



OUR INTERNET: A PLACE FOR FREEDOM OR CONTROL?

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THE PROMISE OF THE MOBILE INTERNET

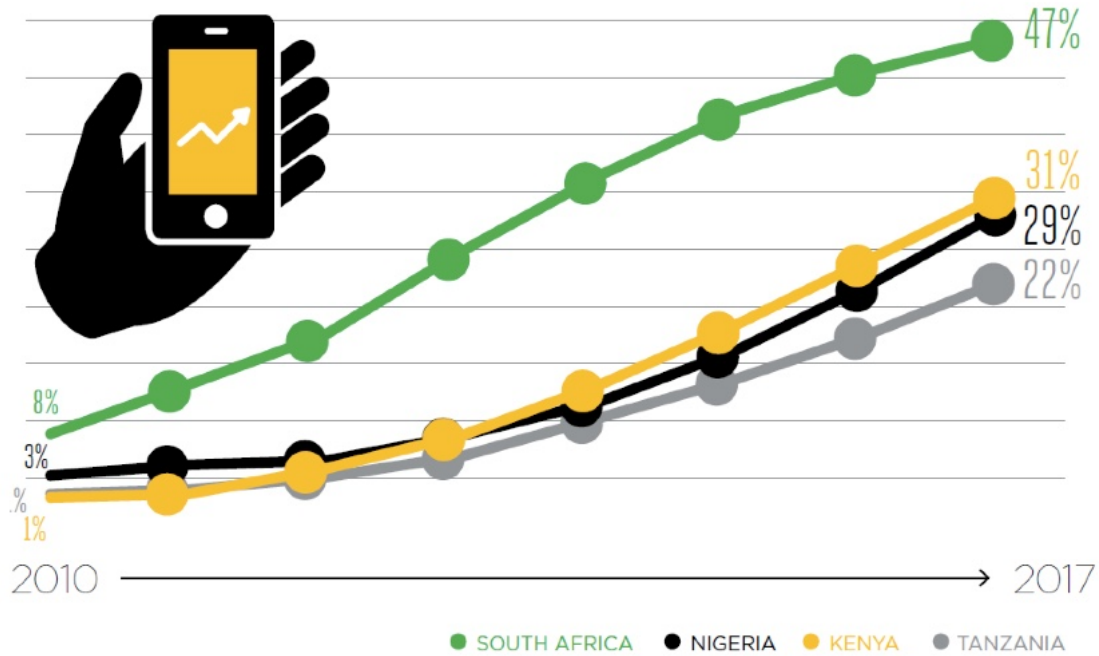


- A voice for the voiceless
- Active online citizenry
- Banking the unbanked
- Entrepreneurship
- Increased human connection
- Fun and entertainment
- Healthcare
- M-commerce

OUR INTERNET, OUR AFRICA

SMARTPHONE PENETRATION

SELECTED COUNTRIES SSA



Source: Strategy Analytics



THE END OF THE HONEYMOON

Top 5 Fake Election Stories by Facebook Engagement (three months before election)

"Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement" (960,000, *Ending the Fed*)

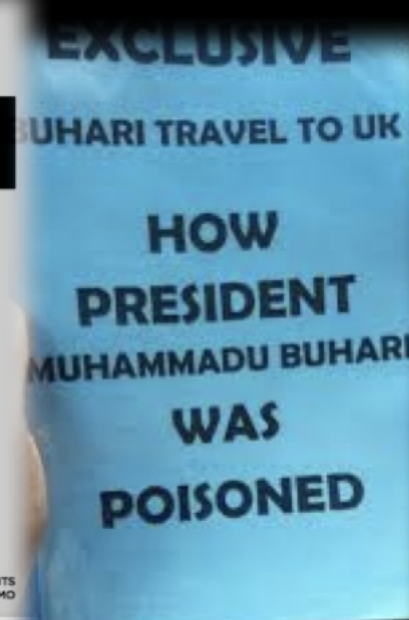
"WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBHELL! Breaking News" (789,000, *The Political Insider*)

"IT'S OVER: Hillary's ISIS Email Just Leaked & It's Worse Than Anyone Could Have Imagined" (754,000, *Ending the Fed*)

"Just Read the Law: Hillary Is Disqualified From Holding Any Federal Office" (701,000, *Ending the Fed*)

"FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide" (567,000, *Denver Guardian*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO



- Propaganda
- PSYOPS
- Corruption
- Deception
- Control
- 'Fake News'



EBOLA SCARE

compliments of:



The great British Brexit robbery: how our democracy was hijacked

WHAT'S NEXT?

Who should care? Who can do something?

- Internet community
- Journalists
- Communications professionals
- Social media sites
- All citizens

What can ICANN do?

Address policy issues relating to:

- The amount of data that domain registrants must provide
- How private (or not) this information is

THE DEMOCRATIC PARADOX

If ICANN makes domain registrants' data fully open:

- Registrants can be held accountable for the use of their domain
- Individuals and groups may be less likely to use the platform as a space for deliberate deception

A freer, fairer, more democratic internet

- Those in countries with high levels of censorship and/or low levels of freedom of speech, may be discouraged from having their voices heard via the web

Less diversity of voice, less deliberative democracy