



FOUNDATION FOR  
INTERNET DEVELOPMENT

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ANNUAL  
REPORT  
2014

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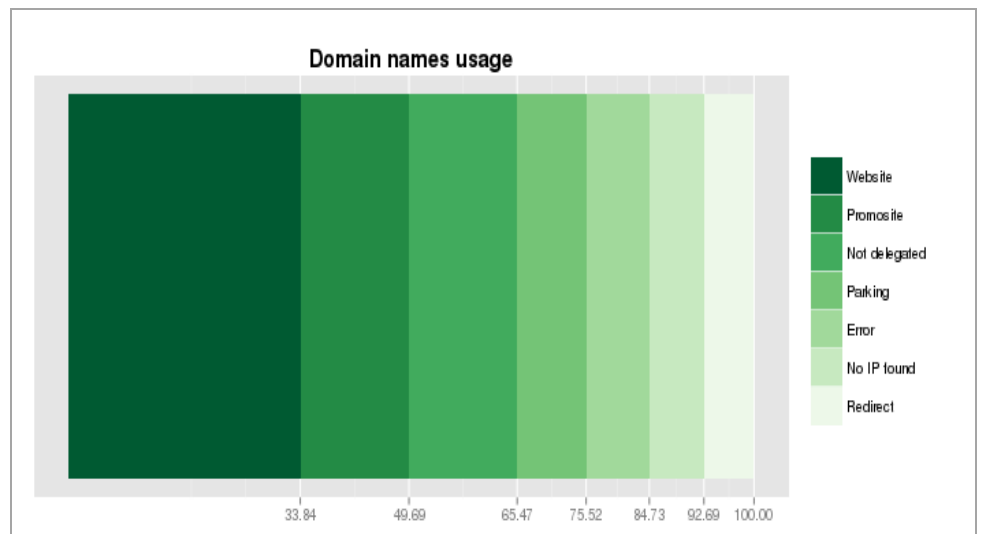
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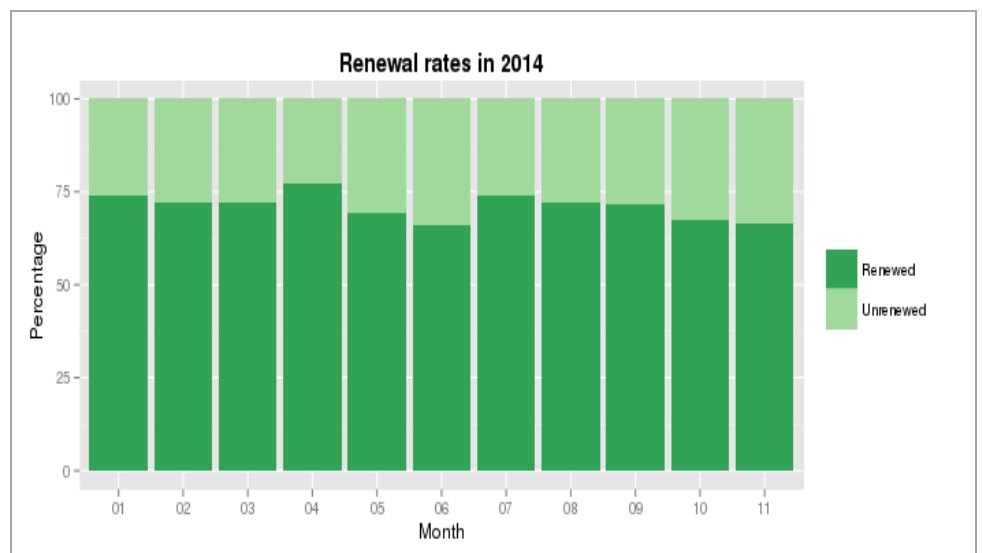
# 1. SU TLD DEVELOPMENT IN 2015

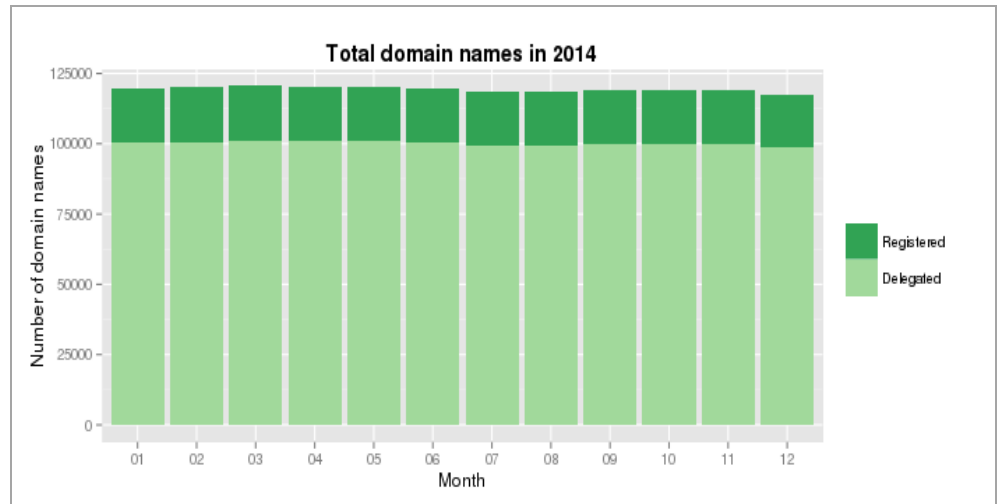
## 1.1 STATISTICS

By the end of 2014 117 246 second-level domain names were registered in the SU TLD. By December 2014 83.5 % of these domain names were delegated, which is roughly the same proportion as in 2013. 33.84 % of the registered domain names are used to address web-sites, 15.85 % contain promo sites or sites under development.

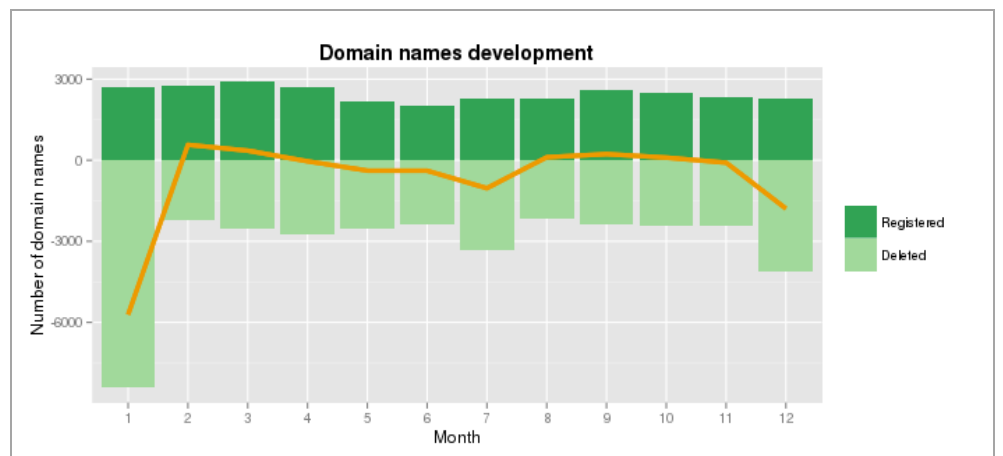


The average renewal rate in 2014 was 83.85 %, which is 7 % more than in 2013 (76.2 %).





During 2014 the number of registered domain names in the SU TLD decreased by 2343 (2 % of the total number of domain names) domain names.



The average decrease in registered domain names was 671 domains per month ( 0.05 % of the total registered domain names). We suppose the decrease in the number of registered domain names is caused by the slowdown in the Russian and CIS economies and roughly corresponds to the indicators of other industry members from the region.

## 1.2 COOPERATION IN FIGHTING DOMAIN NAME ABUSE IN THE SU TLD

In 2014 the Foundation for Internet Development and industry-leaders in cybersecurity «Group-IB» and «Kaspersky Lab» signed an Agreement on mitigating the domain names abuse in the SU TLD. The companies will assist in identifying and investigating the cases of using domain names for phishing, malware distribution and botnet C&C. Now every Internet user or company can report an abusive domain name and seek assistance or consultation on suspending the domain name. We hope that the Agreement will significantly speed up abusive domain names suspension and raise trust in the SU TLD across a broad Internet community.

## 2. 'KIDS ONLINE' HELPLINE

### 2.1 ABOUT THE PROJECT

**The 'Kids Online' Helpline** – is the unique Russian phone and online consulting service. The main aim of the service is to provide psychological and informational support for children and adolescents encountering online difficulties of any kind.

The helpline had its 5-th year anniversary on December 15, 2014. During this period the following results were reached:

- More than 7000 calls received and more than 2500 electronic messages from both children and their parents fully processed;
- The variety of techniques and methods of psychological and informational support in the field of safety Internet usage have been developed and successfully implemented;
- The targeted educational program for specialists working in the online consulting service has been elaborated;
- The informational source [www.detionline.com](http://www.detionline.com) with the clock processing of e-mail requests has been created;
- The database for processing and accounting the inbox requests has been designed;
- The regular supervision of the helpline staff for improving the effectiveness of work has been organized.

**The general purposes of the project are:**

- To provide professional psychological assistance for children and adolescents encountering risks online and/or on using mobile services;
- To provide professional consulting services and informational support for parents and educational staff in the issue of safety Internet/mobile usage by children and adolescents.

**The primary audience of the helpline** includes:

- Underage persons (kids and adolescents) and their parents;
- Educational staff of primary and secondary schools (teachers, tutors etc.)

The high-qualified team of psychologists of Foundation for Internet Development and the Faculty of Psychology at Lomonosov Moscow State University works at the helpline.

The helpline 'Kids Online' has been included into the official united federal database of helpline numbers for children, adolescents and their parents.

**Funding during 2014:**

During the whole period of 2014 the funding of the project has been being realized at the expense of the Foundation for Internet Development. In addition to that, from the April, 1 until November, 30, the partial financial support has been provided by the MTS Company (The Charity Donation Contract №D140168332).

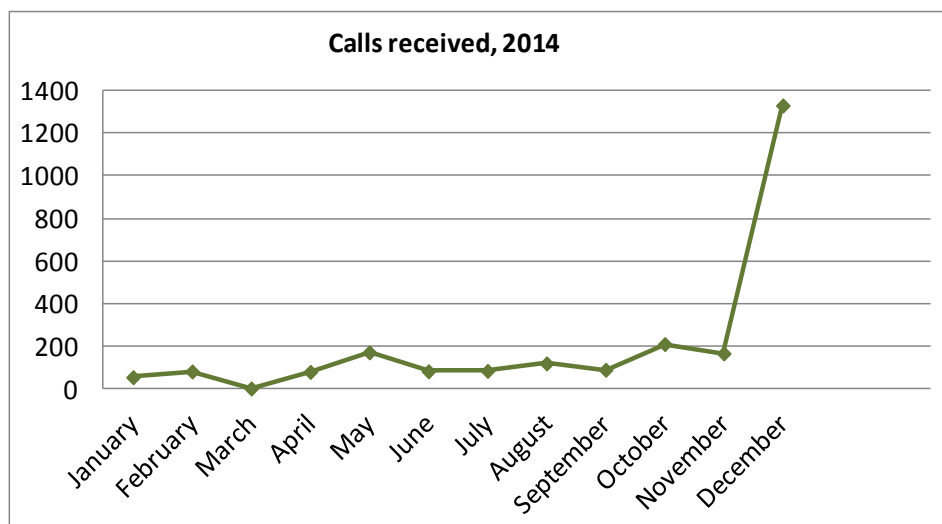
## 2.2 HELPLINE REQUESTS, 2014

13456 incoming requests were registered in 2014, 12449 of which were phone calls. As the phone helpline is functioning 9 am - 18 pm from Monday to Friday, 2457 phone calls out of total amount have been received. 514 messages received by e-mail and 493 chat requests have been received and processed. The following table shows that the overall number of helpline requests is steadily increasing. During 2014 the number of requests has increased twice and 2.5 times for the number of calls received. The total number of visits of the helpline page at the Foundation for Internet Development online source has also increased 2.5 times compared to 2013. The number of regional requests is still high; it indicates the effectiveness of the informational campaign in Russian regions. Thus, the helpline service is in demand in the society and the graph shows that subsequently its necessity will be increasing.

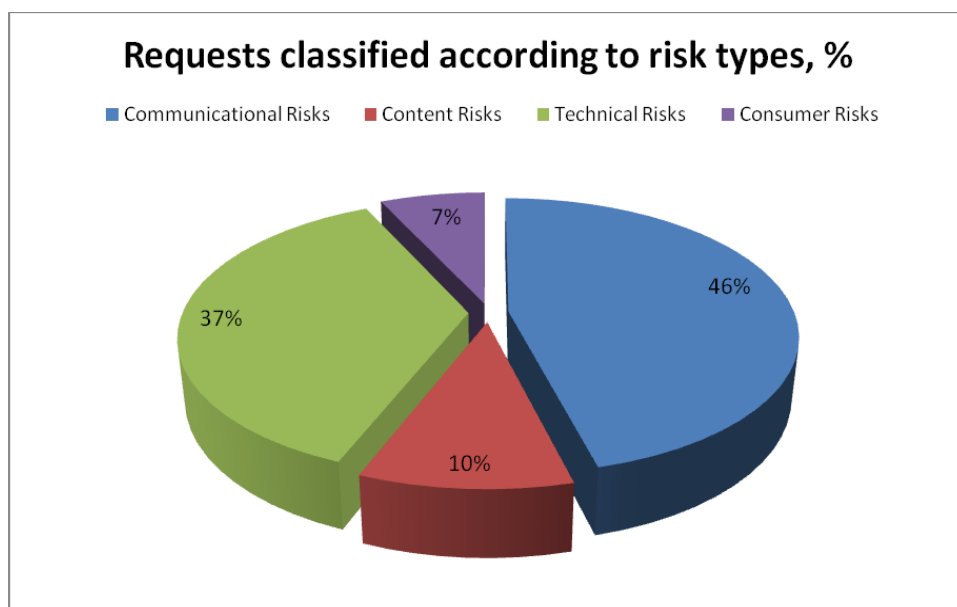
### *Helpline requests (2012-2014)*

Parameter	2012	2013	2014
Overall number of requests	6970	7424	13456
Incoming calls	6517	6493	12449
Received calls	1730	954	2457
Received e-mails	339	474	514
Received chat messages	114	460	493
Requests from kids, %	62	42	80%
Requests from adults, %	38	58	20%
Requests from Moscow region, %	26	22	33%
<b>Requests classified according to risk types (%):</b>			
Technical risks	30	19	46
Communicational risks	39	30	37
Content risks	22	37	10
Consuming risks	9	14	7

The dynamics of helpline requests number in 2014 is diverse. From February, 24 to April, 4 the incoming calls were not being processed correctly due to the technical problems in the MGTS call centre, so that only e-mail and chat incoming messages could have been processed. It had a negative effect on the overall received requests stats. The same time, in December 2014 the number of received calls drastically increased because of the Nickelodeon channel social project start realized with the support of the Foundation for Internet Development. In the framework of it 10 mini-video interviews where children freely talk about the must-know things about online communication or just surfing the web have been prepared. Each of them contained the information about the 'Kids Online' helpline and its phone number. Videos were being translated via Nickelodeon Channel in December several times a day.



Because of lack of objective data available, the helpline remains one of the most valid and reliable sources of information about online threats and their evolution as well as their effect on children' and adolescents' health. As the stats shows, in 2014 communicational risks like cyberbullying, sexting, grooming, trolling etc. are the most frequent (46%) which is consistent with the previous periods' data. The same time the number of requests connected with content risks (negative and illegal information of any kind) is relatively low compared to the previous year – 10%, whereas the number of technical requests (viruses, malware threats, computer blocking, profile hacks) has almost doubled – 37%. Number of consumer risks (online threats involving purchases and mobile scams) remains stable – 10%.



The helpline project has a wide coverage in media, at the Foundation for Internet Development online sources and targeted events organized by the Foundation and its partners. During the reference period the helpline has been presented at the 20 different events, among which were 2 master classes, 2 seminars, 7 conferences, 4 exhibitions, 2 special holiday activities. In addition to that 2 televised reports were shot for federal channels and our helpline specialists participated in 4 radio translations; 10 articles about the helpline were published in several informational online sources.

### 3. 'CHILDREN IN THE INFORMATIONAL SOCIETY' JOURNAL

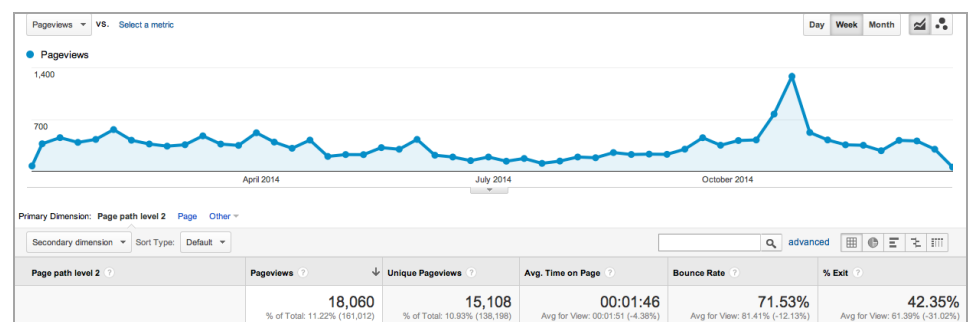
Quarterly journal for teachers, psychologists and parents 'Children in the Informational Society' has been published since 2009. The publishing is implemented with the methodological support of the Faculty of Psychology of Moscow State University and Federal Institution for Education Development of Russian Federation. Four editions of journal were published in 2014: #16 'Online aggression' (February-March, 2014), #17 'Baby with an I-pad' (April-June, 2014), #18 'Online buyers' (July-September, 2014), #19 'Websites for kids' (October-December, 2014).

In 2014 we continued publishing the results of our study on digital competency of children and their parents. It was conducted in 2013 by the Foundation for Internet Development in partnership with Google and the Jury Levada' Analytical Centre. In the practice section the proceedings from the methodical manual for teachers 'The Safe Internet: opportunities, competences, safety' were published. They include exercises for adolescents aimed to develop skills of safe Internet usage. In addition to that some school lesson plans for pupils connected with information, communication and online purchases were published in 2014.

In a frame of the online source [www.detionline.com](http://www.detionline.com) we have all versions of the journal in .pdf format so the whole edition and each article separately (sorted by authors and sections) are available for downloading/reading, free for any visitor.

**Pageviews and number of visits of the journal section at the informational source <http://detionline.com/> (Google Analytics, 2012-2014)**

Parameter	2012	2013	2014
Pageviews, total number	9 320	16 048	18 060
Pageviews, % from total	11,32	14,79	11,22
Unique pageviews, total number	7 768	13 643	15 108
Unique, pageviews % from total	11,48	15,21	10,93
Followers, number	40	126	193













The interest to online journal publications is steadily increasing. According to Google Analytics, in 2014 the number of pageviews of the journal section at our website <http://detionline.com/> was 18 060 which is almost twice higher compared to a previous year (9714 pageviews). The number of unique pageviews was 15 108 which indicates that new readers also appear. On average about 500



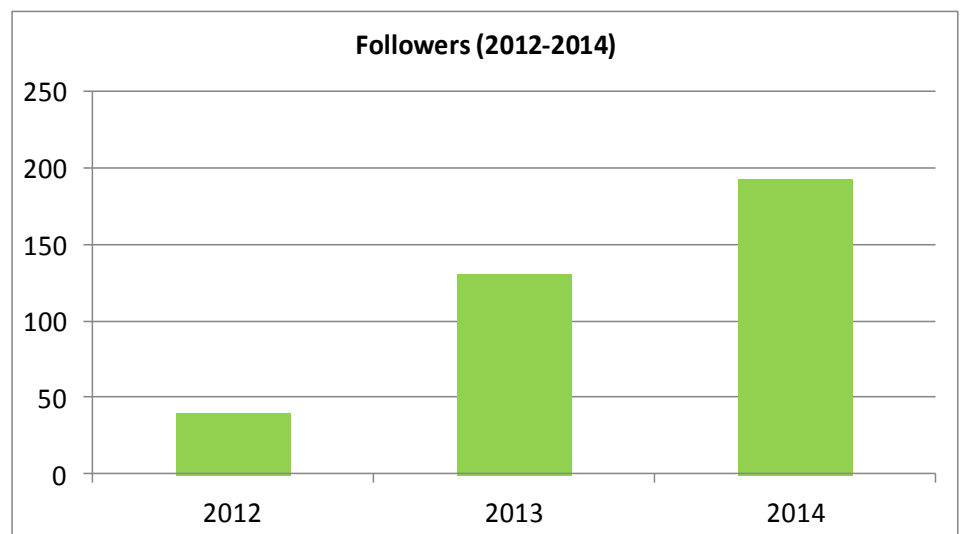
persons visit the journal section weekly, slightly less in summer. The peak of interest emerged in October-November 2014 matching with the All-Russian Scientific-Practical Program for Educational Staff 'Digital Childhood: Socialization and Safety' where we were presenting our journal.

***Certain journal edition pageviews at <http://detionline.com/> (Google Analytics, 2014)***

Page path level 3 ?	Pageviews ? ↓	Unique Pageviews ?
	<b>12,465</b> % of Total: 7.74% (161,012)	<b>10,112</b> % of Total: 7.32% (138,198)
1.  /17	<b>2,285</b> (18.33%)	<b>1,691</b> (16.72%)
2.  /14	<b>1,538</b> (12.34%)	<b>1,171</b> (11.58%)
3.  /16	<b>1,367</b> (10.97%)	<b>1,022</b> (10.11%)
4.  /15	<b>1,285</b> (10.31%)	<b>989</b> (9.78%)
5.  /10	<b>750</b> (6.02%)	<b>662</b> (6.55%)
6.  /1	<b>707</b> (5.67%)	<b>612</b> (6.05%)
7.  /13	<b>612</b> (4.91%)	<b>523</b> (5.17%)
8.  /12	<b>489</b> (3.92%)	<b>430</b> (4.25%)
9.  /7	<b>447</b> (3.59%)	<b>398</b> (3.94%)
10.  /9	<b>441</b> (3.54%)	<b>400</b> (3.96%)

The table shows that in 2014 readers were mostly interested in the #17 of the journal. The edition was devoted to little kids (under 8 years old) interacting with gadgets. The total number of unique pageviews is approximately 1.5 times more, compared to any other edition published during the reference period.

Subscription for the latest news is available at our informational website <http://detionline.com/>. By the end of 2014, the number of followers was 193; there has been an increase of 63 people.



***The number of electronic journal 'Kids in the Informational Society' followers, 2012-2014.***

During the reference period the journal was being actively spread at industrial nationwide and worldwide events, conferences, exhibitions etc. devoted to the topic of kids' usage of gadgets. Also it is being sent to different state authorities and educational institutes:

- The journal became the official informational partner for the 'Generation Next. Kids-2014' conference devoted to issues of children's safe online communication;
- Quarterly the journal is being sent to the state Duma of the Federal Assembly, The Ministry of Telecom and Mass Communications (including their Departments) and different scientific, educational and online organizations;
- In 2014 The Foundation for Internet Development signed a contract with the Moscow Educational Department about distributing 400 specimens among general educational schools quarterly;
- We also made an agreement with Russian State Children's Library about regular sending 150 specimens of journal to children's and youth's libraries across Russia.

The journal 'Children in the Informational Society' has been assigned the ISSN 2313-075X.

## 4. 'DIGITAL CHILDHOOD: SOCIALIZATION AND SAFETY', THE ALLRUSSIAN SCIENTIFIC-PRACTICAL PROGRAM FOR EDUCATIONAL STAFF

### 4.1 ABOUT THE PROJECT

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**Organizers:** The Foundation for Internet Development, Federal Institute for Educational Development, the Faculty of Psychology of Moscow State University.

**Partners:** MTS Company

**Venue:** cities of Krasnodar, Barnaul, Nizhniy Novgorod, Ufa, Yekaterinburg, Moscow and Moscow Region.

**Dates:** September, 30 – December 2, 2014.

**The aim:** increasing the pupils and educational staff' digital competency level

**Primary audience:** general educational system staff, tutors, teachers, social pedagogues, school counselors, IT specialists, supplementary educational system specialists.

**The conference included:**

- Scientific-practical conferences;
- Workshops for teachers;
- Lessons of safe and useful Internet;
- Educational-exhibitory project 'Kids Online'.

## 4.2 MAIN RESULTS

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The project has been realized in 7 regions of the Russian Federation (Moscow and Moscow, Nizhegorodskaya and Sverdlovskaya regions, the Altay and the Krasnodar area, the Bashkortostan Republic). The following events were organized:

- 4 scientific-practical conferences for educational staff at the Nizhegorodsky Institute for Education Development (Nizhniy Novgorod, October 28, 2014); M.Akmullah Bashkir State Pedagogical University (Ufa, November 6, 2014); Russian State Vocational Pedagogical University (Yekaterinburg, November 20, 2014), ITAR-TASS (December 2, 2014).
- 5 workshops devoted to the issues of children's online safety for teachers: Barnaul (October 8, 2014); Nizhniy Novgorod (October 28, 2014), Ufa (November 6, 2014), Yekaterinburg (November 20, 2014), Moscow (December 2, 2014).
- 2 open lessons about the safety and useful Internet in the frameworks of 'Kids Online' exhibitions; Krasnodar (September 30, 2014), Barnaul (October 7, 2014).

All in all, more than 650 participants attended the events, including educational staff (550), pupils (50), speakers (35), journalists (more than 25). Listeners obtained sets of methodical materials about children's online safety, each contained:

- 'Safe and Useful Internet' methodical manual;
- 'Children in the Informational Society' journals;
- 'How to speak about the Internet with your child' parental meeting's plan

In addition to that we had prepared and published the leaflet about the conference 'Digital Childhood: Socialization and Safety' which participants of Moscow Final Conference could obtain. Also we plan to publish the conference proceedings summarizing the experience of its participants and leading specialists of the field.

## 4.3 SOCIAL EFFECT

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On realizing the project the following socially important results were achieved:

- More than 650 IT-for-education and children's online safety specialists have participated in the event including general education staff (more than 500 persons). They had an opportunity to get acquainted with unique materials and attend special workshops held by the team of the Foundation for Internet Development. They also obtained manuals for teaching so taking into account that one pedagogue will organize practice in several classes (for min. 50 pupils), we can tentatively conclude that min. 25000 pupils will be given the information about online safety.
- During the conference we established cooperation with the Nizhegorodsky Institute for Education Development and M.Akmullah Bashkir State Pedagogical University. We received positive feedback from the Heads of the institutions and concluded future partnership

agreements. In future, we plan to elaborate joint distance educational programs for specialists devoted to issues of children's and adolescents' online safety.

- The project attracted the attention of leading specialists in the IT-for-education field such as A. Asmolov (The Head of the Federal Institute for Educational Development), J. Zinchenko (Chief Scientific Secretary of Russian Academy of Education, Dean of Faculty of Psychology of Moscow State University), A. Soloveychik (Vice-president of the 'Prosveshenie' publishing house), M. Vedenyapina (The Head of the Russian State Children's Library), A. Kondakov (the President of the Institute of Mobile Systems), O. Karabanova (Head of Developmental Psychology Department of Faculty of Psychology of Moscow State University) etc.
- The project attracted the attention of state authorities. Governmental representatives participated in discussions devoted to the problems of children's and adolescents' online safety during the final conference held in ITAR-TASS, Moscow. The major speakers were L. Bokova (The Deputy of Chairman of the Russian Federation Council Committee on Constitutional Legislation and Municipal Construction), G. Anisimova (The Leading Expert in the Department of Programs and Projects for IT-for-Education Development, Russian Ministry of Science and Education), E. Zaytsev (The Deputy of the Head of the Department of Control and Supervision in the Field of Mass Communications, Roskomnadzor) and other representatives of the Moscow Educational Department, Moscow IT Department; Moscow Region, Nizhegorodsky Region, Bashkir Republic Educational Departments etc.
- The project obtained a wide media coverage. By December 12, 2014 we had 63 articles and releases published in different media and newspapers including 'Rossiyskaya Gazeta', 'Uchitelskaya Gazeta', 'Vecherny Ekaterinburg', 'Vecherny Barnaul' etc. Moreover, 103 articles and notes were published after the final press-conference 'Digital Childhood: Socialization and Safety' (December 2, 2014, ITAR-TASS, Moscow). Also after the event 'Clever Environment' (November 19, 2014, Yekaterinburg) we got 32 publications.

## 5. FID RESEARCH PROJECTS

### 5.1 INTERNATIONAL RESEARCH PROJECT 'YOUNG CHILDREN AND DIGITAL TECHNOLOGIES'

In September-November 2014 we participated in the pilot study 'Young Children (0-8) and 'Digital Technologies' conducted by the Foundation for Internet Development in collaboration with the Institute for the Protection and Security of the Citizen (IPSC) (European Commission - Joint Research Centre) and research teams in seven European countries.

Ten families from Moscow participated in the research; each of them had a child or several children, at least one of which is up to 8 years old. We used the interview method using special protocols for fixing data; it also included the elements of observation and natural experiment. The interviewer was interviewing parents firstly, then children. In the research we concentrated on the four main topics:

- How do children under the age of 8 engage with new (online) technologies?
- How are new (online) technologies perceived by the different family members?
- What role do these new (online) technologies play in the children's and parents' lives?
- How do parents manage their younger children's use of (online) technologies?

The detailed description of research methods, sampling procedure and findings is presented in the full version of the FID annual report.

## 5.2 STUDY ON THE SPECIFIC OF RUSSIAN PRESCHOOLERS' USAGE OF DIGITAL TECHNOLOGIES

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In June 2014 we conducted the pilot study aimed to find the specific of Russian preschoolers' usage of digital technologies. We surveyed preschool-aged children in Moscow nursery schools using semi-structured interviews and elements of natural experiment.

The procedure was standard. The interviews were held in a child-friendly manner and familiar surroundings (preschool children's room). As an ice-breaker, interviewers offered either a tablet or a Smartphone and observed a child using the gadget. After that children were being asked about some aspects of gadgets' usage. Our aim was to evaluate the following parameters:

- Level of technical skills applying to gadgets' usage and level of confidence on using them;
- Major methods of gadgets 'usage, most popular websites, games, applications etc.
- How do children obtain skills and parental involvement in learning process;
- Children's attitudes about the Internet and level of skills concerning web's usage;
- Learning about children facing different types of risks connected with tablets and mobiles.

All interviews were being recorded; hand-written protocols for each case were collected either. The duration of interviews varied depending on child and his/her skills and on average took about 15-20 minutes. All in all, we interviewed 46 preschool-aged children attending preparatory groups in two nursery schools in the South-Western district of Moscow.

The key findings were published in the 'Children in The Informational Society' journal, #17.

### 5.3 ANALYSIS OF THE LEVEL OF TEACHERS AND PUPILS' DIGITAL COMPETENCY AS A FACTOR OF CHILDREN'S ONLINE SAFETY

In 2013-2014 the FID was researching the Russian teachers' digital competency level. More than 450 specialists in education from 6 Russian regions (Moscow, Moscow Region, The Tatarstan Republic, Ulyanovsky, Novosibirsky, Kalugsky Region) who had completed the special program 'The Internet: opportunities, safety, competency' (organized by the Federal Institute for Education Development) were surveyed. For comparison we also used the data obtained from research on pupils (1203 respondents) and parents (1209 respondents) obtained from the previous All-Russian research on digital competency, 2013.

For estimating the digital competency level of teachers we used the **Digital Competency Index** including four components: knowledge, skills, motivation and responsibility (the last also involves safety). Each component can be realized in four spheres: communication, content, technical aspects and consumption.

The findings were published in the 'Children in The Informational Society' journal, #19.

## 6. 'POSITIVE CONTENT' CONTEST

In 2014 the 6-th contest 'Positive Content' for the best online source for kids, adolescents and youths was organized by the Foundation for Internet Development in collaboration with RU-Center Company, Regional Public Organization 'Center for Internet Technologies' and Technical Center of Internet.

**Among the main aims of the contest were the following:**

- To find the most relevant, quality and safe educational websites;
- To support positive and useful websites involving children and youths across the web in the active online and real life;
- To attract public attention to the problem of safe usage of online technologies';
- To encourage the RuNet auditory to create websites with positive content.

Since 2013 the 'Positive content' contest has been the national stage of the European Award for the Best Content for kids (websites, blogs, videos, applications, games etc.) <http://www.bestcontentaward.eu/> organized by the European Association of Safe Internet Centers Insafe. The contest was held in 6 common and 12 special nominations. Participants could apply from June 1 until October 1, 2014. From October, 1 until November, 25 the winners were being chosen by the contest' Youth and Honorary Jury. The personal website <http://geograf.moy.su/> belonging to O. Shuvanova, the teacher of geography and biology (Moscow), has become the best in special FID nomination 'The Best Website in the .Su Domain'. G. Soldatova, The Head of the Foundation for Internet Development awarded the winner with the prize and diploma on December, 2, 2014 in the framework of the final conference 'Digital Childhood: Socialization and Safety' (ITAR-TASS, Moscow). The other winners were announced earlier, on November, 25 at the RuNet Award; prizes were sent all across Russia. Totally, the 2014 contest has involved 946 participants, with 482 applications approved, thus the total increase was of 1.5 times compared to 2013.

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## 7. EVENTS

During 2014 we organized 23 events: 4 conferences, 2 round table meetings, 8 workshops, 4 methodical seminars, 5 open lessons. Also the FID specialists participated in 19 special events: 2 forums, 3 festivals, 3 exhibitions, 8 conferences, 3 seminars.

## 8. INTERNATIONAL PARTNERSHIP

In 2014 the international collaboration of the Foundation for Internet Development was developing in several directions:

- We continued the partnership with the London School of Economics and Political Science in the framework of the EU Kids Online project;
- We started the collaboration with the Institute for the Protection and Security of the Citizen, IPSC, Joint Research Centre in the framework of the pilot study 'Young children (0-8) and digital technologies'.

## 9. FID PROJECTS IN MEDIA

### 9.1 MAIN ONLINE SOURCE

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Our current work is being presented on the official FID website <http://www.fid.su/> and at the informational source <http://detionline.com/>. In 2014 the official website has been modernized. At the moment it contains the following sections:

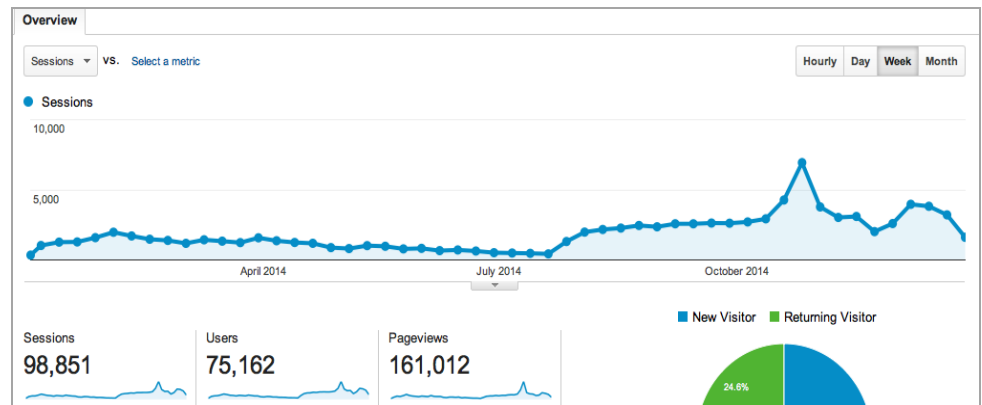
- About – the section contains the information about Foundation, its Supervisory Council, activity areas and statutory documents;
- The .SU domain – page about domain administrating including registration rules;
- Projects – the sections presents our social projects aimed to the Internet development in Russia;
- Publications – contains links to main publications of the Foundation for Internet Development;
- News – the section covers the latest news about our work and events;
- Museum – page about FID museum.

### 9.2 DETIONINE.COM WEBSITE

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At the website <http://detionline.com/> we present the main projects of the Foundation for Internet Development devoted to issues of children and adolescents' socialization in nowadays informational society and their safety in a modern communicational environment. The website is an important informational source as the relevant analytics and information about actual events in the sphere of IT, innovation research, legislative changes is available here in a scientific-popular way. Also at our website we post recommendations about safe online behavior for children, parents and teachers.

### Detionine.com visiting rate (January – December 2014)

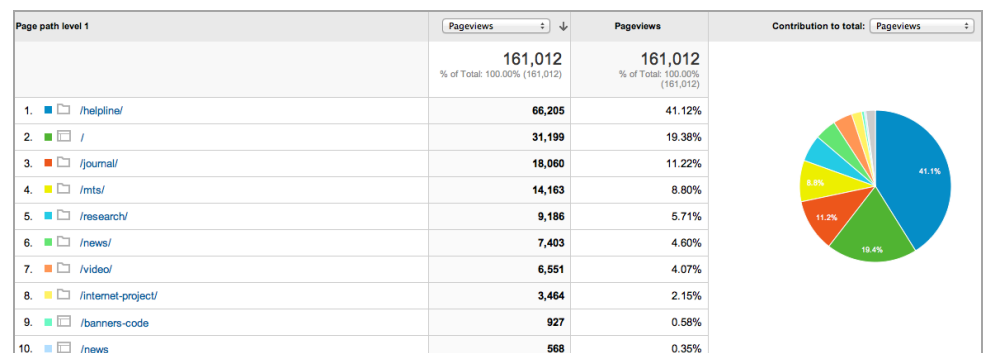


The visiting rate of the website has almost doubled by the end of the reference period. This result indicates the growth of public interest in our projects and activities. According to Google Analytics, the number of visits has reached 98 851 being 2 times higher than in the end of the previous year (57733 visits in 2013). Also the number of unique visitors has increased up to 75 162 and is much higher than in 2013 (43496 unique visitors). The peak of visits was in October and November 2014 matching with the All-Russian conference 'Digital Childhood: Society and Socialization'.

### Visitors of <http://detionline.com/> (Google Analytics, 2012-2014)

Parameter	2012	2013	2014
Visits	43 210	57 733	98 851
Unique visitors	32 147	43 396	75 162
Pageviews	82 314	108 479	161 012

According to Google Analytics, the most popular section of website was the Helpline'page (41,12% from total amount of pageviews) and is followed by the main page (19,38%); the 'Children in the Informational Society' journal is on the third position (11,22%). Sections about the joint FID and MTS Company projects (8,8%), FID research projects (5,71%) and news feed (4.6%) were also quite popular and cause users' interest.



### Pageviews of some FID website sections (Google Analytics, 2014)

In addition to the main webpage <http://www.fid.su/> we also regularly publish news and information at our Facebook group page: [www.facebook.com/FoundIntDev](http://www.facebook.com/FoundIntDev).

By the end of 2014 the number of its followers has increased by 311.



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### 9.3 COLLABORATION WITH MEDIA

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The Foundation of Internet Development activities are widely covered with different social media such as TV, radio, print media and online recourses. In total 109 articles about our work have been published during the reference period.