



**FOUNDATION FOR INTERNET
DEVELOPMENT**

BRIEF ANNUAL REPORT 2015

**WWW.FID.SU
WWW.DETIONLINE.COM**

15 января 2016 г.

1. .SU TLD DEVELOPMENT IN 2015

1.1 Statistics of the .SU domains registration

By the end of 2015, the number of registered domains in the .SU zone had increased by 1729. The percentage of delegated domains in 2015, December had increased up to 87.15%, against 83.5% in 2014, Dec (Figure 1).

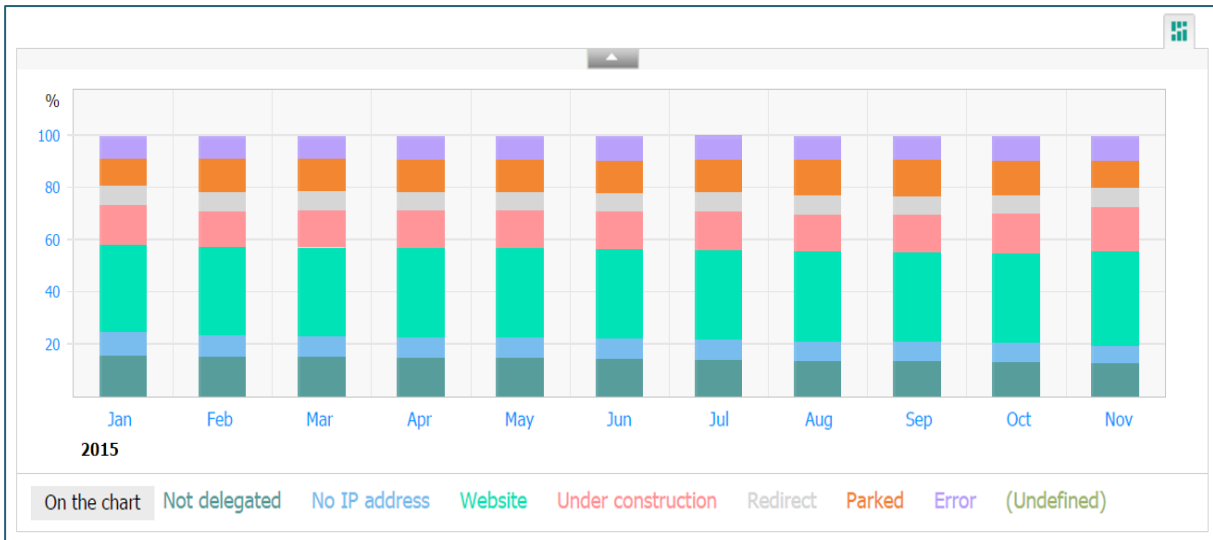


Figure 1. Domain names usage, 2015.

In 2015 both numbers of registered and delegated domains increased (Figure 2).

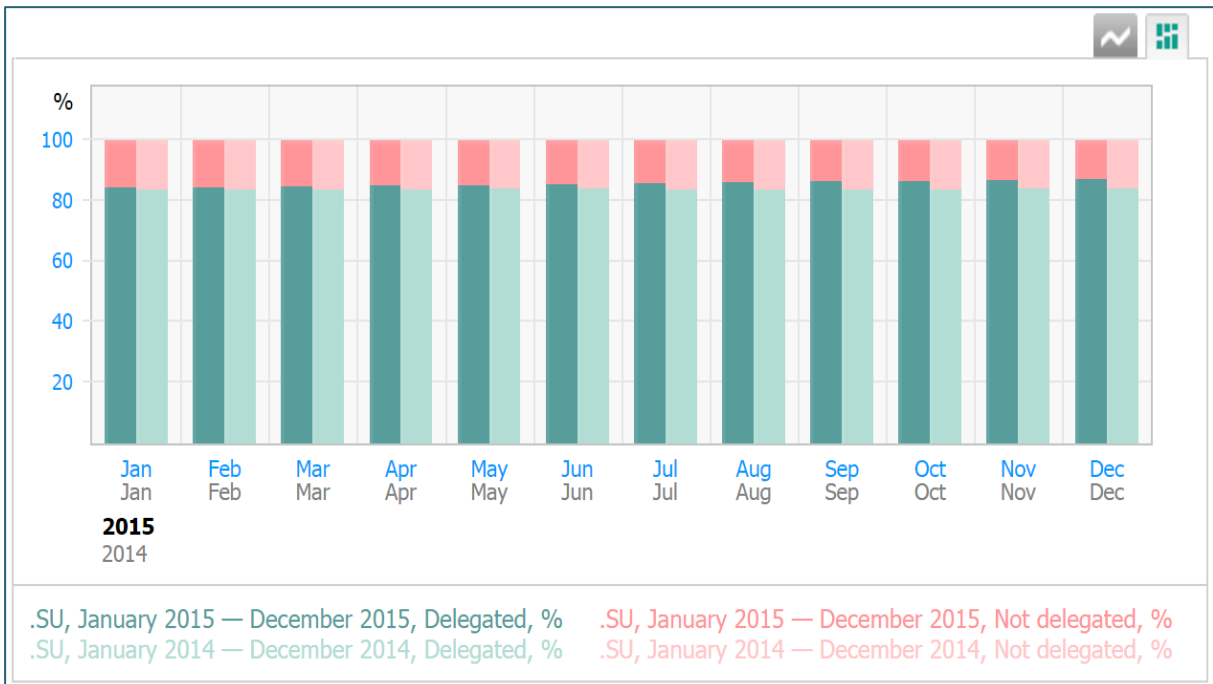


Figure 2. Total number of domain names - 2014, 2015.

The proportion of registered and removed domains in 2015 is generally positive (Figure 3). The number of domains removed had only been higher (compared to the registered ones) in January and May, and didn't have a significant influence on the overall dynamics in 2015.

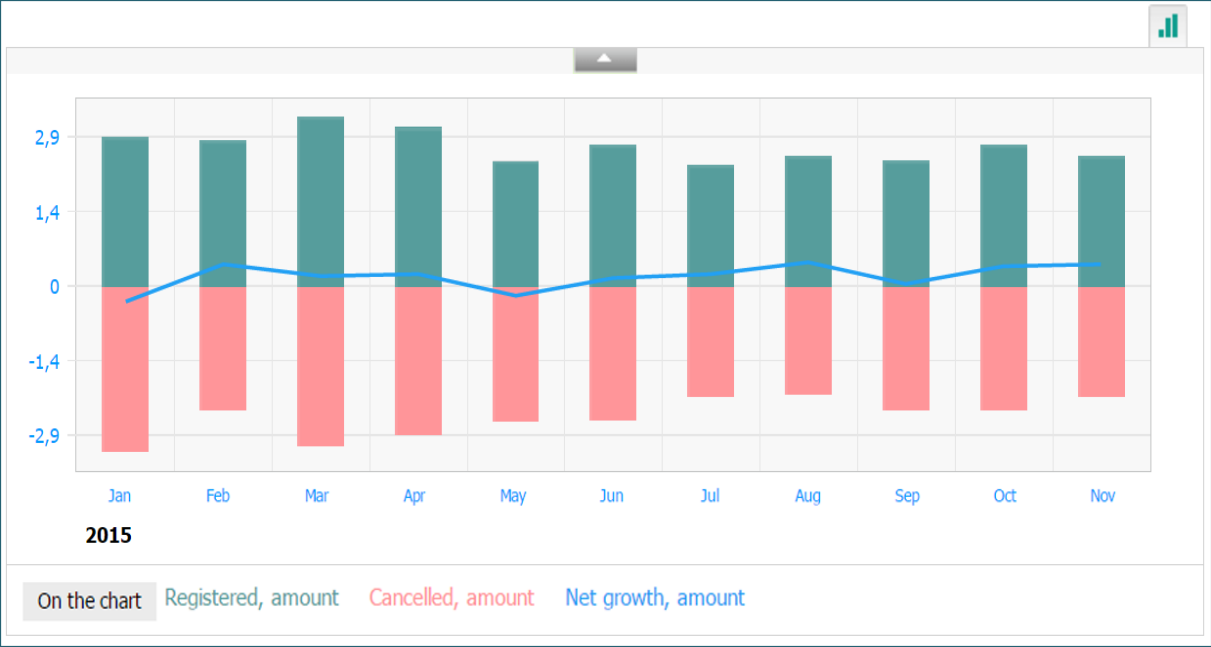


Figure 3. Domain names growth, 2015.

Compared with 2014, in 2015 the number of domains signed with the support of DNSSEC was almost 3 times higher, which demonstrates the growth of the security level in the .SU zone in general (Figure 4).



Figure 4. DNSSEC-signed domain names, 2015.

1.2 The .SU domain celebrates its 25-th anniversary

In 2015 the .SU domain celebrates its 25-th anniversary. It had been registered by the SUUG – ‘Soviet UNIX Users’ Group’ in 1990, September 19. The day had become the official birth date of the Russian Internet.

Since 2000 the Foundation for Internet Development is the administrator of the .SU domain, and the Internet Technical Centre has been providing technical support in the .SU zone since 2010.

In 2015, September 21, at TASS press-centre the round table discussion devoted to the .SU domain 25-th anniversary and issues of the Russian Internet development had been organized. The FID was the main organizer of the event which had also been supported by ROCIT (The Regional Organization ‘Centre of Internet Technologies’) and RAEC (The Russian Association for Electronic Communications).

Among the main speakers were **Alexey Soldatov**, Chairman of the Supervisory Board of the "Foundation of the Internet Development", **Alexey Platonov**, CEO of the Internet Technical Centre, **Marat Guriev**, Chairman of the ‘Union of the Internet operators’, **Sergey Grebennikov**, CEO of the ROCIT, **Arcadiy Cremer**, Chairman of the Executive Committee of the ‘Association of the documental electronic communications’ (Picture 1).



Picture 1. Round table discussion at TASS, 2015, September 21.

2. 'KIDS ONLINE' HELPLINE

2.1 About the project

The 'Kids Online' Helpline is 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 10000 calls received and more than 4000 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 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 2015:

The funding of the project has been being realized at the expense of the Foundation for Internet Development. Also partial financial support has been provided by the MTS Company (The Charity Donation Contract №D150088328).

2.2 Helpline requests, 2015

3723 incoming requests were registered in 2015. 2656 phone calls, 551 e-mails and 532 chat messages have been received and processed. 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.

Table 1. Helpline requests, 2012-2015.

Parameter	2012	2013	2014	2015
Overall number of requests	6970	7424	13456	
Incoming calls	6517	6493	12449	
Calls received	1730	954	2457	2656
E-mails received	339	474	514	551
Chat messages received	114	460	493	532
Kids requests (%)	62	42	80	36
Adults requests (%)	38	58	20	64
Moscow region requests (%)	26	22	33	39
Other regions requests (%)	74	78	67	61
Requests classified according to risk types (%):				
Technical	30	19	46	42
Communication	39	30	37	40
Contents	22	37	10	14
Consumer	9	14	7	4

The dynamics of helpline requests number in 2015 is diverse. From February to April the number of received calls significantly increased (almost twice) because of the start of the new social project supported by the Cartoon Network TV Channel.

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 show (Figure 5), in 2015 most kids and their parents (42%) needed help in solving technical issues (including viruses, malware threats, computer blocking, profile and account hacks etc.). Also communication risks like cyberbullying, sexting, grooming, trolling etc. still remain one of the most frequent from year to year (40%). The number of requests connected with content risks (negative and illegal information of any kind) is relatively low compared to the previous year – 14%. And online consumer risks requests (online threats involving purchases and mobile scams) become twice less frequent (4%).

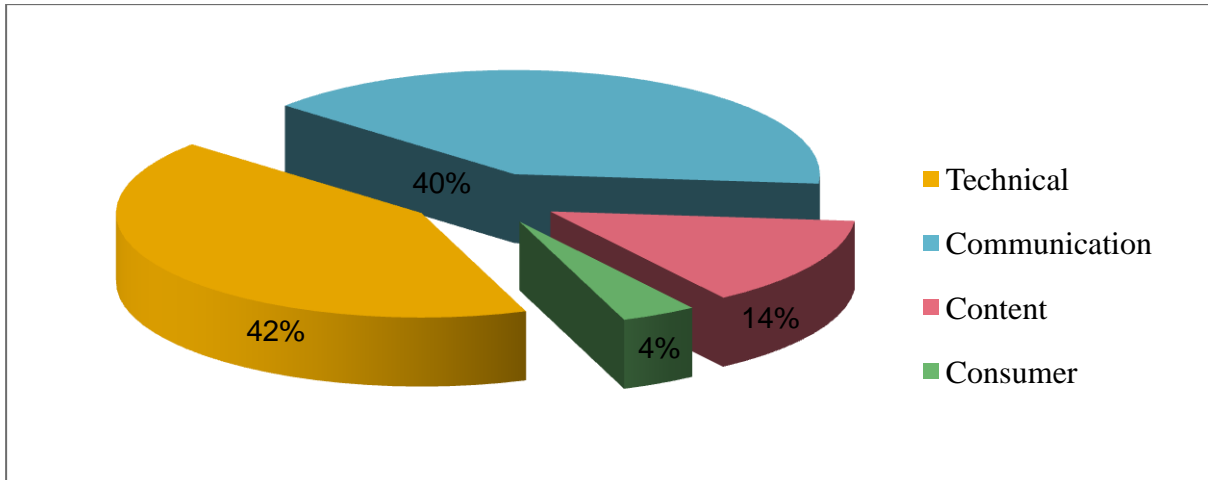


Figure 5. Helpline requests according to risk types, 2015.

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 19 different events. Also in 2015 Helpline work has been several times demonstrated and presented in media.

In February 2015 Cartoon Network TV channel with collaboration of Kids Online Helpline announced a start of the campaign against bullying and cyberbullying ‘Be stronger – Be a friend’. The main aim of the project is to make parents, kids and society in general aware of the bullying problem, and support those who faced it up at school, streets or online.

A number of movies with animated characters have been shot in the framework of the project where bullying situations are explained from the point of view of bullies, victims and bystanders. They were translated during February and March and contained information about the Kids Online Helpline. It caused a significant increase of requests at the helpline from child audience.

Videos are available at <http://druzhbacn.cartoonnetwork.ru>

3. 'CHILDREN IN THE INFORMATIONAL SOCIETY' JOURNAL

Quarterly journal for teachers, psychologists and parents 'Children in the Informational Society' has been being 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. Three editions of the journal were published in 2015: #20 'Private or Public' (Feb-Apr, 2015), #21 'Phenomenon of Selfie' (May-Jul, 2015), #22 'Pen pals' (Nov 2015 - Jan, 2016).

In 2015 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. Also we summarized the results of the helpline work from 2010 to 2015 which showed that Russian pupils most frequently face up communicational problems in the Internet whereas in their parents opinion the most serious threat is negative online content.

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 2015 examples of new lessons aimed to increase children's digital competency in the sphere of personal data online usage and control have been also included in the section. These lessons are integrated in a program based on the FID research findings and the helpline experience, and can be used together at special trainings or separately as a part of classes of Informatics, Social studies, or Life Safety lessons. The materials can also be used at the all-Russian lessons of Safe Internet.

In 2015 a new section 'School of New Technologies' appeared in the journal. The project started in 2012, initiated by the Moscow Government. It is aimed to implement new technologies in Moscow schools, thus, increasing educational opportunities for pupils, and supporting school IT start-ups.

At our online source www.detionline.com/journal we have all versions of the journal in .pdf so both the whole edition and each article separately (sorted by authors and sections) are available for downloading/reading, free for any visitor.

Table 2. Page views and visits of <http://detionline.com/journal> (Google Analytics, 2012-2015)

Parameter	2012	2013	2014	2015
Pageviews, total number	9 320	16 048	18 060	20 221
Pageviews, % from total	11,32	14,79	11,22	8,55
Unique pageviews, total number	7 768	13 643	15 108	16750
Unique, pageviews % from total	11,48	15,21	10,93	7,83
Followers, number	40	126	193	288

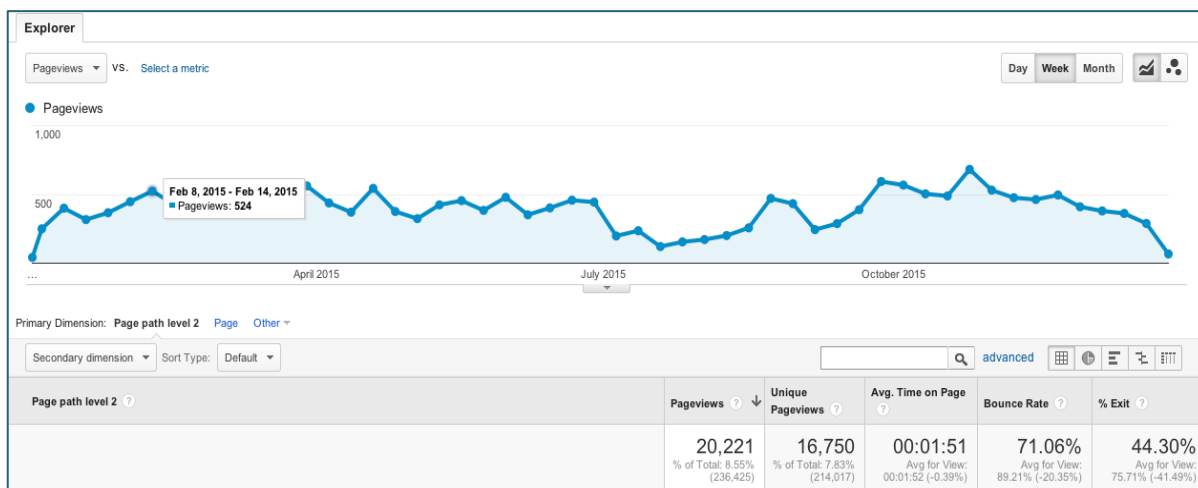


Figure 6. The journal's section visiting rate at detionline.com (January – December 2015)

The interest to online journal publications is steadily increasing (Table 2; Figure 6). According to Google Analytics, in 2015 the number of page views of the journal section at <http://detionline.com> was 20221. The number of unique page views was 16750 which indicate that new readers also appear. On average about 500 persons visit the journal section weekly.

Subscription for the latest news is available at our informational website <http://detionline.com>. By the end of 2015, the number of followers was 288 which is 67% higher than in the previous year.

During the reference period the journal was being actively spread at industrial nationwide events, conferences, exhibitions etc. devoted to the topic of kids' online safety. 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 IT-organizations. Each quarter, 400 specimens are being distributed among general educational schools in Moscow, and 150 ones are being sent to children's and youth's libraries across Russia with the support of Russian State Children's Library.

4. 'TALK TO YOUR CHILD ABOUT THE INTERNET' SOCIAL EDUCATIONAL PROJECT

4.1 About the project

'Talk to your child about the Internet' is a social educational project aimed to increase adults – especially parents and teachers - awareness in the sphere of Internet safety of Russian adolescents and little children. The project has been developed and realized with the support of the MTS Company.

The project was integrative and included open lesson of safe and useful Internet for primary school pupils of Russian schools, master classes for teachers and parent meetings.

The targeted audience of the project: primary school pupils, school teachers, parents of children and teenagers under 18.

The project took place in Moscow, and several Russian regions – Moscow, Novosibirsk, Kaliningrad and Penza regions. It started at 2015, September 1, and finished at 2015, December 11. The following tasks (4.2 – 4.4) were completed in the framework of the project.

4.2 'Talk to your child about the Internet' brochure publication

We designed and published (5000 exemplars) informational brochure 'Talk to your child about the Web' for parents. The edition had been elaborated by the FID team for parents and teenagers. Its main aim was to describe the main problems which teenagers may face up online, and give recommendations and algorithms of their solving and preventing. All advices were formulated in a simple child-friendly manner. The brochure contains 25 pages (1 Russian printed page).

The brochure had been being spread across parents and their children during the 'Kids in the Internet' exhibitions and other events held in the framework of the project.

The materials used in the brochure were obtain during the 5 years of the All-Russian 'Kids Online' helpline functioning (for more information look at paragraph 2).

4.3 Scenario of parent meeting ‘How to talk to your child about the Internet?’

We also elaborated the special parent meeting scenario ‘How to talk to your child about the Internet’. It was based on the main FID research results supported by the MTS Company, and methodical developments of the helpline operators.

According to the scenario the multimedia presentation (60 slides, 1.5 hours) has been designed. It contained the following topics:

- How much time should a child spend online?
- How to protect a child from negative content?
- What to do if a child has registered an account in social media?
- How to protect from online fraudsters?
- What to do if an online problem has emerged?

The scenario had been presented at different events held in the framework of the project. The total number of listeners was more than 1500.

4.4 Events

The overall number of events held in the framework of the project was 12: 3 open lessons, 2 master classes ‘Kids in the Internet’ for volunteers, 2 master classes for teachers, 3 special parent meetings ‘How to talk to your child about the Internet’, 1 general parent meeting about online safety, 1 webinar for parents.

The total number of participants was more than 1690 including 75 primary school pupils, 30 volunteers working as guides at exhibitions, 360 members of educational staff, and more than 1230 parents of children under 18.

4.5 Social effects of the project

The following social effects had been achieved:

- In the framework of the project the set of guides and informational materials about the issues of adolescents’ and kids’ web safety (the brochures and presentation ‘How to talk to your child about the Internet’) had been prepared and distributed among parents and teachers at the exhibitions and open lessons held by the MTS Company.
- More than 1500 teachers and parents participated in different events held within the project period. Also educational staff had the opportunity to attend master classes and open lessons organized by the FID team, and to get acquainted with the newest informational technologies in the sphere of kids’ web safety.
- Project activities had a wide coverage in mass media and online recourses. By the 2015 December 17, 34 articles (including papers in ‘Komsomolskaya pravda’, ‘Argumentu I Factu’, ‘Russia-1 Kaliningrad’, ‘Svobodnaya Pressa’, article at Official Penza Ministry of Education Website etc.) had been published.

5. 'VOICE OF THE DIGITAL GENERATION' CONFERENCE

In order to pay public attention to the All-Russian 'Kids Online' Helpline, and to celebrate its 5-th years anniversary, the 'Voice of the Digital Generation' conference had been organized.

The event had been held at 2015, March 17 at the press centre of the publishing house 'Arguments and Facts' (Moscow, Russia).

The main aim of the event was to build an effective communication between gadgets' producers, IT specialists, young online users and journalists. It included the foresight session 'The Internet of the Future' and the rounded table 'Voice of the Digital Generation'.

Five main topics had been being discussed in the framework of the project:

- Media of the future
- Online social media of the future
- Cities in the future
- Houses in the future
- School of the future.

Among the main participants were representatives of the Foundation for Internet Development, MTS and MGTS Companies, 'Social networks' agency, the Department of the IT technologies of Moscow, other partners and five young team leaders chosen among their classmates.

The overall number of participants was 53 secondary school students from Moscow and Moscow region, also involved into 'School of New Technologies' project.

20 publications had been made after the event. We also received a positive feedback from the 'IT journalist' contest organizers, newspapers editors, and our young participants who prepared reports about the conference for their school websites.

6. FID RESEARCH PROJECTS

6.1 Study of Russian kids and adolescents attitudes to personal information, and their vulnerability to online risks emerging due to inappropriate usage of personal data

In the study (March 2015) Russian children and adolescents' attitude to personal data have been analyzed. Also we investigated their vulnerability to risks emerging due to inappropriate usage of personal information in the Web, and also parental attitudes to the issue, and their ability to help their children when they need to protect their online privacy. In order to realize that, the FID team conducted a content analysis of the information which teenaged audience of the most popular Russian social media vKontakte publishes online. We analyzed 100 profiles of Moscow adolescents aged 12-17 (54 male and 46 female pages) from the point of view of the personal data which they share with other user, and their recent wall posts (1000 posts, 10 the most recent ones in each profile). To confirm our findings, we also used big data obtained from the social media search.

To conduct a comparative analysis, we used data obtained in previous research project ([EU Kids Online II](#), 2010) conducted in 11 regions of Russia (1025 parent-child dyads participated). In order to trace the dynamics of online risks emerging due to inappropriate usage of personal data online we added the findings of the AllRussian research on digital competency, 2013 (the sample consisted of 1203 pupils and 1209 parents). This study had been conducted in 58 cities (with the population of >100000), in 8 Russian federal regions.

The results had been published in the 'Children in the Informational Society' journal (issues #20 and #22.), and in the National Psychological Journal http://npsyj.ru/articles/volumes/19_2015.php

6.2 Study of online interpersonal relationships of Russian children and adolescents

In 2014-2015 we conducted a study of online interpersonal relationships of Russian children and adolescents aimed to analyze the specifics of nowadays friendship of adolescents, differences between real and virtual close communications, and the meaning which virtual friends have for Russian teens. We surveyed 130 pupils (13-14 years old, 63 boys and 67 girls) from schools of Moscow region. The FID team designed a special questionnaire which contained 43 points joined in several clusters:

- Friendship and interpersonal relationships in real life (offline). The method of unfinished sentences had been used. Respondents had to continue the sentences 'Friendship in real life is...', 'Friendship in social media is...'. Methods of content analysis had been applied in order to describe the categories emerged from answers.
- Specifics of virtual (online) friendship;

- Usage of the Internet by Russian adolescents (time online, intensiveness of usage);
- Life in social media (likes, adding friends, blocking or removing a person from contact list, events and content)

The results had been published in the 'Children in the Informational Society' journal #22.

6.3 Bullying and cyberbullying among Russian adolescents

The main aim of the research was to analyze the prevalence of bullying and cyberbullying among teenagers in Russian secondary schools. To achieve the purpose, we designed a questionnaire about online and offline friendship which also contained 8 questions about facing up bullying and cyberbullying (equal to EU Kids Online points about the topic). The sample consisted of 196 pupils (50% boys and 50% girls) 10-18 years old (the majority of surveyed respondents were 11-13 years old)

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

6.4 Young children (0-8) and digital technologies International pilot study

In 2015 we continued 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'. The project is being realized among 10 European countries.

15 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 fixating 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: 13

- 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 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.

7. EVENTS

During 2015 we organized 24 events: 1 conference, 2 round table meetings, 1 workshop, 1 methodical seminar and 19 open lesson in the framework of the project 'Talk to your child about the Internet'.

Also the FID specialists participated in 10 special events: 2 forums, 2 exhibitions, 3 conferences, 2 master classes and 1 videoconference.

8. INTERNATIONAL PARTNERSHIP

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

- The partnership with the London School of Economics and Political Science in the framework of the EU Kids Online project has been continued;
- We also continued 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 FID web pages

Our current work is being presented on the official FID website <http://www.fid.su/> and at the informational source <http://detionline.com/>

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.

The visiting rate of the website has almost doubled by the end of the reference period (Table 3; Figure 7). This result indicates the growth of public interest in our projects and activities. According to Google Analytics, the number of visits has reached 179093 being more than 70% higher compared with the end of the previous year (98581 visits in 2014). Also the number of unique visitors has increased up to 82% (137000 in 2015) and is much higher than in 2014 (75162).

Table 3. Visitors of <http://detionline.com> (Google Analytics, 2012-2015)

Parameter	2012	2013	2014	2015
Visits	43 210	57 733	98 851	179 093
Visitors	32 147	43 396	75 162	137 000
Page views	82 314	108 479	161 012	236 425

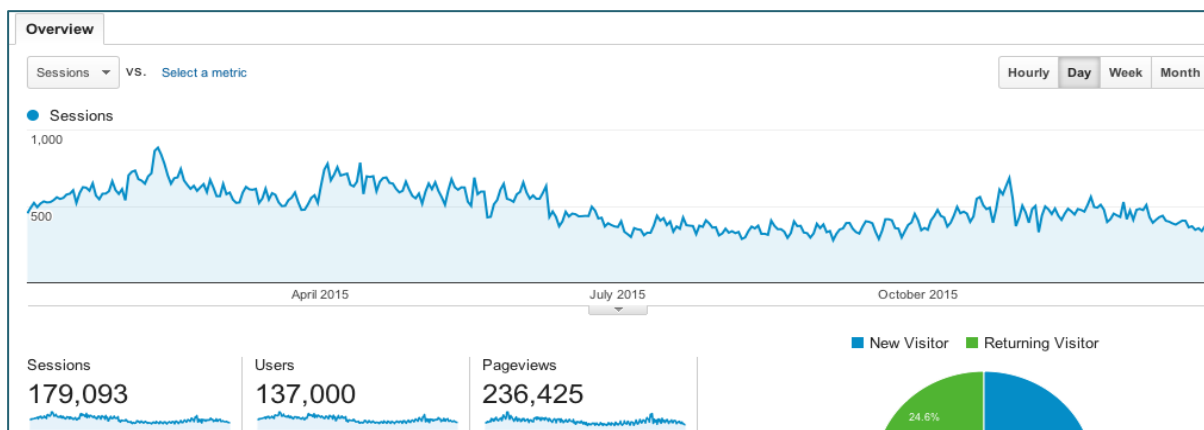


Figure 7. Detionine.com visiting rate (January – December 2015)

According to Google Analytics (Figure 8), the most popular section of website was the Helpline’ page (about 60% from total amount of page views) and is followed by the main page (15%); the ‘Children in the Informational Society’ journal is on the third position (9%).

Page	Pageviews
	236,425 % of Total: 100.00% (236,425)
1. /helpline/about	128,667 (54.42%)
2. /	34,497 (14.59%)
3. /helpline/rules/parents	4,451 (1.88%)
4. /video/professional	4,095 (1.73%)
5. /mts/about	3,819 (1.62%)
6. /mts/rules	3,352 (1.42%)
7. /helpline/risks	3,100 (1.31%)
8. /journal/numbers/19	2,682 (1.13%)
9. /mts/lessons	2,516 (1.06%)
10. /research/about	2,229 (0.94%)

Figure 8. Page views of certain FID.su sections (Google Analytics, 2015)

Sections about the joint FID and MTS Company projects (5%), news feed (4%) and FID research projects (3%) were also quite popular and caused users’ interest.

We regularly publish news and information about our projects at Facebook community: www.facebook.com/FoundIntDev. By the end of 2015 the number of its followers raised up to 414 users and is 33% higher than in December 2014.

9.2 Collaboration with media sources

The Foundation of Internet Development activities are widely covered with different social media such as TV, radio, print media and online recourses. 76 articles in total about our work have been published during the reference period.