

Abuse: An Individual User Education Campaign

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ICANN69 | Community Days Sessions – At-Large Policy Session: The At-Large Community and DNS Abuse: An Individual User Education Campaign  
Wednesday, October 14, 2020 – 10:30 to 11:30 CEST

YEŞİM NAZLAR:

Hello. Welcome to At-Large Community and DNS Abuse, an Individual User Education Campaign. Interpretation for this session will include French and Spanish languages and will be conducted using both Zoom and remote simultaneously interpretation platform operated by Congress Rental Network.

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Finally, this session, like all other ICANN activities, is governed by the ICANN expected standards of behavior. Please find the link in the chat for your reference. In the case of disruption during the session, our technical support team will mute all participants. With that, I will now

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hand the floor over to Jonathan Zuck. Over to you, Jonathan. Thanks so much.

JONATHAN ZUCK:

Thanks, Yeşim. Can you stop sharing so that people can see the video bigger? Thanks. Guten morgen, guten tag, und gut abend. Willkommen. Thanks, everyone, for joining us, for some of us, very early in the morning, for an organizational session on how we might go about fulfilling the promise we made two meetings ago to launch a world-wide education campaign targeting individual Internet users on the topic of DNS abuse.

If you recall, we promised that there would be a two-pronged approach: policy development within ICANN, as well as education of individual users. We are uniquely situated to execute on such a campaign because of the depth of our membership, with the RALOs, and the ALSes, and all of the individual members. We have a broad international reach, and so it's an opportunity for us to kind of test our muscles a little bit and see if we can get the word out about DNS abuse and help people to help themselves.

So, I see this as being a conversation about two things: content, and then the distribution of that content, or how we will go about doing the teaching itself. And so, when it comes to content, we sort of have three phases, if you will. One is the identification of that content, and then the possible modification, the rebranding, and then the creation of new

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content that we feel is necessary that we weren't able to find in our searches.

Some possible content sources include governments, non-profits, and corporations. So, for example, I'm going to play just a little bit of a video that was created by the Federal Trade Commission in the United—

FEMALE RECORDING:

Would it surprise you to learn that millions of computers in the U.S. are infected with malware? That's a lot of computers. So, what's malware, and why should you care? Malware, short for malicious software, includes viruses and spyware that get installed on your computer or mobile device without you knowing it. Criminals use malware to steal personal information and commit fraud.

JONATHAN ZUCK:

So, we don't need to play the whole video to kind of get the idea behind the video, which is that it's very visual and dynamic, and also just narrated, so doing translations of it into other languages would be fairly straightforward. And in this case, at least, the Federal Trade Commission has given us permission to rebrand the video as an At-Large video and to edit it any way we want to.

So, it is a great resource if we decide that that's a video we want to use, for example. So, we might do modification, and the two kinds of modification we might do are branding to give it an At-Large brand, and then translation of it into other languages. Some of the FTC videos are

already translated into some other languages, such as Spanish, but we might want a broader translation of them.

So, our first poll—I know it’s early for everyone—is to ask the question of how important the At-Large branding is in your opinion. And this isn’t the final decision on anything, but I’m just sort of curious about your feedback on this. I think there are going to be instances in which we have to make a decision about whether to teach people a new vocabulary that may be unnecessary.

In order to explain who the At-Large is, we need to explain what ICANN is, etc., and what we really want to do is just put out a video to help people understand how to prevent malware from getting on their computer.

So the question then becomes, how important is it for this education campaign to carry an At-Large brand, or if we just have sufficient metrics and we just know we did a good job with it, is it really important for individual Internet users, who normally don’t care about ICANN, to have to care about what that is in order to participate in this program?

So I don’t know if, staff, you can bring up that first poll, and just think about whether At-Large branding is important to you. So, Bill mentions in the chat that it’s only important if we’re trying to leverage it for recruiting purposes, and again, I think, in most cases, the people we’re trying to reach are not the people we’re trying to recruit. These are the less sophisticated users that are more often taken in by these types of scams.

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YEŞİM NAZLAR: Jonathan, 56% of the participants have already voted. Would you like me to close the poll and share the results now?

JONATHAN ZUCK: Yeah, sure. Thank you. Okay. Well, it's interesting. At least in this temperature of the room conversation, there seems to be ... I believe that having this educational campaign branded to the individual users is important. So, that'll be one of the things that I think we should discuss when we get to the discussion part of this conversation. But thanks for participating. I'm always curious where people are on these kinds of topics.

So then, once we look at the content that's out there, we ... Actually, I'm going to show you another type of content. In addition to video, there are also a number of infographics, for example, that are available on the web that are created, sometimes, by corporations and by others, and we can create them ourselves. These are much more text-heavy. So, in other words, they would require text-based translation, if we want to do that. But I just wanted to show you these other types of things that are available.

So, if we wanted to create content, we would have a choice between creating it ourselves, which I think we're going to be doing increasingly for our own work, or we could try to use vendors, apply for additional funding from ICANN, supplemental funds, etc., to get others to create videos or infographics on our behalf.

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So my next question is related to the first one, and that is that most people in the world have not heard of DNS abuse. They've heard of phishing, or pharming, or malware, or cybercrime, for example, but the notion of this being related to the DNS is something that is really an understanding only held by people that understand what the DNS is.

So, this is a related question, which is, do we want to have to educate end-users sufficiently to understand what the DNS is so that we can get them to accept the overall umbrella idea of an education campaign based on DNS abuse? So, that's really sort of the question.

So, if you'd bring up the next poll, the question is, do you think that branding this as DNS abuse is important, or is it better just to say, "Okay, here's a video about phishing, here's a video about malware," for example? Does everybody see the At-Large etching on the sign?

YEŞİM NAZLAR:

Jonathan? 62 persons of our participants have voted. I'm going to just end the poll and share the results now.

JONATHAN ZUCK:

That sounds good. Okay. Interesting. Once again, this idea of branding it with the vocabulary we use seems to be important to the majority of people. So, that's a good understanding of where people are, and it's something I think both the panelists and, hopefully, everybody on the call is prepared to discuss.

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So then, once we have the materials that we want in place, the next question is going to be about distribution of those materials. What should our educational campaign look like? Should we create a separate website or get a domain that points into the At-Large website, for example, in order to distribute the resources we come up with?

Should it be a series of webinars? Maybe we create a webinar, and then we train the ALSes on delivering the webinar in their local regions and in their local languages so that it's more of a live thing that we try to get people to attend on Zoom.

Maybe it's an e-mail campaign where we get lists of e-mail addresses from organizations of retired people, for example, that are in touch with their constituencies, who would benefit from this type of education. So, one more question: do you think we should have a website, webinars, or both?

YEŞİM NAZLAR:

Jonathan? I'm sorry for the wording of the poll. I believe this was the question that we have received.

JONATHAN ZUCK:

I'm sure it's my fault. Think of "recorded" as being like content that's on a website and "live" being a series of webinars, or should we try to do both?

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YEŞİM NAZLAR: 62 people have already voted. I'm just going to end the poll and share the results.

JONATHAN ZUCK: I think we have determined that 60% of the attendees are awake. All right. So, interesting. Most people think that we need both types of delivery, both live webinars as well as pre-recorded content that's on some sort of a site, or a YouTube channel, or something like that.

So, that's it for my introduction to this question. I think we have an order of speakers, and I don't know what it is. Maybe, Yeşim, if you have the agenda in front of you, you can take this opportunity to introduce whoever was supposed to go next.

YEŞİM NAZLAR: Sure, Jonathan. So, according to the agenda I'm displaying on the screen, Hadia Elminiawi is our first speaker.

JONATHAN ZUCK: All right. Hadia, take it away.

HADIA ELMINIAWI: Do you hear me well?

JONATHAN ZUCK: No, your voice has gone again.



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HADIA ELMINIAWI: Okay. So, I don't know what has happened but the other connection is not working, so this is the only one that I have now. Let's hope you are able to follow.

YEŞİM NAZLAR: Hadia? Hadia.

JONATHAN ZUCK: If we really can.

YEŞİM NAZLAR: Hadia, I'm sorry for interrupting but, unfortunately, our interpreters are not able to interpret. Could you please try to fix your audio just like you did at the beginning of the session? Not sure if you are, again, wearing the headset that you were wearing. It was great audio with your headset.

YEŞİM NAZLAR: Sorry. We are sorry for the technical issues that we're having. We are just trying to sort this issue and trying to just remove those participants that were causing this sound. If you could please just be patient for a minute or so, I think we will be able to continue from where we left. Jonathan, I'm ... Okay. I've just got a confirmation from our IT team that we are good to continue with our presentation. Once again, apologies for the technical issues.

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JONATHAN ZUCK: Next, please. Can you hear me again now?

YEŞİM NAZLAR: Yes, we do.

JONATHAN ZUCK: All right, great. Can we hear Hadia? That's the other question.

HADIA ELMINIAWI: Okay. Thank you so much, Jonathan, and thank you all for joining the session. Let's hope we have a good discussion. So, in relation to the existing effort in Africa, again, as Jonathan said, to mitigate DNS abuse—

JONATHAN ZUCK: Hadia? Hadia? Maybe slow down a little bit, Hadia.

HADIA ELMINIAWI: Okay. So, we need, actually, to do two things. One is to address the technical vulnerabilities that actually lead to DNS abuse, and the second is to raise awareness about the topic: that is, educate end-users so that they do not fall victim to such abuse.

So, in Africa, efforts in the region in relation to DNS abuse started as early as 2010, where a forum on DNS abuse was held by ICANN in Kenya

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in March of 2010. So, the forum allowed for different stakeholders affected by DNS abuse to share information and ideas for responding to such abuse.

So, the forum advised the challenges from different perspectives. So, there was the not-for-profit perspective. It's focused on humanitarian organizations like the Red Cross and the Red Crescent, and shows how fraudulent websites and e-mails can trick people into giving money or providing their bank account. So actually—

JONATHAN ZUCK: Hadia? Hadia, you're still speaking too quickly. You're still speaking too quickly for the interpreters to hear you. Just take a breath.

HADIA ELMINIAWI: Okay. I'll try to be more clear.

JONATHAN ZUCK: Thank you.

HADIA ELMINIAWI: So, not-for-profit organizations are actually a good source for content because they can actually get [through] examples of how their website or their brands were used to trick users. So, that's a good source for materials. Presentations that show us real-life examples.

And especially nowadays, also, with the current pandemic and natural disasters like hurricanes and fires, we have seen similar DNS abuse activities and, actually, if non-profit organizations can actually produce, or maybe we can approach them, to have content from them that actually showcases true examples.

Another thing for that forum, also, one other perspective at this forum back in 2010 ... Also, a perspective addressed was the consumer protection agencies' aspect. There was also a presentation by the SPC. Again, consumer protection organizations are also a good source for material because, again, they can provide true examples, and then, by showing those examples to users, users can start taking care and being aware of how to protect themselves against such actions.

Back then, in 2010, the consensus was little DNS abuse was coming from the region. However, attacks on DNS organizations, trying to alter DNS records, were seen, and cybercrimes, including financial services, were also indicated.

So, in Africa, also, we have the Africa DNS Forum, which started in 2013. However, it has only tackled the matter from the technical aspect, and that's mainly through having DNSSEC sessions, and DNSSEC is only good for tackling one form of DNS abuse related to DNS hijacking or [user the] direction.

However, in 2020, the eight Africa DNS Forum that took place virtually in July had six topics. Among those six topics was combating DNS abuse in light of increased cyber threats during COVID-19. So I think, also,

what we need now to see is more awareness sessions in relation to the subject, like the session we had during the Africa DNS Forum.

Other sources of information also include, of course, ccTLDs, where they can also publish on their website some awareness material, and we have seen some registries already doing that, I think like .ma and others, where they do publish awareness material on their websites.

However, how much hits they do get is really unknown, and whether they are really effective or not is also unknown. Other sources, also, of information could be, also, the regulatory body where they could also help in spreading awareness.

So, Jonathan was talking, what kind of materials do we need? So, I think we need everything. We need websites, we need videos, we need infographics. We need awareness sessions. Not sure about dedicated forums, though, because dedicated forums are not really targeting the regular Internet users, and they won't be, actually, attending those forums.

So, I would ... Also, centers like the ones that ... i.e., the DNS Entrepreneurship Center ... And it's a partnership between ICANN and NTRA in order to boost the domain name industry in the region.

And one of the things we actually do is raise awareness. Though we haven't, up until now, started tackling this issue as a stand-alone issue, we have been always talking about DNS abuse during our awareness sessions, like making people look at the domain names and realize

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what kind of information they can deduce from a domain name; look at the domain name and, by looking, realize if it's a secure one or not.

Again, yeah, Jonathan is saying an education campaign, and yes, indeed, this is what we need, and what we need to do is actually have a strategy for that, an organized strategy with metrics in order to know the impact of our work. I will stop here in order to give others an opportunity to speak about the subject. Thank you so much.

JONATHAN ZUCK: Thanks a lot, Hadia. We'll discuss a lot of that further. It sounds like there is a lot of interesting material available in your region. Do we have Bill Jouris on deck?

BILL JOURIS: Yes, I am.

JONATHAN ZUCK: Oh, go ahead.

BILL JOURIS: Compared with what Hadia just described in Africa, in North America, we are very much in the early days. We have made a few changes but, so far, we're most focused on education for our members, rather than reaching the point where we could reach out beyond there.

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We have adjusted our monthly meetings to be oriented more to getting information on these topics out. We have attempted to do something somewhat the same with our newsletter. We had to use both of those as a guide when we come across literature, webinars, etc., the has information like that that our users can use. But as I say, this is still stuff that is aimed at the existing NARALO membership, which is to say it can be a lot more technical than something that's intended to go out to the general public.

As I noted in the chat, we can say DNS abuse and we all either know what it means, or at least are pretty close. As somebody noted, everybody knows what phishing means. But among the general public, they probably don't even know what ... They may have heard of phishing, but probably not.

But if you say to them computer-based crime doing funky things with website names, they may not know what a domain name is but they do know what a website name is, and that's, I think, where we're going to have to end up as we go beyond our own membership—doing work to speak in the language of our audience, rather than trying to spend a lot of time educating them in the terminology we use.

Although, we'll have to be a little of that, but there is enough content that we need to get across to people that trying to teach them the technical vocabulary as well is going to be counterproductive, I think. That's it from me. Thank you.

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**JONATHAN ZUCK:** Thanks, Phil. I appreciate it. Thanks for sharing your thoughts and knowledge about the kinds of resources we have available. Just to clear something up that's in the chat, we're talking about vocabulary but I don't think that we're trying to point people back to ICANN, necessarily, so much as provide some kind of education on preventing these individual things from happening, like don't open bad attachments, and don't click on links that you don't recognize, and how to look for scams. I think that's the idea behind this education.

It has very little to do with registries, or registrars, or ICANN, but instead, trying to figure out how to empower European Unions to combat this itself. So, I don't want us to get tangled in knots around the vocabulary at this juncture, although we should talk about what vocabulary we might want to use.

But the idea here is to do something that's disassociated from the internal workings of ICANN and be more about empowering users to protect themselves better since, as we know, social engineering is still 80% of all of this. So, I just wanted to clear that up. Then our next speaker is Matthias. So, please go ahead.

**MATTHIAS HUDOBNIK:** Hello, everybody. Thank you to staff for opening the slides. I will just tell you when you open the next one. So, hello, everybody. My understanding is to present you four examples in terms of education and campaigning from various organizations from the European



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region, which might be an [impulse] for our DNS education and also awareness campaigning.

I'll also try to open it a bit more related to campaigning in particular, instead of mentioning new events in Europe, because this makes more sense to me, to start with a fruitful discussion.

I want to be as concrete as possible, and the chosen examples might be a good starting point in terms of their production, and also a way of bringing the necessary information to the respective audience, which is very important, I think.

Obviously, first, we need to define which audience we want to address and to whom we want to reach out. Are these end-users who might be already very well aware in terms of DNS abuse, or are these less-aware users who might have not that much expertise in digital literacy in this area? Please, the next slide.

YEŞİM NAZLAR:

Matthias, as I'm moving to the next slide, our interpreters are kindly asking if you could please increase your volume. Maybe you can just get closer to the microphone. It would be much easier for our interpreters to interpret.

MATTHIAS HUDOBNIK:

Sure. Sorry.

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YEŞİM NAZLAR: Thanks so much. Thank you.

MATTHIAS HUDOBNIK: No worries. As you can see here on the slides, I have ENISA, Europol, the Internet & Jurisdiction Network, and CENTR. So, these four examples within our region will show you how awareness is done in an efficient, and engaging, and more informative way. So, please, the next slide.

I want to start with ENISA. These graphics, I think, are very well designed in a clear and structured manner. They are an eye-catcher and have, still, all the necessary information for end-users.

For example, on the right side, the one related to e-commerce where they really bring the problems to the point with some small graphics, which I think is very good and also very useful. Of course, here, again, it depends who is the audience, but I think this is very well designed and is a good example which can be used. Please, to the next slide.

The next example is the European Union Agency for Law Enforcement Cooperation with their Internet Organized Crime Threat Assessment Report, which is also a good example for a very well-structured and nicely designed report. I highly recommend to read it, not only to get the new insights about cybercrime in the Internet but also because of the very understandable and to-the-point report.

So you can see here, again, less written information, more icons, and also understandable for different audiences. Yeah, I think it is, again, a good example for a report, how we also can structure reports and can

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use information in a precise manner and, of course, in an understandable manner. Then, please, to the next example. Thank you.

The third example is a more technical one from the Internet & Jurisdiction Policy Network, in particular the Domains & Jurisdiction Program. I put up here there is a DNS Operators' Decision-Making Guide to Address Technical Abuse, which could be also used as an example, for example, for using a guide for Internet end-users, here with all the important information which we should think about. Also here, at this program, you can also find a minimum notice component for technical abuse, or technical abuse notifiers, and information about it.

And last but not least, please, the next slide. I'm using the Council of European National Top-Level Domain Registries, which explains online content with all involved stakeholders. If you allow me, I would like to show you this short video. It's around three minutes, but it's also very good and a very precise structure. If staff is that kind, and please clicking on the picture? Normally, it should work if there is no [presenting effect].

YEŞİM NAZLAR:

Sorry, Matthias. As this is the PDF version, I am not able to display from here, but if you are able to share the link with me I am happy to just play the link.

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MATTHIAS HUDOBNIK: Yeah, I have the link here. We can start already with the 20 seconds, because the [intro is relatively long,] and so we are saving time. All right. Give me a sec. Here is the YouTube.

YEŞİM NAZLAR: Okay. So one second, please.

FEMALE RECORDING: Counterfeited products, harmful software, and [inaudible].

MATTHIAS HUDOBNIK: You can just start it at 20 seconds, then it's going directly into the video.

YEŞİM NAZLAR: Sorry, just trying to see if you were able to hear while I was displaying?

MATTHIAS HUDOBNIK: Yeah, it was fine. I don't know how it was for the audience, but I have ... It's very, very well.

YEŞİM NAZLAR: Okay. If you're able to hear, then the others should be fine, as well. I'm just going to maximize the screen, as well.

JONATHAN ZUCK: I can hear it.

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FEMALE RECORDING: [inaudible] of the offline world. So, it's not a—

MATTHIAS HUDOBNIK: You can just start with 22 seconds because the intro is quite long. I just want to give the audience a little taste, a spicy taste, of this video. So, maybe you can start with 22 seconds or something like that? Is it not working? Or I think there are, again, technical problems.

JONATHAN ZUCK: Matthias, maybe just describe some of the points it makes or something. We'll move on.

MATTHIAS HUDOBNIK: Yeah, okay. Yeah. The video is just explaining the different involved stakeholders, ISPs, registries, registrars, how data is transferred, and, if there is also an abusive content on the website, how it can be taken down, and also the problems with it.

Here, again, it depends on your level of knowledge, but it's a very clear and very structured production which I think is very good. Maybe for our folks here, it's too newbie, or not that much new information in it, but what I want to say is it depends on the audience and it's definitely a good way to start.

And yeah, this was everything I wanted to show to you. I hope you enjoyed it and I'm very much looking to a discussion, either more

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technical or more into the campaigning and way of how we can structure the information and bringing it to the [ground]. Thank you very much.

JONATHAN ZUCK: Thanks, Matthias, very much. Yeşim, who is next? Yeşim?

GISELLA GRUBER: Jonathan.

JONATHAN ZUCK: Oh.

GISELLA GRUBER: Yeşim is not able to join us, sorry. Just bear with us for a second, we are having a—

JONATHAN ZUCK: Okay. I don't need an explanation, just who is next. Who is next on the agenda? Can you put the agenda back up?

GISELLA GRUBER: Just bear with me one second. Yes. The agenda is on its way. Thank you.

JONATHAN ZUCK: Okay.

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EVIN ERDOĞDU: Jonathan, I believe Alejandro Pisanty is next.

JONATHAN ZUCK: Okay. Alejandro, are you ready to go?

GISELLA GRUBER: Thank you, Jonathan. We do not have Alejandro on the call with us today, unfortunately. So, I'm just checking whether Holly Raiche is with us, now. Thank you. Yes, Holly is with us. Holly, would you like to take the floor? Thank you.

HOLLY RAICHE: Yes, thank you. I sent a presentation which may look a little bit strange, but I will talk to it.

GISELLA GRUBER: Holly, thank you very much. The presentation will be shown shortly. Thank you.

HOLLY RAICHE: Thank you. Okay. This may look a bit strange but what I'm doing here is saying, what we did, "we" being an ALS, which is the Internet Australia, which is the Australian chapter of ISOC, was with government money going out, actually, to the "advanced" members of our community, the Australian Seniors Computers Club of Australia, and we had a message.

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The government was happy for us to deliver the message. We actually went on a little bit of a tour around Australia, stopping in several places. But to tell people about a message that the government was interested in people really understanding, and we were, too. So, could I have the next slide, please?

This is about the National Broadband Network. Obviously, this is about myself and this is about our principles and what we wanted for the National Broadband Network. We won't go into whether or not it was delivered and all of the political toing-and-froing from it, but could I have the next slide?

We had to keep it simple. We were talking to a bunch of folks whose experience with computers and mobile phones was about texting their grandchildren and exchanging pictures. And what we had to say was the reason is you're really interested in, I think, all the National Broadband Network ... Is to say, "You need to look at this because it can carry lots of information." So, you look at the next slide, and Jonathan is happy for I've finally got pictures on this. Okay. The next ...

Trying to say, these are the things that people do with the broadband, and that's why I'm actually here and why I'm actually trying to explain the policy. And I did go into policy, which I know a little bit about, and then just a discussion about the policy.

The next slide or two, and then we don't need to look at this anymore except to say ... And I can talk a little bit about the next one, and then



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the one after. Just, actually, go to the map. It was explaining it. And we can stay here.

We had to explain to people, “Look, the NDN is going to be fiber, but it’s going to be fiber to a very small part of the population. This is where it’s going to be. This is what it can do for you.” Now, you don’t need to look at the rest of the presentation.

The reason that I used this presentation is to say it is possible to actually make a reasonably complex subject fairly simple, fairly straightforward, something that you can talk about, and, for all of the presentations, what we then did, because there were three of us, was then hang around for a good half/three-quarters of an hour, and go through the slides, and go through what the terminology meant so that they understood what was coming, what in the way of broadband was going to be delivered, how it was going to delivered, because, obviously, fiber to the home was only relatively in a small portion of most of the population. So, it was going to be delivered in various ways, and we had to talk about that and what they had to do.

So, from my point of view, from a very different point of view from the discussion tonight, it is possible to develop a set of slides that can explain in fairly simple terms, as long as somebody is standing there talking, and then having a quick Q&A afterward, to discuss what it is you mean.

Now, we did this with government support. The government was clearly very happy to have an organization that clearly is not the government, it’s somebody else, it’s a not-for-profit, go out there and explain what was meant. It can be done.

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We did it with government support. I'm sure we could do it with a lot of other support. In Australia, we do have a lot of material on DNS abuse. It's called something different. We have a competition regulator that's also a consumer protection, and they have scam weeks. They've got all sorts of material. We also have a communications regulator and a cybersecurity office that produces a lot of education.

But I take the point that has been made; we can rebadge some of the stuff. We don't need to. What needs to happen is to get out to the people and explain, in words of one syllable with somebody standing and explaining, and it can be done. It's something that we can do.

So, I'll pause here and ask, any questions about how we deliver it, how you can develop the slides? Clearly, you're going to develop the slides that are relevant to your population and the things that are important to the people you're talking to. It's easy to do but it's something that we can do fairly easily and anybody can do it. So, questions?

JONATHAN ZUCK: I think we'll hold discussion, Holly, until we get through—

HOLLY RAICHE: Okay, okay.

JONATHAN ZUCK: All the RALOs.

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HOLLY RAICHE: Okay. Okay.

JONATHAN ZUCK: Who is next on the agenda? Thanks, Holly. Is that it, because we're missing Alejandro?

HOLLY RAICHE: I think that's it.

YEŞİM NAZLAR: Hi, Jonathan. Sorry, I had technical issues. I'm finally back. So, actually, we had Alejandro next, but I believe he was missing. He wasn't on the Zoom room. I'm just, at the moment, trying to see if he is here. Unfortunately, I don't see him. Gisella, if you could kindly please stop sharing, I can just take over and pull the agenda back up. Yes. Here we are.

JONATHAN ZUCK: All right. I think we had everyone speak that wanted to speak, so I'd love to just open it up for a discussion. There is a lot of discussion going on in the chat. It's great to have all of this support for what we're trying to do, but I'm interested in hearing from folks, particularly in the At-Large, about what you heard and how you think we should proceed.

I mean, one of the active questions going on in the chat is whether or not we should just create a sort of inventory exercise and come up with lists

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of resources in different languages, etc., and then just try to put them in front of people.

Is that enough, or do we need to take a more active approach where we come up with a standardized set of resources and actually try to schedule webinars and push those out through the ALSes so that we are talking to partners?

For example, in the United States, it might be the AARP, the Association of Retired People, or it could be retirement communities around the world that we're trying to talk to and we're trying to reach out with live webinars because, when we did our poll, people thought that we should be trying to do both.

So, I'd love to just open it up for questions and comments. Please raise your hand, and ... We're trying to make this an interactive session for At-Large participants, so please speak up, and be heard, and let me know what you're thinking. Heidi, go ahead.

HEIDI ULLRICH: Yes. Hi, Jonathan. Can you hear me?

JONATHAN ZUCK: Yes, we can.

HEIDI ULLRICH: Okay. I just wanted to let you know that [inaudible] from LACRALO is available to speak on behalf of LACRALO.

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JONATHAN ZUCK: Oh, okay. Then let's go ahead.

UNIDENTIFIED MALE: Buenos dias. [inaudible].

JONATHAN ZUCK: Okay. Thank you. Hadia, you've got your hand raised. Go ahead. Slowly.

HADIA ELMINIAWI: Thank you, Jonathan.

JONATHAN ZUCK: Hadia, we don't hear you.

HADIA ELMINIAWI: I was not able to—

JONATHAN ZUCK: It shows your microphone as muted.

HADIA ELMINIAWI: Okay.

JONATHAN ZUCK: There you go.

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HADIA ELMINIAWI: Is it still muted?

JONATHAN ZUCK: Oh, it's muted again.

HADIA ELMINIAWI: Okay. I'm on the phone. If they can unmute me?

JONATHAN ZUCK: Amrita, why don't you go ahead?

AMRITA CHOUDHURY: Thanks, Jonathan. Am I audible? Could you hear me, Jonathan?

GISELLA GRUBER: Amrita, we can hear you.

JONATHAN ZUCK: Yeah, we can hear you.

AMRITA CHOUDHURY: So, I wanted to mention that it is good to standardize communication, make webinars at a regular interval, or have communication go centralized. Simultaneously, when you want to increase your reach, and engage local populations, and make them aware of the DNS abuse issue,

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you would have to customize the material to the local sensitivities/use your local languages.

Also, try to have different sorts of communication for different user groups and age groups. That would make it more effective. And it has to be an ongoing process. And also, I was reading the chat that there is a lot of information available. Yes, it is. But how much is usable for a particular region or a nation is important, and a repository of all that information would actually help to make things easier. Thank you.

JONATHAN ZUCK:

Thank you. I think that's probably right, that our first exercise is an inventory exercise, for sure, to figure out what materials are available that are suitable for end-users and end-users in different regions. Hadia, go ahead. Sorry for my difficulties before.

HADIA ELMINIAWI:

Thank you, Jonathan. For sure, yes, compiling [we already did] is necessary. As [continues] in Africa and worldwide continue to encourage citizens to embrace e-commerce, e-learning, e-government, DNS abuse mitigation becomes a proactive issue that, I think, all stakeholders need to contribute to, including, definitely, governments, as well.

So, in relation to the material, definitely, now, looking at what already exists is necessary, compiling the different material and looking at how

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to make the best use of it. Also, creating new material is necessary. We need to show actual DNS abuse cases.

And again, we have many organizations that can actually help in showing that, or in producing material that shows real-life cases. And the issue here, the easy target, is definitely educating end-users and raising their awareness about how to avoid being victims to such abuse. So, I think we could do this in parallel, compile that there, and look into also creating new sources. Again, starting with an overall strategy or plan would make sense. Thank you.

JONATHAN ZUCK:

Thanks, Hadia. I think that makes sense. I guess part of the question that we're going to need to discuss is whether or not pointing people to materials is the same thing as educating them. And do we need to more actively try to schedule opportunities to talk to people live, or do something like that through the ALSes in order to get some of that message? Because I think that too passive of an approach might not be effective. Marita, go ahead.

MARITA MOLL:

Ah, good morning. I want to back up what Holly said. We all have, or many of us, have organizations in our regions and our localities which do this sort of thing. The trigger is always a little bit of money to help them do it, because they're usually volunteer-based organizations.



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We can present them with our own specified material, or maybe they'll have their own material, but they can be, maybe, ICANN-sponsored, and a little bit of funding, to get some of these things going. Some of these ... We here in Ottawa, Canada, have a local non-profit ISP, and they run these kinds of workshops all the time.

If anybody wants to offer them just a little bit of money to get their system up, their networks up and running on this topic, they will do it. In fact, they have done it already. Once again, somebody hands them a little bit of funding, and you can use these resources, they are out there. Thank you.

JONATHAN ZUCK:

Thanks, Marita. I've been told that we're at the end of our time and, because of how tightly these meetings are scheduled, we need to wrap this up. I want to thank everyone from the RALOs for speaking up on some of the resources that are available to them. I'm going to go back and read the chat in greater detail.

This is just the first of many meetings to figure out what the best role is for the At-Large. It's not entirely clear what the best resources are for us to bring to bear but, certainly, our depth of membership is probably our biggest strength. So, figuring out how to push out materials through that network has got to be central to what we're trying to do.

So, thanks, everyone. Thanks for being on this session. Thanks for comments in the chat. I'll go back and read them. Daniel and the outreach and engagement Subcommittee will take this topic up and

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move forward with additional planning and discussions, and we'll see what we can do to get this up and running, probably, as everyone is saying, starting with an inventory of the materials that are out there. Thanks, everyone, for participating. I appreciate it.

**[END OF TRANSCRIPTION]**