







Background

- CIF process began in 2009.
- National dialogue with Canadians on Internet-related issues that are important to them.
- Bottom-up, grass roots process.
- Multi-stakeholder.
- Third CIF began in November 2011.



Methodology

Phase 1: National survey (Aug. and Sept. 2011).

Phase 2: Online consultation: cif.cira.ca

(Nov. 10, 2011 to Feb.12, 2012).

Phase 3: National meeting (open to the public, webcast) in Ottawa (Feb. 27, 2012).

Phase 4: White paper written from findings. Presentation of white paper at international Internet governance Forum.



Survey overview

- National random telephone survey of 1,210 Canadians.
- Conducted from Aug. 29 to Sept. 1, 2011.
- Four open-ended questions:
 - 1. What do you think is the main challenge, in general, to the success of the Internet in Canada today?
 - 2. What do you think is the main opportunity, in general, for the success of the Internet in Canada today?
 - 3. In your day-to-day use of the Internet, what do you believe is your greatest personal obstacle?
 - 4. What personal benefit do you believe the Internet offers you in your day-to-day use of it?
- Margin of error for a survey of 1,210 Canadians is ± 2.8 percentage points, 19 times out of 20.



Survey findings

- **1. Security and safety on the Internet:** including topics such as stability and security of the Internet, viruses, spam, and cyber-crime.
- **2. Access and cost:** including topics such as accessibility, high speeds and reliable connections, and Canada's technical infrastructure.
- **3. Digital literacy:** including topics such as privacy, parental controls, educating people on how to use the Internet, lack of digital literacy, and language barriers.
- **4. Policy and governance:** including topics such as regulating content, general regulation of the Internet and net neutrality.

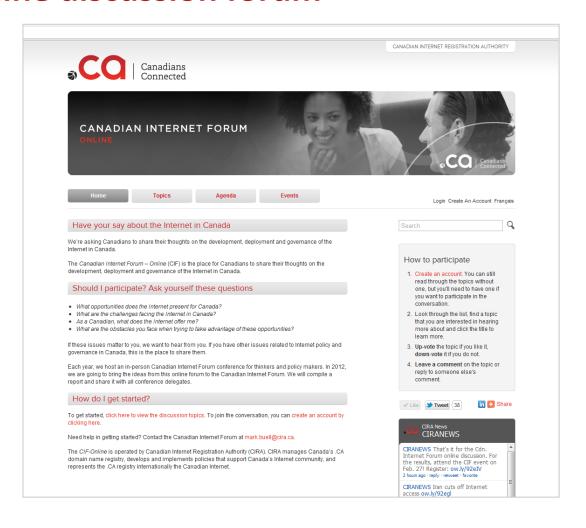


Survey findings continued

- 5. Education/digital literacy: including topics such as privacy, education, and research.
- **6. Digital economy:** including topics such as business and marketing opportunities, jobs, and online banking.
- **7. Communications:** including topics such as improved communications, access to information and knowledge, global connections, and social media and networking.
- **8. Technology and regulation:** including topics such as regulatory/ privacy/security issues and wireless technology/progress.



Online discussion forum





High-level topics identified for discussion forum:

- Digital literacy.
- 2. Internet policy and research.
- 3. The Internet as a right.
- 4. Canadian sovereignty online.
- 5. Access, speed and cost.
- 6. Copyright.
- 7. Security.
- 8. Internet as an economic driver.



What people said:





Digital Literacy

- Access is only a start to building a digital nation.
- Challenge is getting people to use the Internet effectively and efficiently.
- Digital literacy is critical.
- We need to come up with a common definition for digital literacy.
 - Digital literacy includes media literacy.
 - Technical skills are required (how to update software, install antivirus).
- Lifelong learning: Teach safe Internet practices in schools, seminars for older people.



Internet Policy and Research

- A central authority to register complaints, report malicious activity.
- Research into community-based service needs.
- ISP as content provider, big 'telco' monopoly results in costly and poor service.
 - Results in fewer data centres, less investment in infrastructure.
- The less regulation the better, keep the Internet free and accessible.
- Canada needs to prepare for the continued functioning of the Internet in the event of a total breakdown of Internet availability.
- How can we find and recognize programmers, because training has not necessarily been through university/college.



Is the Internet a human right?

Those who agreed:

- It is required for life now.
- People have the right to communicate, and the Internet is becoming necessary to communicate.
- The ability to communicate is linked to improved living conditions.

Those who did not agree:

- Would be a bureaucratic nightmare.
- It is a tool, a technology, an enabler. A means to an end.
- It would diminish the value of universal human rights. We should focus
 on improving living standards.
- The technology will soon be obsolete.



Access, speed and cost

- The more Canadians with access, the more successful Canada will be as a whole.
- There is an urban/rural digital access divide; economy suffers because of it.
- Mobile could be the answer, but mobile in Canada is expensive.
- Latency is an issue. Speed is incredibly important.



Internet as an economic driver for Canada

- Allows any small business go international from any region in Canada.
- Internet enables innovation.
- The Internet's role in entertainment presents many opportunities.



Canadian sovereignty online

- Domain seizures are threat to digital sovereignty.
- Suggestion made that CIRA, CRTC, federal government to ensure that Canadians retain the right of digital selfdetermination.
- Develop technical solutions to ensure domain seizures do not happen.
- Suggestion made that CIRA invest in raising awareness about the threats facing Internet and the domain name system (DNS).



Copyright

- Copyright legislation has the potential to censor the Internet.
- New model needed: how do we compensate artists?



Security

- Online threats do not seem concrete enough to the average user.
- We need to teach common sense and not fear about online safety.
- Internet crime needs to be stopped. Canada should take a leadership role in this.
- Security and privacy are the keys to trust online.



"The Internet has become the driver for a new knowledge based economy, and has really radically altered the ways in which we communicate with each other."

Byron Holland, President and CEO, CIRA







National Event

- Held in Ottawa, Feb. 29, 2012.
- 400+ attendees on-line and in-person.
- Panel discussions, keynote.
- Presentation of findings for discussion.



What did we learn?

- First, that we need to do a better job communicating these issues.
- There is an engaged and informed group of Canadians with an interest in Internet governance.
- Security, innovation, digital literacy, the free and open Internet, access are the top-of-mind topics.
- The key to moving forward is education, information.
- Inter-related nature of the topics.