FOUNDATION FOR INTERNET DEVELOPMENT

ANNUAL REPORT

2011

TABLE OF CONTENTS

I. .SU INTERNET DOMAIN DEVELOPMENT
The Overall Case Analysis

There was an increase in registrations of new domain names in the .SU zone in 2011. In the second half of 2011 the increase in the number of registrations was about 1 000 domains (1% of the total number of registered domains) per month. In 2011 the overall increase in the number of registrations was around 8.7%. Thus, we can see some progress as compared to 2010, when the number of domain name registrations decreased by 1.3%, but the growth rate is still low. The Foundation has worked out a program for the .SU domain zone development destined to increase the users' awareness of this Internet domain and to increase the growth of the number of registrations.

.SU Zone Content Analysis

The content analysis of the .SU zone domains was conducted by the Foundation staff in May 2011. The research helped to form a sample of 2000 delegated domains, each domain was assigned to one out of nine categories:

          Parked domains
          Non government organization websites
          Enterprise websites
          E-commerce
          Personal websites
          Community websites
          IT and Internet related websites
          Mass media
          Others

1207 (60%) domains of the sample responded to the HTTP requests.
The assignment of the sample domains to categories is shown below.

Category	Share	Number
Parked domains	33,55%	405
Non governmental organizations websites	1,16%	14
E-commerce	10,85%	131
Others	5,80%	70
Personal websites	3,89%	47
IT and Internet related websites	3,56%	43
Community websites	29,08%	351
Enterprise websites	11,02%	133
Mass media	0,75%	9

Table.1. The assignment of the sample domains to categories

Registration of Two-Letter Domains

The changes to the rules allowing registration of two-letter domain names were made in July 2011. As expected, all the domains of this type were sold out, it also resulted in the increase in sales of domain names consisting of 2 Cyrillic letters, although there had been no restrictions on their registration before.

"Domeniny 2011" Conference

The Foundation staff participated in the "Domeniny 2011" conference in May-June 2011. The results of the research on domains in the .SU zone were presented on this conference along with a report on the history and development prospects of the .SU domain. In the speech in Vladimir the spokespersons also touched upon issues of the Internet security and the Foundation's works in this area.

42 ICANN Meeting

Two members of the Foundation were sent to the 42nd ICANN meeting in Dakar in October 2011: Sergey Ovcharenko, Deputy Director for .SU Domain Development, and Maria Lebesheva, .SU Domain Development Manager.

The main objectives were:

1. To get Foundation representatives acquainted with the ICANN operations, its work procedures and key persons.
2. To establish and develop positive cooperation between the Foundation and the ICANN in order to discuss the options of the .SU domain status clarification.
3. To discuss the possibility of changing the administrative contact for .SU.

To achieve the above objectives and to get acquainted with the current ICANN activities and its internal policy the staff of the Foundation for Internet Development attended the 42nd ICANN conference meetings related to Country_Code domains and the ICANN policy on ccTLD. Additionally there were several meetings with the ICANN representatives and other participants interested in solving the situation with the top-level .SU domain.

DNSSEC

In October 2011 the Technical Center of Internet implemented the DNSSEC mechanism in the .SU zone and the DS record of the SU domain was put to the root DNS servers. While this allows to delegate domains with a chain of trust starting with the root zone, the .SU zone registrars did not implement the necessary mechanisms to support the delegation with DNSSES. Popularization of DNSSEC will require additional actions from the Foundation. The Foundation has planned a number of events for 2012 to increase user interest in this technology.

II. FOUNDATION FOR INTERNET DEVELOPMENT PROJECTS AND ACTIVITIES

II.1. "Kids Online" Helpline

The "Kids Online" Helpline continues its operation.

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 form 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 website: **www.detionline.com**.

Helpline - the Results of Two Years of Work

On December 15, 2011 the project "Kids Online" Helpline became 2 years old. The statistical and content analysis of the received requests based on the results of two years of work was performed.

The total number of **5291** requests was received by the Helpline via phone and online in the period from December 15, 2009 to December 31, 2011. Out of them 4746 requests were received by phone. As the calls were taken by psychologists only from 9 a.m. to 6 p.m. on weekdays, they processed 1598 calls. (see table 1).

From the beginning of the Helpline operation we observe positive dynamics of the increase in the number of incoming calls due to the information campaign (see Fig. 1)
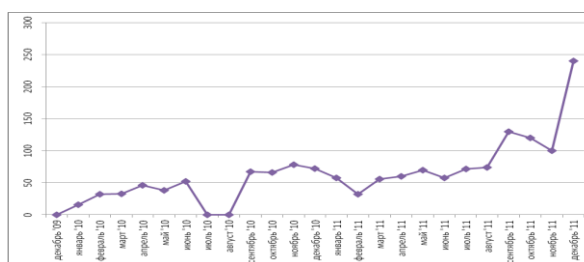

Figure 3. The dynamics of incoming Helpline calls (from 15.12.2009 to 31.12.2011).

The work classification of online risks has been elaborated during the work. According to this classification, the online risks are grouped into four main types: **content, electronic, communicational and consumer risks.** Statistical analysis has shown the following distribution of requests:

communicational risks - 45% (cyberbullying, grooming, etc.)
electronic risks - 30% (computer locks, profile hacking, viruses, spam)
content risks - 17% (inappropriate and illegal information of various kinds)
consumer risks - 8% (online frauds)

Figure 4. Helpline requests by the types of risks

The project is supported by:
Department of Psychology of the Moscow State University

"Federal Institute of Education Development" Federal State Autonomous Institution, Ministry of Education and Science of the Russian Federation

OJSC "MTS"

OJSC "MGTS"

Technical Center of Internet

Safe Internet League

In 2011 the Foundation for Internet Development carried out the following activities under the Helpline project:

1. Organization and rendering of psychological and informational consulting services: supervision, staff development, training seminars, practice for students.

2. Development of the scientific and methodological basis for the Helpline consulting: preparation of the manual "Telephone and online consultations on safe Internet use by children and adolescents"

3. Creation of the project site - **www.detionline.com.** During the period from May 1 to December 31, 2011 the Helpline section was visited 6516 times, the most popular sections were: "About the Helpline" (3086 visits), "Safety Rules" (1197 visits), "Online Risks" (756 visits), "Useful Information" (528 visits), "Consulting" (524 visits).

4. Advertising campaign for the Helpline promotion: trade shows, the media, leaflets and brochures printing and distribution, advertisement in social networks.

II.2. "Children in the Information Society" Magazine

3 new issues of the **"Children in the Information Society"** magazine for teachers, psychologists and parents came out in 2011. Their themes were "Online Alone", "What They Write and Read", "I Neither Ate Nor Slept Because of the Internet". The magazine is published with the scientific support of the Department of Psychology (Moscow State University) and the Federal Institute of Education Development, Ministry of Education and Science of the Russian Federation. This year the magazine won the informational support from the **Ministry of Education and Science of the Russian Federation.**

The electronic version of the magazine is part of the **www.detionline.com** website. All issues are freely available in electronic form; they are free for reading/download in whole and in separate articles, sorted by category and author. This section of the site was visited more than 10 000 times in 2011.
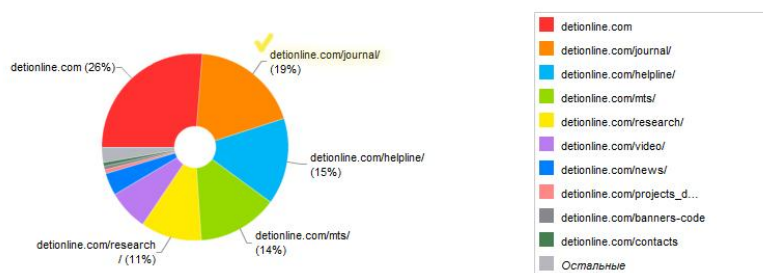
Популярное содержание по сайту detionline.com

detionline.com (26%)
detionline.com/journal/ (19%)
detionline.com/helpline/ (15%)
detionline.com/mts/ (14%)
detionline.com/research/ (11%)

- detionline.com
- detionline.com/journal/
- detionline.com/helpline/
- detionline.com/mts/
- detionline.com/research/
- detionline.com/video/
- detionline.com/news/
- detionline.com/projects_d…
- detionline.com/banners-code
- detionline.com/contacts
- *Остальные*

Figure 5. Top Content of the detionline.com Site

In 2011 the issued copies of the magazine were distributed at the events where the Foundation participated, including schools, educational conferences and exhibitions, IT-forums. Promotional copies of the magazine were sent to the Department of Education, Ministry of Education and Science of the Russian Federation, Ministry of Telecom and Mass Communications of the Russian Federation. The obligatory copies were sent to the Book Chamber and Rospechat (Federal Agency for Press and Mass Communications).

II.3. "Children on the Internet" Educational and Exhibition Project

The "Children on the Internet" project organized by the Foundation in association with MTS company combines an interactive exhibition with a series of training lessons for primary schools in Moscow and the Moscow region.

Its **purpose** is to inform children, parents and teachers about potential risks of the Internet, protection methods and about useful features of the Global Network.

More than 90 thousand people – both children and their parents – visited the interactive exposition during the time the exhibition was open in the Polytechnic Museum (opened on December 7).

On weekdays in December at the exhibition the **lessons of "the useful and safe Internet"** were conducted. These lessons will be given in Moscow schools starting with February 2012. The project geography will not be limited by Moscow: it is planned that later the project will be replicated in Russian regions. The official site of the project: **www.detionline.com/mts**

II.4. Educational Programs for Children and Teachers
II.4.1. Lessons on the Useful and Safe Internet as Part of the Educational and Exhibition Project "Children on the Internet"

The lesson for schoolchildren of 2-4 grades is developed by the Foundation for Internet Development and the Department of Psychology (MSU) under "Children on the Internet" project prepared in association with MTS company. According to the scenario the interactive presentation with video and audio materials will introduce children to the world of the Internet using cartoon characters - Interneshka and Mityasik - and teach them the rules of the safe Internet.

The lesson subject was designed to give the schoolchildren the most complete picture of the various sides of the Internet, both positive and negative.

Lesson objectives are:

1) To improve children's awareness of the Internet **possibilities**:
2) To improve children's awareness of **the common dangers** of the Internet:
3) To teach **the rules of the safe use of the Internet**
4) To form **the assessment skills** of hazardous situations on the Internet.
6) To form the **skills of action** in case of unpleasant and dangerous situations.

In 2011 the lesson has been tested and held at the "Children on the Internet" exhibition. Starting with February 2012 the lesson will be conducted at schools in Moscow and the Moscow region.

II.4.2. Internet Safety Fundamentals Training for Schoolchildren

On May 3, 2011 the Foundation for Internet Development organized a special training session on the problems of the Internet security and ways of solving them. This was a pilot of the new training educational program on the safe and effective use of ICT developed by the Foundation for Internet Development for schoolchildren and teachers.

The lesson was attended by schoolchildren of 3-4 grades of "European Gymnasium" Private Foundation and Educational Center. On the basis of the lesson and materials provided by the Foundation the children prepared projects on the safe use of the Internet. These projects were presented in their school in late May.

II.5. Safe Internet Forum 2011

The 2nd Joint Forum on Safer Internet was held on February 8, 2011 in the Moscow City Government office building, supported by the Russian Ministry of Telecom and Mass Communications. The Foundation was one of the Forum co-organizers.

Galina Soldatova, Director of the Foundation, spoke at the plenary meeting about the use of the Internet and mobile technologies by children and adolescents in Russia.

At this event the Foundation organized and conducted the **"Children of the Internet: challenges and risks of online socialization"** section**.**

Following the Forum results a resolution was prepared.

II.6. The "Russian Kids Online" Website

The high relevance of the problem of child safety on the Internet and the unique projects of the Foundation for Internet Development in this area highlighted the need for a specialized website. The "Russian

Kids Online" (detionline.com) site began its operation in May 2011. On this website the Foundation for Internet Development presents its major projects related to the issues of children and adolescents socialization in the developing information society, as well as the issues of their security in the modern informational communication environment. The portal covers the audiences all across the country as it is a basis for the nationwide "Kids Online" Helpline, "Children in the Information Society" magazine, research and educational projects. The website traffic is high and stable.

Impact on Society:

During 2011 the portal was visited more than 42 000 times, the magazine was downloaded more than 1500 times, the Helpline received more than 500 requests for online consultations. A circle of scientists and researchers interested in this problem was formed on the basis of the research.

Figure 6. The Russian Kids Online site traffic in 2011 (May-December [1] .)

On November 25, 2011 the Foundation for Internet Development and its project "Russian Kids Online" was awarded the national "**Runet Prize-2011**" for its contribution to the security of the Russian Internet segment.

II.7. Exhibition in the frame of VII All-Russia forum "The Health of the Nation is the basis for the prosperity of Russia": foundation display

The VII 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 15 – 17. 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. "Positive Content" Contest

"Positive content" is an all-Russian contest for sites for kids, adolescents and young people launched in 2009.

In 2011 it was organized by the Foundation for Internet Development, RU-CENTER company and the Hosting Community Group. The title partner was OJSC "Rostelecom". This year the contest markedly expanded: there were 1200 applications which were 4 times more than in 2009. The geography of sites also expanded: from Kaliningrad and Khabarovsk to New Zabalki rural area, Cushmany village, Arkhangelsk station and others.

The awarding ceremony was held on **December 13, 2011** as part of the professional conference of web developers Web Standards Day. Sergey Ovcharenko, Deputy Director for .SU Domain Development, made a speech in front of the audience. He spoke about the recent developments in the .SU zone.

III. FOUNDATION RESEARCHES: PROJECT "RUSSIAN KIDS ONLINE" AND EU KIDS ONLINE III

Russian Kids Online (2010-2011)

The Foundation for Internet Development represented Russia in the European Commission international research project **EU Kids Online II.** This is the second series of researches covering 25 EU countries as well as Russia and Australia. **The purpose of the research** is the study of the child and parent experience of facing the Internet threats and of safe use of the Internet and new online technologies in Russia and other countries.

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[1] The burst of activity (638 unique visits on 31.08.2011) in August 2011 is related to the advertisement launched during this period in VKontakte social network.

The conducted research was based on the EU Kids Online II research project methodology with the scientific support of the Psychology Department (Moscow State University and Federal Institute of Education Development).

Analysis result of the Internet threats and risks impact on the teenage personality showed major online threats which Russian teenagers faced. Identified threats were analyzed against the following parameters: gender, age, regional aspects, the Internet use characteristics. A number of factors increasing online risks and leading to negative scenarios were identified.

Eight research articles, including those in English, were published after this survey. The final report on the Russian Kids Online research is being prepared for the publication. The results of the survey were presented at a number of events. There were also visits to working meeting with research teams representatives for experience exchange with foreign partners. For example there was a working meeting in Ljubljana (January 2011) and the conference in London (September 2011) on the results of the work.

"My Safe Net" - Results

The monograph **"Caught by one net: socio-psychological analysis of children and adults ideas about the Internet"** was published. It is based on the results of the previous research project, "My safe net", conducted in 2009-2010 which included a series of socio-psychological researches related to the perception of the Internet by high school students, their parents and teachers. The total sample of the study equaled 6155 people from 18 Russian regions.

EU Kids Online III (2011-2013)

In November 2011 the next project started - **EU Kids Online III (2011-2013)** - which involved more than 30 countries, including Russia, represented by the Foundation for Internet Development and Psychology Department (Moscow State University).

IV. PARTICIPATION IN EVENTS

During 2011 the Foundation for Internet Development organized and participated in projects and events conducted by other Foundation partner organizations.

Discussion on the topic "The Internet, great and terrible" (**19 February,** the Discussion Club for Youth "DIALOGOS")

Interagency industry conference "Psychological and social assistance to vulnerable persons using remote technologies" (**February 24-25,** Moscow)

RIF + KIB Conference (**April 20-22,** boarding house "Lesniye dali" near Moscow)

"Russian National Security and the New Scientific World Outlook" Research and practice conference (**May 6,** Moscow).

Press conference on International Hotline Day (**May 16,** Moscow, RIA-Novosti news).

Annual RU-CENTER conference "Domeniny 2011" (**May 31,** Moscow, Aerostar hotel).

"School Fair from A to Z" (**August 18-27**, Moscow)

Presentation of the project "Guideline to child safety on the Internet" (**September 14**, Google office)

XVIII Relarn-2011 Conference (**September 26 - October 2,** Rostov-on-Don - Kazan)

IV Russian Internet Week (**October 18-21,** Moscow)

Campaign "My address is neither a house nor a street ..." for the .SU domain (**November 7,** RU-CENTER office)

Round table discussion "Ensuring the security for schoolchildren in the course of the Priority National Project "Education" (**November 29,** The Public Chamber of Russia)

V. INTERNATIONAL COOPERATION AND PARTICIPATION IN THE INTERNATIONAL EVENTS

V.1. Participation in the International Events

In 2011 the Foundation staff participated in several international events.

The working meeting of the EU Kids Online II project representatives of national research teams (27-29 January, Ljubljana, Slovenia).

5th International forum "The partnership of government, business and civil society for ensuring security and countering terrorism" (April 25-28, Garmisch-Partenkirchen, Germany).

International Telecommunication Union (ITU) regional seminar on "Integrated aspects of child protection on the Internet" (April 6-8, Odessa, Ukraine).

The final conference of the EU Kids Online II research project "Children, online risks and safety: research and political issues in comparative perspective" (September 22-23, London).

V.2. Cooperation with International Helplines

NET ECOUTE.FR, France

This national helpline for protecting young people on the Internet is a part of the Safe Internet program funded by the European Commission and is supported by the French public authorities (the Ministry of Internal Affairs and the State Secretariat for the Development of the Digital Economy). It is also a part of the «E-enfance» organization.

NOBODY'S CHILDREN FOUNDATION, Poland

The line is a part of a large organization «NOBODY'S CHILDREN FOUNDATION». Its partners are Polish telecommunications companies.

VI. FOUNDATION INTERACTION WITH THE MEDIA

In 2011 the Foundation was consistently working with the media, organizing information campaign, involving the media in the Foundation activities. As a result of this consistent work there were a large number of publications and picture shots in the electronic and print media. More than 90 references can be found on the Internet on various school sites, sites for children and information portals, newspapers and magazines.

Information about the Helpline is available on more than twenty school sites, on a dozen of children and information portals, in ten magazines and newspapers. The phone number and the link to the Helpline are available on the website of the Moscow Department of Education. Several TV spots about the Foundation were made and shown twice on the First and TV-Center channels in the "Mood" morning program.

The "Children in the Information Society" magazine is also represented on 20 school sites, portals and teachers' blogs.

In 2001 the Foundation for Internet Development was awarded the "Runet Prize" in the "Safe Runet" category. This information became available on forty sites.