

**FOUNDATION FOR INTERNET DEVELOPMENT**  
**ANNUAL REPORT**  
**2012**

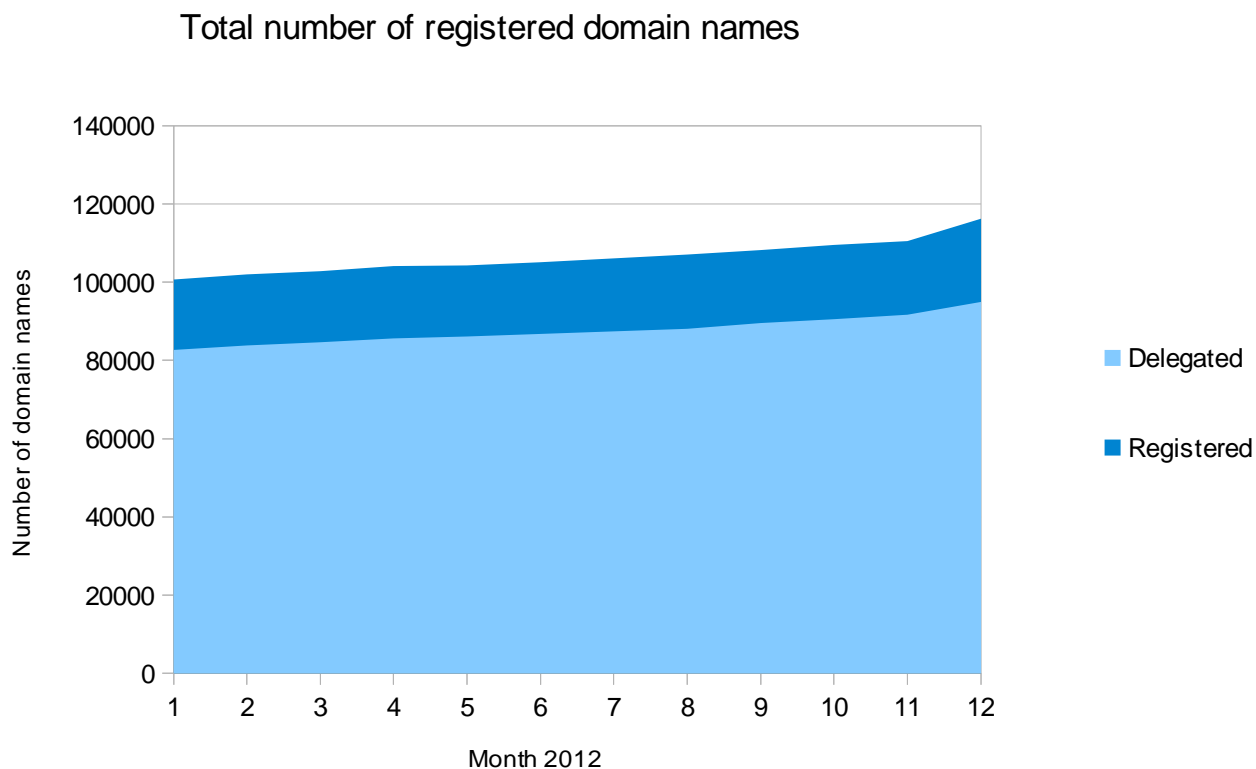
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## I. Development of the .SU Top-Level Domain

### *Domain Names Registration Statistics in the .SU TLD*

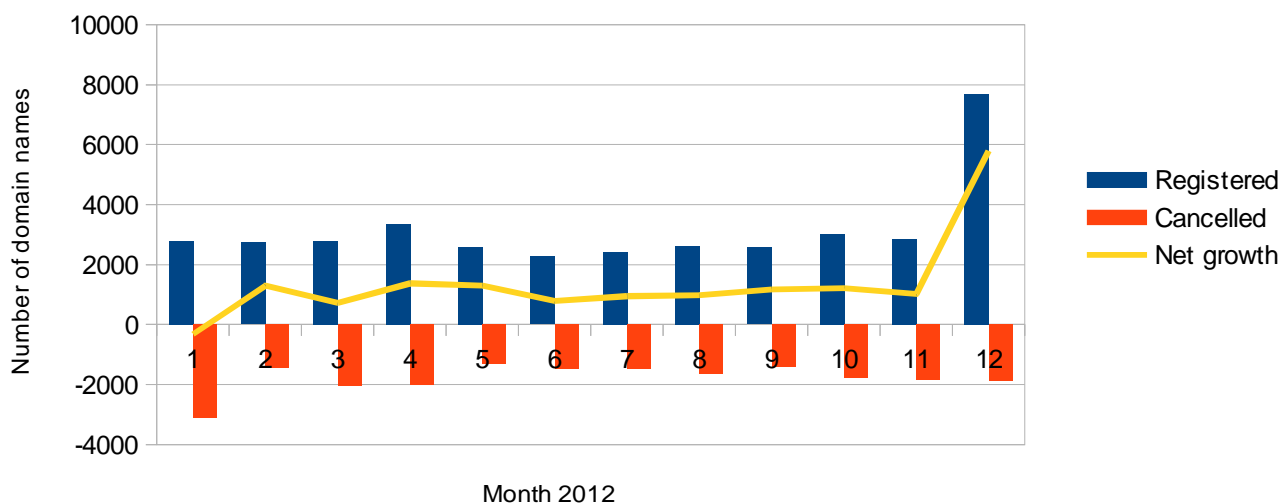
15,562 domain names were registered in the .SU domain during 2012. Which is 15.4% of the total number of registered domain names, and is 6.7% more than the number of domain names registered in 2011. During the reporting period the share of delegated domains did not change significantly and constitutes 82% (Figure 1).



**Figure 1. Total number of registered domain names**

The average monthly growth in the number of domain names is 1,297 (1.2% of the total number of registered domain names) per month (Figure 2).

## Domain names development



**Figure 2. Domain names development**

The average share of renewed domains in 2012 was 61%, somewhat less than in 2011 (63.8%).

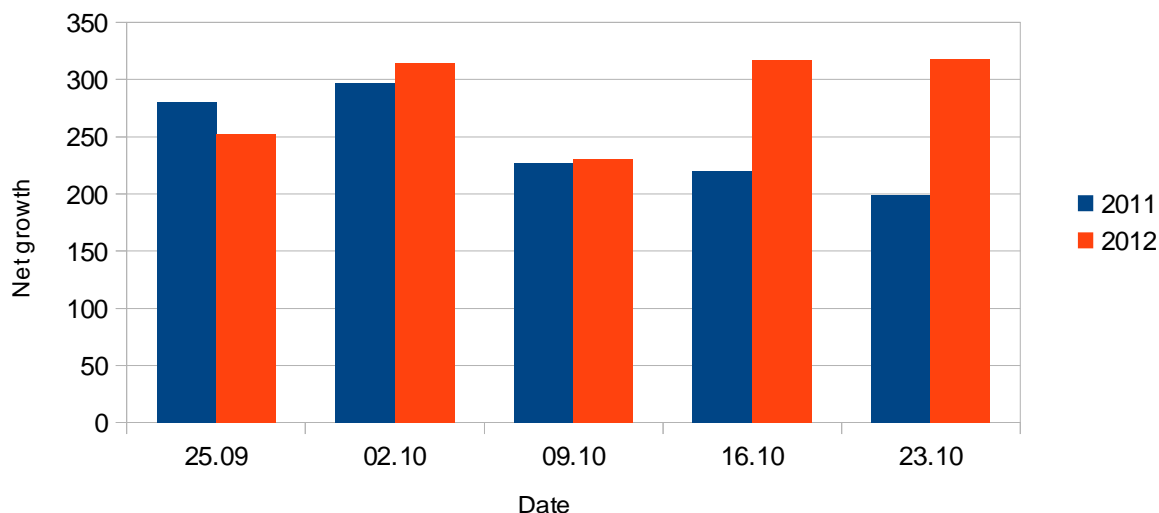
### **ICANN 44 Meetin**

In June 2012 the Foundation for Internet Development representatives attended the 44<sup>th</sup> ICANN meeting in Prague. The Foundation for Internet Development staff members attended a number of ICANN committees and working groups meetings and had talks with the representatives of the organization regarding the change of the administrative contact in the IANA TLD database for the .SU domain.

### **SU-22 Initiative**

The SU-22 initiative which took place in September-October was dedicated to the 22<sup>nd</sup> anniversary of the .SU domain delegation. The initiative was organized by the registrar Ru-Center and the Foundation for Internet Development. Within the month (September 19 - October 21, 2012) customers could register a domain name at a discounted price. The initiative came to an end at the Russian Internet Week 2012 conference where visitors could participate in different themed contests and win prizes and gifts from the organizers (Figure 3).

### Domain names development in September-October 2011 and 2012



*Figure 3. Comparison on domain names development in September-October 2011 and 2012*

### ***The development of new domain names registration policies for .SU domain***

In May 2012 the Foundation for Internet Development established a working group, focused on the development of the new policies for Domain Names Registration in the .SU domain. The goal of the working group, led by Sergey Ovcharenko, Director for .SU domain development, was to revise the current Registration Policy and to bring it up to date with the current legislation and international best practices on domain names registration.

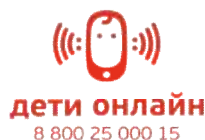
The working group prepared a new draft of the policy providing:

- Second-level domain name life cycle changes, similar to a second-level domain name life cycle in gTLD's.
- Changes in transfer, registrant change, domain name registration cancellation and renewal policies;
- Domain names dispute resolution procedures changes
- SU domain names anti-abuse policy.

During the Registration Policy development process the working group help extensive consultations with the members of the Supervisory Board of the Foundation for Internet Development and relevant stakeholders: representatives of the registrars, technical and broad Internet communities. In particular, the project was discussed with the representatives of the Technical Center of Internet and at the extended meeting of the Commission of Hosting Providers and Registrars of the RAEC (Russian Association for Electronic Communications) (<http://www.raec.ru/times/detail/2107/>). The further project development and discussions with the Internet community are scheduled for 2013.

## II. Foundation for Internet Development Projects and Activities

### II.1. "Kids Online" Helpline



The **Kids Online Helpline** is a telephone and online helpline 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 dangers 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](mailto:helpline@detionline.org). The Helpline's website: [www.detionline.com](http://www.detionline.com).

#### Project Funding in 2012:

November 1, 2011 - August 31, 2012 - Safe Internet League and Foundation for Internet Development

From September 1, 2012 to the present time - the Foundation for Internet Development.

### Helpline Requests Statistics

On December 15, 2012 the project "Kids Online" Helpline became 3 years old. The statistical and content analysis of the received requests in 2012 was performed.

The total number of **6970** requests was received by the Helpline via phone and online in the period from January 1, 2012 to December 31, 2012. Out of them 6517 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 1730 calls.

339 relevant requests were received and processed via e-mail. Since 2011 the consultations are also held via chat, and 114 requests were received via chat in 2012. The share of requests from the regions has increased. It is related to the active information campaign in the regions of Russia (see Table 1).

**Table 1. Helpline Request Statistics from January 01, 2012 to December 31, 2012.**

Total requests	6,970
Total calls	6,517
Accepted calls	1,730

Accepted emails	339
Accepted chat requests	114
Relevant requests from total incoming calls	40%
Requests from children	62%
Requests from adults	38%
Requests from the Moscow region	26%
Requests from other regions of the Russian Federation	74%

According to the work classification of the Foundation for Internet Development, the online risks are grouped into four main types: **content, technical, communicational and consumer risks**. Statistical analysis has shown the following distribution of requests:

- **communicational risks** - 39% (cyberbullying, grooming, etc.)
- **technical risks** - 30% (computer locks, profile hacking, viruses, spam)
- **content risks** - 22% (inappropriate and illegal information of various kinds)
- **consumer risks** - 9% (online frauds)

Helpline targeted advertisement in Google search engine started on March 31 as part of Google Grants project. Received and relevant search requests are permanently monitored, editing of key words for SEO is conducted on the ongoing basis. The advertisement was shown 689,984 times with 5,827 clicks.

From January to August there was an advertising campaign on the VKontakte social networking site. The Helpline advertisement was shown 36,603,020 times with 4,000 clicks.

## ***II.2. "Children in the Information Society" Journal***

3 new issues of the "**Children in the Information Society**" journal for teachers, psychologists and parents came out in 2012. Their themes were "How to help them", "Born by the internet-revolution", "Caution! Sexting". The journal is published with the support of Ministry of Education and Science of the Russian Federation, Ministry of Telecom and Mass Communications of the Russian Federation, as well as with the scientific support of the Department of Psychology (Moscow State University) and the Federal Institute of Education Development.

New columns were created during 2012 in the magazine. The column "EU Kids Online III" became permanent. This column contains news and research results of the international research project EU Kids Online III. In the issues No. 11 and No. 12 for 2012 these columns presented the information on new reports published by the research network. These reports show the results of national and international studies conducted by the participating countries on the following themes: Experience of the Internet Use by Children; Internet overuse; Using Social Networks and Related Online Risks.

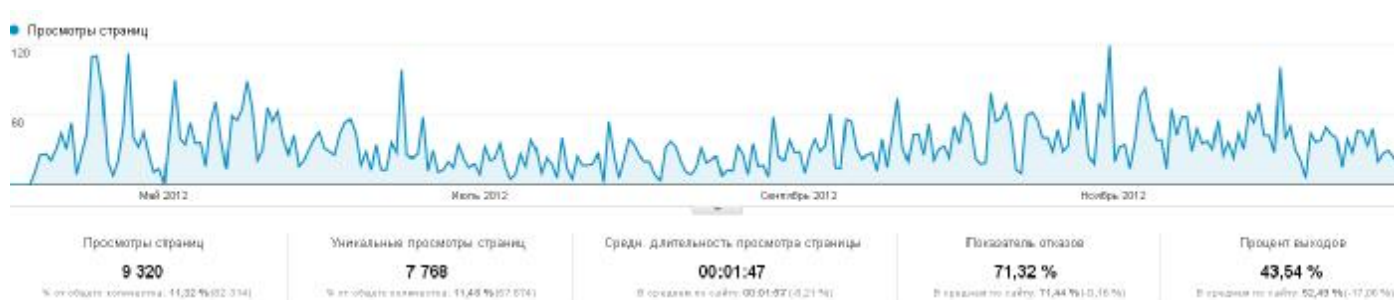
The electronic version of the magazine is part of the [www.detionline.com](http://www.detionline.com) website. All issues are freely available in electronic form; they are free for reading/download as a whole and in separate articles, sorted by category and



author. This section of the site was visited more than 12 000 times in 2012 (Figure 4, Figure 5). There has been a subscription option on the "Russian Kids Online" portal since 2012. By the end of 2012 more than 70 people subscribed for the electronic version of the magazine, including teachers, school administration, education specialists, scientists studying different aspects of the Internet use by the children, IT industry experts.



**Figure 4. The visiting statistics of the magazine section of the "Russian Kids Online" portal from January 1 to March 31, 2012 (Yandex.Metrika)**



**Figure 5. The visiting statistics of the magazine section of the "Russian Kids Online" portal from January 1 to December 31, 2012 (Google Analytics)**

## **II.3 Educational Programs for Children and Adults**

### **"Networks for All Ages"**

In 2012 the Foundation for Internet Development developed a training course "Networks for All Ages" with the support of the Mobile TeleSystems and the All-Russian Public Organization "National Health League". The course aimed to popularize modern information technologies and useful online services among older people, to help them get practical skills in using the Internet for everyday tasks.



The training course consists of six sessions covering such topics as navigation and information search in a global network, communicating via e-mail, instant messengers and social networking, online banking and commerce, government and social services, recreation and multimedia entertainment (photos, video, TV, radio), the safety rules. The course program takes into account the needs and the socio-psychological characteristics of middle-aged people, and provides for the transfer of skills from experienced users to beginners.

In October 2012 the Foundation for Internet Development experts Maria Lebesheva and Maria Zhurina conducted testing program on the base of MGTS training center in Moscow. The MGTS pensioners were the first students of the program.  
[http://www.youtube.com/watch?feature=player\\_embedded&v=NQ19BdXpc2c](http://www.youtube.com/watch?feature=player_embedded&v=NQ19BdXpc2c)

Free classes for all comers started this autumn on the National Health League site (All-Russia Exhibition Centre, Hall No. 5) in the mobile Internet class. Traveling seminars and regular lessons on the Internet literacy are planned in future in social service centers in Moscow and in the city libraries. In 2013 the project starts in different regions of the Russian Federation.

### ***"Useful and Safe Internet"***

In 2012 the Foundation for Internet Development in cooperation with the Federal Institute for Education Development FSAI (Federal State Autonomous Institution) of the Ministry of Education and Science of Russian Federation prepared and published the methodical guidance "Useful and Safe Internet. The Rules of Safe Internet Use for Kids of Primary School Age." This methodical guidance is made for educators, psychologists, elementary school teachers, classroom teachers, teachers-librarians, life safety teachers, students of pedagogical and psychological departments, primary school children parents.

The guidance provides the lesson "Safe and Useful Internet", which was developed in 2011 on the base of fundamental knowledge about psychological characteristics of primary school children, empirical surveys in the area of the Internet usage by children, psycho-pedagogical training methods and techniques for working with children. The purpose of this lesson is education of competent and responsible Internet users, introduction to the basic rules of safe Internet use for the children. The lesson's theme is designed to provide students with the most complete picture of the various aspects of the Internet use, both positive and negative.

The project is actively promoted in the regions of Russia, the exhibitions were opened in St. Petersburg and the Volga region in 2012.

### ***"Kids Online" Helpline Master Class for High School Students***

On July 28 Maria Zhurina, "Kids Online" Helpline expert, conducted a master class on the safe Internet use with participants from the near Moscow "Join the Joy" project children's camp. The children's camp participants were 13-16 years old teenagers. As part of the master class there was a discussion on what is needed to know in order to use the Internet effectively, which skills are required for children and adults if they start using the Internet, what the main types of risks in online environment are and what to do in dangerous situations.

## II.4. "Russian Kids Online" Portal

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.

In 2012 the portal was visited more than 50,000 times. From January to March 2012 (Yandex.metrika statistics data) there were 10,838 visits (Figure 6).

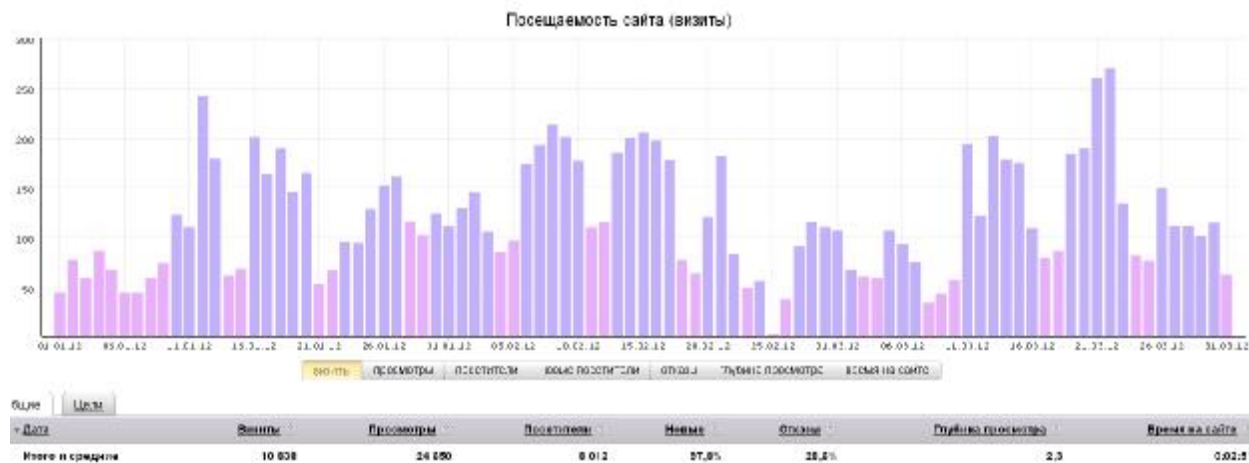


Figure 6. "Russian Kids Online" portal visiting statistics from January to March 2012

Google Analytics system was used for statistics from April 2012. The number of visits during this period was 43 210 (Figure 7).

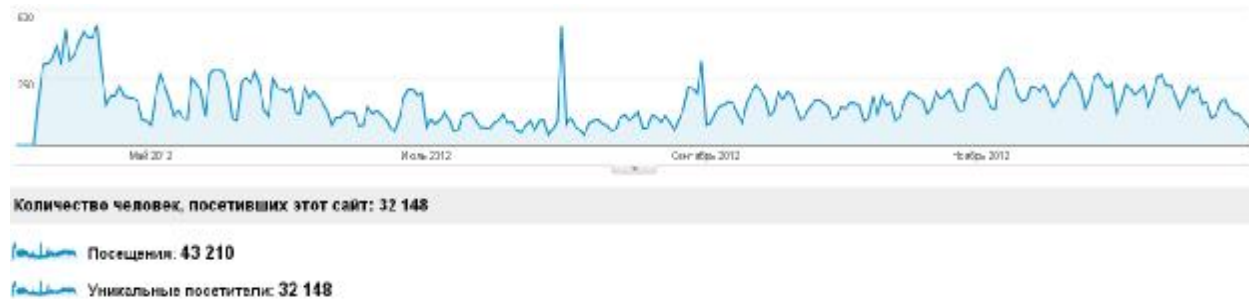


Figure 7. "Russian Kids Online" portal visiting statistics from April to December 2012

## II.5. Safe Internet Forum 2012

The 3<sup>rd</sup> Joint Forum on Safe Internet was held on February 7, 2012 at RIA Novosti. The event is traditionally dedicated to the International Safer Internet Day, established by the decision of the European Commission in 2004.

The organizer of the Safe Internet Forum 2012 is the Safe Internet League with the support of the Ministry of Telecom and Mass Communications of the Russian Federation, the Russian Association for Electronic Communications (RAEC) and the Russian News and Information Agency RIA Novosti.

Education and ICT experts gathered at RIA Novosti and discussed the recent methodological and practical projects on the organization of the educational process devoted to protection of children from possible risks of the Internet usage and the rules of behavior in the Internet. The section was led by Galina Soldatova, Director of the Foundation for Internet Development, Subdean of the Faculty of

Psychology of the Lomonosov Moscow State University, Doctor of Psychology, and Catherine Nevskaya, Project Director of the MTS Group Department for Relations with Professional Communities. They presented "The Lesson on Useful and Safe Internet" which is part of a joint educational and exhibition project of the Foundation for Internet Development and MTS - "Children in the Internet."

Not only adults took part in the section but also children of the 4<sup>th</sup> grade from the Moscow school No. 461, for whom a "Useful and Safe Internet" demonstration lesson was conducted.

## ***II.7. CIS Intergovernmental Forum "Health of the People - the Basis of the Prosperity of the Commonwealth"***

The CIS Intergovernmental Forum "Health of the People - the Basis of the Prosperity of the Commonwealth" took place on September 12-15 at Manezh Central Exhibit Hall.

During the exhibition the results of research and practical projects of the Foundation for Internet Development were presented on the Moscow State University stand.

## ***II.8. "Positive Content" Contest***

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

In 2012 it was organized by the Foundation for Internet Development, RU-CENTER company and the Coordination center for TLD RU/PФ. The title partners were Mobile Tele Systems and Smart Internet Foundation. Organizing Partner – [RAEC](#).

In 2012 the organizing committee received 799 applications; 200 applications were approved.

The winner of the Foundation for Internet Development "Best Website for Teens in .SU Domain" special category is a "sorority party" - a website for girls and women / Moscow <http://devichnik.su>

## **III. Foundation Researches**

### ***"Russian Kids Online" Project***

In 2012 the Foundation for Internet Development prepared a final report on the results of the nationwide research "Russian Kids Online" held in Russia within the framework of the EU Kids Online II research project. The final report includes all the results obtained in the research. The English translation of the final report started at the end of 2012. It will be published on the project website.

In addition, the results of the "Russian Kids Online" project were presented in 14 articles, 3 of which were published in international journals and were presented at industry and national conferences and exhibitions.

### ***EU Kids Online III Project***

During 2012 the Foundation continued to participate in the ongoing work on the EU Kids Online III project. The "National Perspectives" international report was prepared within the framework of the project. In this report the Foundation presented the basic data on Russia and recommendations based on these data for the safety development of the Internet use by children and teenagers. In addition, summary reports on the Internet overuse and parental mediation were published.

The Foundation representatives, namely prof. Galina Soldatova and research psychologist Katerina Zotova, participated in two workshops on the project. The workshops were held on January 26 - 28 in Hamburg, Germany, and on June 14 - 16 in Oslo, Norway. The workshops were attended by the national representatives from all 33 participating countries. The intermediate results were presented during the workshops; the plans for the future work on the project were discussed.

In 2012 the "Russian Kids Online" research network (the Russian segment of the EU Kids Online III network) began its development. By the end of 2012 the "Russian Kids Online" research network brought together more than 30 participants, including leading national scholars - psychologists, teachers, lawyers, doctors, sociologists and others who study how children use the Internet.

### ***Internet Usage by Primary School Students***

The research was conducted in Moscow schools among students from grades 1 to 5.

The research involved 200 schoolchildren (88 boys (44%) and 112 girls (56%)), 11% of respondents - at the age of 7, 11.5% - at the age of 8, 33% - at the age of 9, 33.5% - at the age of 10, 10.5% - at the age of 11 and 0.5% - at the age of 12. The questionnaire was developed by the Foundation for Internet Development psychologists. It included questions about frequency of the Internet use, from where children go to the Internet, about their perception of the Internet, as well as parental mediation.

When asked about the Internet use most of the respondents (93.5%) said they used the Internet at home, only 5.5% of children did not use the Internet at all. The research has shown that most of the respondents use the Internet every day. Also, the older the children are, the more actively they use the Internet every day (10-11 years old - 58.9%, and 7-9 years old - 51.8%).

### **IV. Participation in Events**

During 2012 the Foundation for Internet Development organized and participated in the projects and activities of other partner organizations.

- **Conference for Primary School Teachers and Additional Education Teachers** on the issues of children's Internet literacy and safe use of the Internet. Foundation for Internet Development in cooperation with MTS and Federal Institute for Educational Development (April 27, Federal Institute for Educational Development).
- **The Regional Meeting of Parents: "The Risks and Safety in the Digital World"**. Foundation for Internet Development in cooperation with the Ministry of Education of the Moscow region and the Academy of Social Administration. (November 29, the Domodedovo House of Culture)
- Seminar **"Prevention of Gaming and the Internet Addiction among Students"** (January 25, Moscow)
- **Safe Internet Forum** (February 7, Moscow, RIA Novosti)
- The exhibition **"Russian Psychologists"** (February 14, Moscow)
- Symposium **"Psychotechnical Strategy in Cyberspace"** during the 5<sup>th</sup> RPS Congress (February 14-16, Lomonosov Moscow State University, Moscow)
- RU-CENTER Press Conference **«Runet Protection from Unlawful Content"** (February 21, Moscow, RIA Novosti)

- Research and Practice Conference "**Vulnerable Persons Psychological Assistance via Remote Technology**," (February 21-22, Moscow, MSUPE (Moscow State University of Psychology and Education))
- Round Table "**Child's Suicide - a Cry for Help**" (March 16, Moscow, RIA Novosti)
- **The Exhibition "Colors of Childhood 2012"** (March 29 - April 1, Crocus Expo International Exhibition Centre, Moscow).
- The Conference "**Bullying in the Educational Space: Causes, Shapes, Prevention Patterns, Suppression Mechanisms**". (April 19, Moscow, Federal Institute for Educational Development)
- XVII Conference "**RIF + KIB**" (April 18 - 20, Lesnye Dali Boarding House)
- **XVIII Conference Relarn-2012** (May 27 - June 1, on the Georgiy Zhukov Motor Ship going from Nizhny Novgorod to Togliatti and back).
- Round Table "**Children in the Internet - Who Is Responsible for Them?**" (May 31, Moscow, Arguments and Facts Publishing House)
- **Master Class on Safe Internet Use with Participants from the "Join the Joy" Children's Camp Project** (July 28, "Join the Joy" Children's Camp Project).
- "**School Fair from A to Z**" (17-25 August, Moscow, Manezh Central Exhibit Hall)
- **Seminar "Risks of Digital Generation. Useful and Safe Internet for Kids"** as part of the "Educational Mega-Forum." (August 27, Ulyanovsk, Ulyanovsk State Pedagogical University)
- The Exhibition "Health of the People - the Basis of the Prosperity of the Commonwealth" (September 12, Moscow, Manezh Central Exhibit Hall)
- **Science Festival** organized by the Lomonosov Moscow State University and the Government of Moscow with the participation of the Russian Ministry of Education and Science. (October 12-14, Moscow, Moscow State University)
- **The Fifth Annual Russian Internet Week** (Russian Internet Week, RIW-2012) (October 17-19)
- **Childhood Rainbow Festival, the Competition "The Internet, Good or Bad?"** (November 4, Moscow)

## **V. International Cooperation and Participation in International Events**

1. EU Kids Online III workshop in Hamburg, Germany (January 26-28, 2012)
2. EU Kids Online III workshop in Oslo, Norway (June 14-17)
3. XIV Russian-German "Potsdam Meetings" in the Administrative Center of Brandenburg (June 18-20)

## **VI. Foundation Interaction with the Media**

Information about the "Kids Online" Helpline is available on more than twenty school websites, a dozen of portals for children and news portals, in magazines and newspapers.

Several TV spots about the Foundation were made and shown on the "Culture" TV channel in the "Meantime" program, on the "Russia 1" TV channel in the "Morning of Russia" program, on the "Mir" TV channel in the "Direct Speech" program and on the "Channel Five" TV channel in the "Open Studio" program.

In addition, G. Soldatova, the Director of the Foundation for Internet Development, took part in the "Point of View" program on the "Voice of Russia" radio ([http://rus.ruvr.ru/radio\\_broadcast/36299840/65536324.html](http://rus.ruvr.ru/radio_broadcast/36299840/65536324.html))

"Children in the Information Society" journal is also available on the school websites, portals, teachers' blogs (about twenty references), including "Psyjournals.ru" website and "Russkiy na 5" portal (<http://russkiy-na-5.ru/articles/687>).