UA Comms WG Meeting
01 November 2021

Attendees:

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Agenda

1. Welcome and roll-call
2. Social Media Messaging (SMM) campaign proposals
3. Search Engine Optimization (SEO) for the UASG website
4. UASG033 dissemination efforts
5. Big tech companies list for high-level communication on UA achievement (initial draft to work on further with Technology and EAI WGs)
6. AOB (Returning to Bi-Weekly Calls in November; Reminder for IGF-Sub Group Call on 5th Nov)

Meeting Notes

UASG033 dissemination efforts
It took about a year for Mark D. and his team to complete the work of UASG033, which can help discover and improve UA associated code in open-source software in Java and Python. The complete dataset comprises all projects in the Java and Python programming languages that were properly catalogued in the Github repository in 2020.

It is a complicated work that cannot be reproduced frequently. Therefore, the work's most likely not going to be repeated every year. So, while it is relatively fresh, we should disseminate this effort.

What is listed in this report? Libraries and frameworks that are deployed in Java and Python in terms of UA purposes. It shows how many times the libraries were downloaded. It also gives us a realistic look at the priority list.

Executive Summary

After crawling the Github repository to catalogue the dependencies found in software from the Java and Python languages, these are the key results found, with the presence of a library not being mutually exclusive with the presence of another:

Java UA-associated libraries occurrence rate

Library	Occurrence in projects
hibernate-validator	62963
validation-api	25190
springfox-bean-validators	12501
commons-validator	4906
icu4j	886
libidn	29

Occurrence in entire dataset: 70,182; approx. 6%.

RegEx via annotations seems to be a popular method of performing validation in Java, which is unfavorable to the UASG's interests. *validation-api* ranks 54th overall in terms of usage, and its derivative *hibernate-validator* places even higher at 21st. *springfox-bean-validators* also ranks quite high at 78th.

Python UA-associated libraries occurrence rate

Library	Occurrence in projects
idna module	70789
email_validator	1178
validators	1660
PyICU	243
idna_ssl	10

Occurrence in entire dataset: 70,813; approx. 37%.

For instance, "hibernate validator" comes in the first place in this list. Even its name, "validator", gives us a hint about doing the validation in Java. However, these are not UA ready yet. Supposing we could reach out to that team and try to get them on our side, that would make 62,000 projects become UA ready in one go. However, in practice, it is not that easy as it sounds.

The situation on the Python side is different from Java.

More than 70,000 products are identified as having idna_module. We may need to work with the Tech WG to reach out to the Python developers to say that this is the sixth most installed library.

Top 100 dependencies in Python projects by occurrence – library families and versions merged

This is a list that roughly groups all of the components and versions of each top Python library into single entries. It aims to determine the most popular libraries in use and, therefore, which ones are a priority to engage with.

It is worth noting that *idna* is the 6th most popular library in the entirety of Github's Python universe.

Rank	Dependency
1	six
2	requests
3	pytz
4	certifi
5	urllib3
6	idna
7	

Python developers would not argue implementing idna, but their only concern would be not making the language heavier. However, our argument will be that Python coders are already using this. So why don't we work together and create win-win? This could be the biggest achievement during the UA period. Even if it takes about six months of voluntary effort, it's still worth it.

In this outreach effort, we see there are two distinct projects coming out of UASG033:

1) **Work together with Java library and software developers**
   At some point, high level communication can also be good to move forward. In that respect, Apache was mentioned as an example. If ICANN can be like a bridge in reaching out to their executives and say that this is not a hard fix for them and it's a good fix for the next billion users, it would expedite our progress.
   There are two outputs, libraries, and projects. There are over 1 million projects from Java we need to reach out to. This could be complex work especially if the groups we interacted with respond positively and when we don't know how to do it.

2) **Contacting Python developers to talk about our findings.**

At the moment, there is a similar work undertaken by a contractor in relation to the [SOW- EAI Technical Education and Awareness to the developers' community via Q&A websites](#). It addresses the UA related questions and answers shared in an open source environment, and provides technical messages. It was stated that this SOW is a complementary effort to the UASG033, and its outcome will be beneficial. However, it is a higher level than we are looking for in UASG033. At the UASG033 dissemination effort, we basically focus on the language development in Java and Python, and get the libraries fixed by their maintainers.

It was stated that Comms WG role is not to do the outreach, but to write the material and look at the comms channels. The Comms channel is not doing the outreach to direct people, rather is providing the source material, the messaging, and the tools that whoever is doing the outreach needs.

As a next step of the UASG033 dissemination project, the group may need to bring this topic into the Coordination Team's attention to decide if a new SOW is created, whether this work be run by Comms WG or other WGs. Further the scope of the work needs to be identified. The differences between the current SOW and the new one should be clearly outlined. How many contacts and libraries are to be covered will be part of the work in the new SOW. Besides UASG033, if there are any other UASG documents in similar states, such as UASG0018 and UASG030A for programming languages / emails, those should be included in that new SOW along with UASG033 as well.

Content Matrix
It was reminded that Comms WG is waiting for the feedback from the other WGs to provide information about each UASG document in the Content Matrix. It is important to have a summary of the information for each document, in terms of their audience, main messages for Comms WG to better disseminate these documents in the right place.

FY22 UASG Projects Overall Plan was shared for each WG's planned items. This aims to describe key messages, results for each work. At the moment, Tech WG chair provided responses. Other WGs' chairs will be involved in this work soon.

Social Media Messaging (SMM) campaign proposals

A draft document to outline the SMM was introduced. The WG members are requersted to provide feedback on this document.

Big tech companies list

We need to organize high level communication with big technology companies on UA achievement, such as Microsoft, Apple, Facebook and so on. To find out the list of those companies, a list of criteria was determined. Comms WG drafted the initial document here and look forward to having participation from the other WGs.

Search Engine Optimization (SEO) for the UASG website

An audit on uasg.tech website is necessary for the keywords. Internet users don't search for exactly "universal acceptance". What the keywords that can help us promote our website need to be identified by a professional. Email validation, ID validation, top level domain validation are some of the examples of these keywords. This is important to increase the organic traffic to our website. Blacknight may help with the technical side of SEO. Otherwise, a SOW may be necessary to develop.

 Frequency of the regular Comms WG meetings will be further decided in a couple of weeks.

Action items

No.	Action Item	Owner
1	Inform Coordination WG about the UASG033 dissemination effort	Maria
2	Remind other WGs about their feedback on Content Matrix	Seda

3	For all technical UASG documents that are published and the ones to be created, prepare a summary information about the main message, results, and targeted audience	All
4	Provide input on SMM Campaign document offline	All
5	Put all the Google documents into the Comms folder in the shared drive	Seda / Maria
6	Contact Blacknight to explore to some extent they can help on SEO work	Seda