

IGF 2016 Workshop Report Template

Session Title	Enhancing Linguistic and Cultural Diversity in Cyberspace
Date	7 December 2016
Time	12:00
Session Organizer	Emily Taylor, Giovanni Seppia
Chair/Moderator	Giovanni Seppia, EURid
Rapporteur/Notetaker	Emily Taylor, Oxford Information Labs
List of Speakers and their institutional affiliations	<p>Giovanni Seppia, EURid (Moderator), Italy Emily Taylor, Oxford Information Labs, UK Indrajit Bannerjee, UNESCO, France Wafa Dahmani, ATI, Tunisia (via remote participation) Manal Ismail, NTRA, Egypt (via remote participation) Peter van Roste, CENTR, Belgium Baher Esmat, ICANN, Egypt Marcel Leonardi, Google, Brazil Michael Kende, Analysys Mason, Switzerland Keith Drazek, Verisign, United States Megan Richards, European Commission, Belgium Eddie Avila, Global Voices, Bolivia</p> <p>Sebastien Pensis, EURid (Remote Moderator).</p>
Key Issues raised (1 sentence per issue):	<p>This was a birds of a feather session (BoF). Although there was a panel, the emphasis was on interaction with all participants and between panelists from the outset.</p> <p>The session was the launch of the World Report on Internationalised Domain Names (IDN) 2016 (www.idnworldreport.eu), a project of EURid and UNESCO with the support of Verisign and the regional ccTLD organisations.</p> <p>Key issues relating to IDNs included:</p> <ul style="list-style-type: none"> • Lack of universal acceptance of IDNs is the key barrier to adoption. Efforts to overcome this include ICANN's universal acceptance steering group. • Low user awareness of IDNs, and how this (combined with universal acceptance issues) is holding back more widespread adoption of IDNs in Tunisia. • Immaturity of the domain name supply chain in developing countries (eg Egypt) is also a barrier to mass uptake. • New launches in 2016 include ею (.eu in Cyrillic script) by EURid, and .닷컴 and .コム ('dotcom' in Korean and Japanese) by Verisign. <p>Language is an access issue, according to UNESCO, and there is a need for locally relevant content as a driver of people to come online</p>

	<p>and stay online.</p> <p>The European Commission supports the EU's 24 official languages. The 4 billion people who are not currently online will never have access if the top level domains, content and instruments is only in languages they don't speak.</p> <p>Google drew attention to its Cultural Institute, a curated website, which showcases over 6 million photographs and 400,000 works of art and preserves them for future generations.</p> <p>Brazil is one of the world's top consumers of YouTube, but only 9th in terms of content creation. To close this gap, Google is working to empower content creators such as African Brazilian YouTubers.</p> <p>The Internet Society has recently published a paper, 'Promoting Content in Africa'.</p> <p>Pew Internet surveys has found that people were much more likely to own a smartphone if they spoke or read English.</p> <p>Some of the major advertising platforms do not support any Sub-Saharan African languages, and do not allow advertisers to mix and match languages, placing content creators in those languages at a disadvantage.</p> <p>Researchers have shown that when Google began to support local language Swana (spoken in Botswana and South Africa), computer ownership went up, and the usage of local language went up and even employment went up.</p> <p>Global Voices has been working with young, indigenous users across Latin America, and has been identifying their needs as well as providing workshops for young users to find their own solutions.</p>
<p>If there were presentations during the session, please provide a 1-paragraph summary for each Presentation</p>	<p>There was a presentation by Emily Taylor of the key findings of the 2016 World Report on IDNs and the launch of the new website for the Report at www.idnworldreport.eu and www.idnworldreport.com. Estimated number of IDNs (both at top and second level) at December 2015 is 6.8 million. That's only 2% of the world's registered domains. Only 3 scripts (Latin, Han and Cyrillic) make up 90% of the world's IDNs and that is a long way from the linguistic diversity seen offline. However, there are signs that IDNs support linguistic diversity online:</p> <ul style="list-style-type: none"> • The distribution of IDNs by script correlates strongly to the languages spoken in countries and regions. • Language of web content near perfectly correlates to script of IDN. • Language of web content of IDNs is more linguistically diverse than that of content associated with ASCII domains. • Universal acceptance is a key barrier to mass uptake of IDNs

<p>Please describe the Discussions that took place during the workshop session: (3 paragraphs)</p>	<p>There were many interventions from the audience throughout the session both in the room and through remote participation. Points raised by the audience related to IDNs included appreciation for the project, highlighting issues of homographs and homoglyphs, distribution of IDNs shows that there are more IDNs in Eastern and Central Asia than in Europe and North America, that uptake of IDNs in Europe is seen as a 'nice to have' rather than as essential to expression as is the case in other regions. There were several interventions on the issue of universal acceptance and the need to overcome it, with some viewing it as preventing mass uptake of IDNs.</p> <p>On the wider issues of enhancing cultural and linguistic diversity online, there was a question as to whether Google's Cultural Institute project is licensed. The reply was that terms are up to the individual museums or institutes and most want to preserve their online rights. Another participant raised the point that PC games should be considered part of cultural heritage. Panel members added that the Library of Congress archives all tweets, and that UNESCO has a project to protect software heritage.</p> <p>Other questions from the audience included asking for clarifications of facts relating to IDNs or other projects discussed during the session, how to encourage users to use local language options when they were available and emphasising the need for indigenous communities to have local language materials and tools available in order to make the most of online life</p>
<p>Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways: (3 paragraphs)</p>	<p>Language is an access issue. All stakeholders need to work together to create a truly multilingual internet, so that those who are not yet connected can find locally relevant content.</p> <p>Universal acceptance of Internationalised Domain Names will be a key enabler of IDN uptake. All stakeholders should make this a priority as IDNs are shown to support multilingual internet content.</p> <p>Once users are able to access content in their own language, this can encourage people to buy and use computers, and even stimulates employment. Therefore it should be a priority for all stakeholders, including global platforms, to continue to support the world's languages.</p>