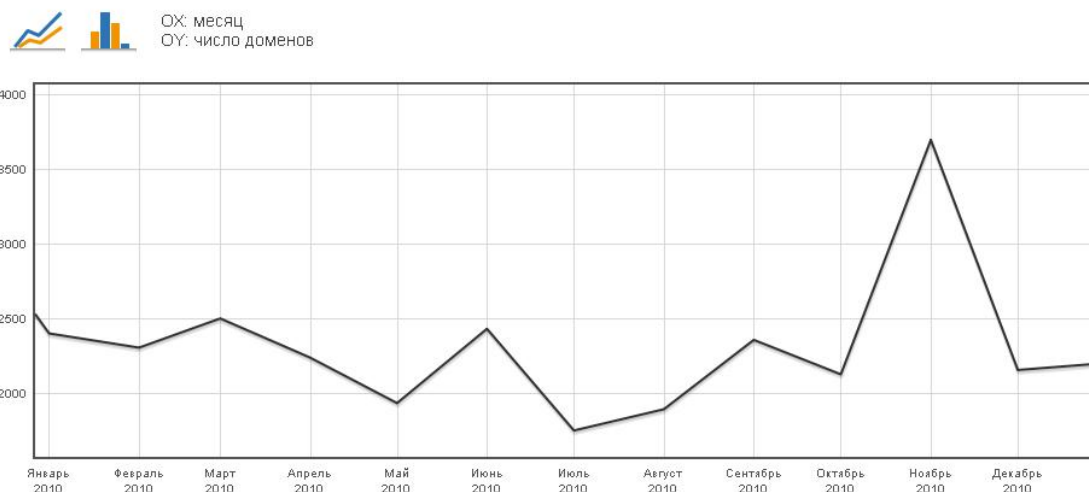


Fig. 2. New Domain Registrations in .SU zone, 2010

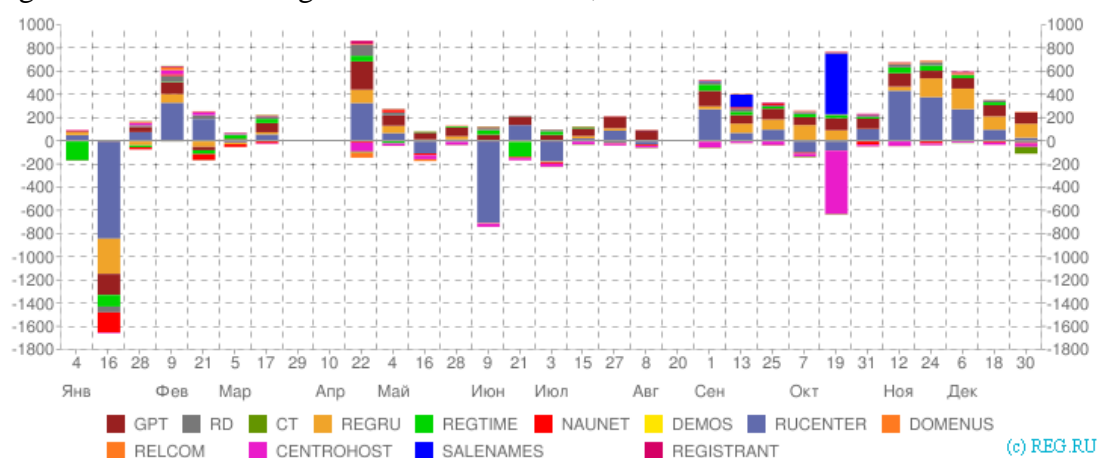


Fig.3 Growth in Numbers of Domain Names upon .SU Zone Registrars

With some registrar companies the increase in the number of the domains registered in the .SU zone or renewed for one year is close to zero or even negative. This may be due to the positioning of the domain targeting it at the inactive group of the potential audience (older people), while with the most promising target audiences the domain image tends from neutral to negative. But the overall growth in the number of domains by registrars is positive (see Figure 3), and at the end of the year there occurred an increase in the users' activity as regards the registration of new domain names in the .SU domain area (see Figure 2 and 3).

Besides in 2010 the first domestic domain .SU celebrated its anniversary – on September 19 it turned 20. The celebration of the domain's 20th anniversary was held on September 22 in Moscow at the Sovetskiy Hotel (See Section II).

II. FOUNDATION PROJECTS AND EVENTS

In 2010, the Foundation implemented a number of projects that met the statutory goals of the organization.

II.1. Helpline «Kids Online»

The **Kids Online Helpline** is a telephone and online counseling service on the safer use of the Internet and mobile telephone services for children, teenagers, parents, and the personnel of educational and training institutions.

Project objectives:

- Psychological assistance to children and adolescents who are faced with the danger while using the Internet and/or mobile phones;
- Information and advisory support for children, adolescents, parents, and the personnel of educational and training institutions on the safer use of the Internet and mobile telephone services by children.

Target Audience:

- Under-age (under 18) users of the Internet and mobile phones;
- Parents;
- Personnel of educational and training institutions (teachers, instructors, form masters, tutors);

The Kids Online Helpline is maintained by professional experts – psychologists from the Foundation for Internet Development and the Department of Psychology of the Lomonosov Moscow State University.

Contacts: You can contact the Helpline by free federal phone number 8-800-25-000-15 (from 9 to 18 pm Moscow time on weekdays) or by email: helpline@detionline.org. The Helpline's websites: www.detionline.com, www.detionline.org.

In 2010, while working on the Helpline the psychologists received 497 calls, provided psychological help and support on 318 relevant calls, and the overall number of calls to the Helpline totaled 1400 (see Table 1).

Table 1. General Helpline Statistics

Received calls	1400
Accepted calls	497
Accepted e-mails	178
Relevant calls	64%
Calls from children	45%
Calls from adults	55%
Calls from the Moscow region	54%
Calls from other regions of the Russian Federation	46%

The analysis of the received calls and emails made it possible to distinguish the following main topics of appeals (see Figure 1).

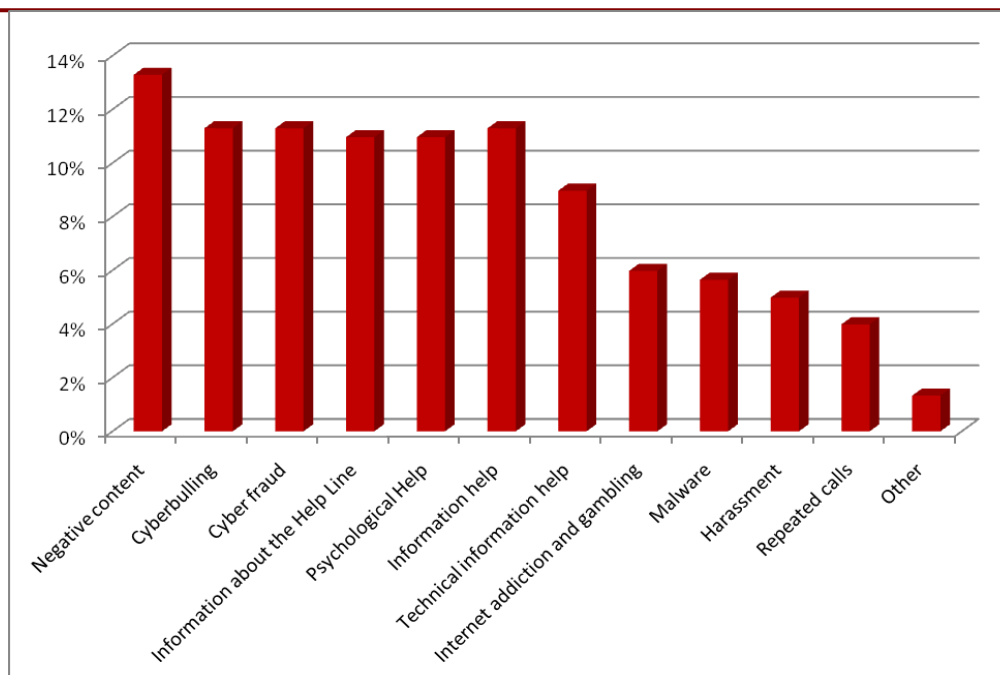


Fig. 1. Helpline Calls Topics, (%)

The Foundation for Internet Development in 2010 carried out the following activities within the Helpline project:

1. **Organizing and rendering of the psychological and information consultancy services**
2. **Development of the theoretical and methodological basis for the Helpline consultancy services**
3. **Consultations and contacts with the services that provide psychological support in the telephone and online counseling mode**
4. **Designing of information and promotional materials on the Helpline work, holding of an advertising campaign to publicize the Helpline**
5. **Participation in theoretical and practical events (conferences, roundtables, etc.) in order to share the experience and to inform the scientific and educational community on the work of the Helpline**
6. **Obtaining support for the work of the Helpline form the state and public organizations**

II.2. Children in Information Society Journal

Children in Information Society Journal is a quarterly informative and analytical edition, published since 2009 by the Foundation for Internet Development, with theoretical support provided by the Department of Psychology of the Lomonosov Moscow State University, and the Federal Institute of Education Development, the Ministry of Education and Science of the Russian Federation. The Journal issue is printed in 1,000 copies.

Nowadays psychologists, sociologists, educators, and community leaders unanimously agree that the rapid development of the electronic media and communication has a serious and controversial impact on the lifestyle, education, and personal formation of the younger generation. However, until recently only a few attempts have been made to assess the scale of these changes in this important and socially relevant field. The Journal represents an attempt of a comprehensive

coverage of the scope, specificity, and the real impacts of the modern ICT on the Russian children and teenagers.

The objective of the publication is to serve as a platform for discussion on this topical issue, involving family and school psychologists, sociologists, education managers, teachers, educators, IT-engineers, security specialists, the heads of children's and school libraries. Parents make a special part of the target audience, whom the Journal will help to better know and understand their children.

In 2010 four issues of the Journal were published. The 2010 Journal issues focused on the following topics: "The Safe Internet Year in Russia", "Gifted Children Online", "School Faced with Changes", and "Who are those they communicate with?" Besides the Journal highlighted such topics as "Types of Children – Internet users", "How to assess the credibility of websites", "The Internet through the eyes of children", "Web Regulations and Restrictions", "Aggression in games and in life", "Why is the Internet Newspeak dangerous?", "The European children online", "The cell risks", "How do children evaluate the role of the Internet in their lives and education?". The wide range of topics makes the Journal popular with the target audience and much in demand.

The Journal is distributed by post to the target audiences concerned, such as schools and libraries, as well as at specialized forums, exhibitions and conferences. The website provides the PDF Journal version.

II.3. Safer Internet Forum 2010

The Foundation for Internet Development was one of the organizers of the Safer Internet Forum that was held on **February 9, 2010** in Moscow, at the Ostankino TV Centre, on the International Day for Safer Internet, with the assistance of the Ministry of Communications and Mass Media of the Russian Federation.

The Forum finalized the Safer Internet Year in Russia, which was launched in February, 2009. The **Safer Internet Forum** brought together in one venue the representatives of the authorities (the Ministry of Communications and Mass Media of the Russian Federation, the State Duma, the Security Council, the Public Chamber, the Russian Interior Ministry, the Ministry of Education and Science of the Russian Federation), the companies working in the information and communication technologies, the public and nonprofit organizations, the education system and science. The Forum was attended by over 350 people.



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The Safe Internet Year conclusions were summarized and the key projects and initiatives to promote the Internet safety were presented at the plenary session and breakout sessions. The consolidation of the efforts of different parties – the government, law enforcement agencies, businesses and community organizations – as well as the development of a shared collaboration strategy and specific plans intended for creation and maintenance of the efficient and secure Internet environment were considered to be the main outcomes.

II.4. Sviaz-Expocomm'2010 Exhibition: Foundation Display

Sviaz-Expocomm'2010, the 22nd International Exhibition of telecommunications equipment, control systems, information technology and communication services, was held in Moscow, at Expo

Centre on Krasnaya Presnya, on May 11–14, 2010. The exhibition attracted more than 540 companies from 22 countries, with 290 of them representing Russia.

The joint display of the Foundation for Internet Development, the Department of Psychology of the Lomonosov Moscow State University and the Federal Institute of Education Development presented the theoretical and applied research projects, devoted to children’s safety on the Internet. The visitors could see the results of the 2009 study “My Safe Net” and assess their awareness of the web-associated risks and threats and a tendency to the Internet-addiction with the help of the special online risks diagnosing program. The exhibition visitors had the unique opportunity to test themselves with the help of the experimental device for diagnosing and correction of computer game addiction, developed at the Department of Psychology, of the Lomonosov Moscow State University.



The display focused special attention on the Kids Online Helpline. There were specially equipped call boxes at the exhibition, from which any visitor could call directly to the Helpline and consult the psychologist – the Helpline Expert on safer use of mobile phones and the Internet by children.

II.5. Internet Governance Forum session: Social and cultural aspects of the Internet governance: education, science, and culture

The **first Russia’s Internet Governance Forum** was held on **May 13 – 14** as part of the Sviaz-Expocomm’2010 Exhibition. The representatives of the Government of the Russian Federation, the CEOs of the major Russian companies, the experts in the telecommunications business and prominent public figures, the representatives of the foreign Internet organizations were invited to participate in the joint work within the forum framework.



The Foundation for Internet Development took part in organizing of the session “Social and cultural aspects of the Internet governance: education, science, and culture”, held on the second day of the Forum, on May 14, and devoted to the problems of education and ICT. The leading figures in the field were invited as the speakers. The session was chaired by **Galina Soldatova**, the Doctor of Psychological Sciences, Professor at the Psychology Department of the Moscow State University, **Director of the Foundation for Internet Development**.

II.6. Safe Internet for Children Poster Exhibition at UN Information Center in Moscow

On August 17 – 30, 2010, the United Nations Information Center (UNIC) in Moscow hosted the exhibition of the social posters on the safe use of the Internet, organized by the UNIC and the Foundation for Internet Development. The exposition included the best works that had participated in the Safe Internet for Children competition, conducted by the Foundation for Internet Development in

cooperation with the Ministry of Communications and Mass Media of the Russian Federation, the Coordination Center for .RU TLD, the major Moscow Internet, TV, and cellular services providers COMSTAR and AKADO and the major Russian Internet portal Mail.ru.

II.7. Exhibition in the frame of VI All-Russia Forum “The Health of the Nation is the basis for the prosperity of Russia”: Foundation display

The VI All-Russia forum “The Health of the Nation is the basis of the prosperity of Russia» was held at the Manege Central Exhibition Hall on September 16 – 18. The Foundation presented the results of their research and practical projects (the Kids Online Helpline, psycho-diagnostics of the Internet addiction, etc.) on the display of the Lomonosov Moscow State University.

II.8. .SU Domain Anniversary

The Foundation for Internet Development together with the RIPN/RosNIIROS, the Coordination Center for the national TLD on the Internet, the Technical Internet Center, and the RU-Center, organized the celebration of the 20th anniversary of the .SU domain. The celebration of the 20th anniversary of the first domestic domain .SU was held in Moscow, at the Sovetskiy Hotel, on September 22, 2010. The meeting was filled with the memories of the old friends and associates, the founding fathers of the domestic Internet. The guests also included the .SU domain registrars – the 13 companies who are now directly involved in its development and expansion, the representatives of NGOs and journalists.



II.9. Contest of the best internet resource with positive content for children-youth audience “Positive Content – 2010”

The Positive Content 2010 Contest, sponsored, similarly to the previous year, by the Foundation for Internet Development, the Ru-Center, and the Coordinating Center for TLD was launched on September 1, 2010 – on the International Day of Knowledge. On the whole, about 530 applications for participation in the contest were considered – in comparison with the previous year their number had increased by almost half.

The **Contest Aim** is to expand and promote the development of the positive segment of the Internet, intended for children and young adults, as an effective instrument for building of the information society with a secure and ethical online environment.

For the list of the contest winners see the official contest site: www.positivecontent.ru

II.10. Theoretical and Practical Conference “Safer Internet for Children and Adolescents: Social and Psychological Aspects”

The theoretical and practical conference “Safer Internet for Children and Adolescents: Social and Psychological Aspects” was held on November 18, 2010 with the assistance of the Ministry of

Education of the Moscow Region. The Foundation for Internet Development was one of its organizers.

The conference brought together teachers, educational psychologists and representatives of school administration from different cities of the Moscow Oblast (more than 50 people).

II.11. Safe Internet for Russian Children Sector Conference

The Safe Internet for Russian Children Sector Conference was held in Moscow on October 12, 2010. The event was arranged by the Foundation for Internet Development, the Friendly Runet Foundation, and the Charity Fund of St. Basil the Great, and supported by the Ministry of Communications and Mass Media. The conference was timed to the World Mental Health Day. It was attended by the representatives of the Russian sector initiatives in the field of the Internet safety, NGOs, government services and law enforcement bodies.

II.12. Project “Ethics in the Internet: Challenges, Standards and Opportunities”

The project was initiated in 2010 by the Subcommittee for Business Ethics of the Committee for Business Regulation of the Russian Federation Chamber of Commerce and Industry.

The Foundation for Internet Development is the project’s partner.

The **Project Objective** is to promote and maintain the ethical, legal, and “environmental” friendliness for business activity on the Internet, to disseminate success stories based on the civilized business practice standards, to “align” the ethical standards of the business conduct on the Internet.

In the context of this project, the Foundation for Internet Development initiated and designed the **Declaration “For safety of children and young people on the Internet”**, which was one of the most important outcomes of the Safer Internet Year in Russia, which brought together more than 100 organizations and was supported by the Ministry of Communications and Mass Media of the Russian Federation. To date, more than eighty organizations have joined the Declaration.

II.13. Round Table “Kids Online: Russia, Europe and the World”

The Russian International News Agency (RIA Novosti) held the Round Table “Kids Online: Russia, Europe and the World” on December 15, 2010. It presented the first results of the large-scale Children Online Research.

Due to its high topicality the round table brought together more than 70 participants – scientists, educators, representatives of the public authorities, businesses and NGOs, as well as mass media.



The keynote speakers were **Lucyna Kirwil**, the Assistant Professor at the Warsaw School of Social Sciences and Humanities and the Center for Psychological Research at the Warsaw University, the coordinator of the EU Kids Online Research Project in Poland, and **Galina Soldatova**, the Corresponding Member of the Russian Academy of Education (RAO), Doctor of Psychology, Professor at the Department of Psychology of the Lomonosov Moscow State

University, the coordinator of the Russian Kids Online Research Project. They spoke about the main

tasks of the research and its practical importance and presented the first interim results for Europe and Russia.

III. FOUNDATION RESEARCH: RUSSIAN KIDS ONLINE PROJECT

In 2010, after the negotiations with Richard Swetenham, Head of the eContent and Safer Internet Unit of the European Commission, and the coordinators of the European Commission's research project EU Kids Online II – Sonia Livingstone, the Professor and the Head of the Media and Communications Department of the London School of Economics and Political Sciences (LSE), and Leslie Haddon, the Professor of the LSE Media and Communication Department, an agreement was signed, under which the Foundation for Internet Development was included in the research project.

The methodology of the European research project EU Kids Online II was validated and culturally adapted to the Russian sampling. The pilot research was conducted in three regions: Moscow, Moscow Oblast and Saratov.

The relevant agreements for the fieldwork were reached with 11 regions of Russia, mainly at the base of universities. The regions prepared the research teams of interviewers – professional psychologists and sociologists. The data were collected from October 1 to November 10, 2010. The data collection was carried out with the financial support of the Technical Internet Center. Overall, 1,025 parent\child couples (or 2,050 persons) were interviewed; the distribution of the sampling by regions is presented in Table 1.

Table 1. Distribution of sampling by regions of Russia.

Federal District	Region	Interviews	Coordinating Organisation
Central Federal District	Moscow	141	Department of Psychology, Moscow State University
	Moscow Region	103	Foundation for Internet Development
North-West Federal District	Saint-Petersburg	95	Saint-Petersburg State University
	Komi Republic	96	Syktyvkar State University
Volga Federal District	Kirov Region	80	Vyatka State University
	Saratov Region	131	Saratov laboratory of children's health
South Federal District	Rostov Region	94	Rostov State University
Ural Federal District	Chelyabinsk Region	87	Chelyabinsk State University
Siberian Federal District	Trans-Baikal Region	57	Chita State University
	Kemerovo Region	80	Kemerovo State University
North-Caucasian Federal District	Dagestan Republic	61	Dagestan State University
Total		1025	

The two project members were assigned to participate in the Safer Internet Forum in Luxembourg on October 20 – 23, 2010: G.V.Soldatova and Ye.Yu.Kropaleva. During their mission, these representatives of the Foundation for Internet Development participated in the Safer Internet Forum, held in Luxembourg on October 21 – 22, 2010, and in the meeting of the European Working Group on the research project EU Kids Online II. At the working meeting the representatives of the Foundation made a presentation of the preliminary research results for the four regions and discussed the further research schedules, data analysis and results presentation issues.

The compilation of the database was started on November 10, 2010. The preliminary work was carried out, which allowed presenting some of the results.

The initial results were presented in 2010 at the following meetings:

1. **The theoretical and practical conference “Safer Internet for Children and Adolescents: Social and Psychological Aspects”** on 18 November, 2010;
2. **The Kids Online: Russia, Europe and the World International Roundtable** on December 15, 2010.

PARTICIPATION IN SCIENTIFIC AND SOCIAL EVENTS

In 2010, the representatives of the Foundation for Internet Development participated in various scientific and social events and made their presentations, including the following meetings:

- 1. Safer Internet: Challenges for Providers and Parents (March 3, 2010, Moscow)**
- 2. Informational socialization as a factor for strengthening family institution and preventing social risks among children and young adults (March 18, 2010, Moscow)**
- 3. International Conference “Production and distribution of child pornography on the Internet: resistance and risks reduction mechanisms” (March 22, 2010, Moscow)**
- 4. “Kids Online Safety” – meeting of Children’s Board at National Presidential Children’s Rights Commissioner (March 26, 2010, Moscow)**
- 5. 17th conference of representatives of regional research and education networks “Relarn–2010” (September 27 – October 1, 2010, Moscow – Nizhny Novgorod)**
- 6. Interregional conference “The Internet and the School. The Generation. The Russian Federation” (November 3, 2010, Yaroslavl)**
- 7. International Conference “Russia – the Balkans: Information Cooperation and Security” (September 13-17, 2010, Republic of Bulgaria).**
- 8. 6th Safer Internet Forum (October 21-22, 2010, Luxembourg)**

IV. FOUNDATION COOPERATION WITH MASS MEDIA

In 2010 the systematic work with the media was carried out. As a result of the consistent work, more than 1,500 publications and video films appeared in the electronic and print media. The videos were shown on such TV channels as Russia 24, NTV, Petersburg Channel 5, Zvezda, Doverie, and Podmoskovie. The information on projects and activities of the Foundation was published in the leading electronic and print media, as well as in popular blogs.

Regular partner liaisons were established with the leading news agencies (RIA-Novosti, ITAR-TASS, VGTRK) as well as with the Internet and print media in Russia (including the industry media), which included: Global I TV, CNews, IKS-Media, Chastny Correspondent, the Metro Newspaper, the Garant Information Agency, RU-Formator, Computerworld, Novaya Gazeta, Polit.ru, iToday, Gudok, PCWeek, Connect, the Psychologies Magazine, the Psychological Newspaper, the Education Bulletin, etc.

The following major Russian news portals and search engines partnered the projects and programs of the Foundation for Internet Development in 2010: Russia 24, Mail.ru, Yandex, Nigma, Vesti.ru, etc.