

Consumer Perspectives on Internet Governance:
Challenging Some Conventional Wisdom

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Current Perspectives on Internet Governance: Key Issues

- Free Speech
- Interoperability/open systems
- Multiculturalism/diversity
- Connectivity

New Survey Data

- WebWatch Survey, Conducted by CRNRC in May 2008
- Data is from a sample of 2,008 total respondents selected to represent 3 geographic areas of New York state: New York City metro area (8 counties; 49 percent of all respondents), Long Island (2 counties; 14 percent), and other counties of the state (37 percent).
- All data PRELIMINARY

About New York State

- Demographically Interesting!
- Third largest U.S. state, with largest U.S. city (NYC)
- Total population about 19,306,183
- Sixteenth largest economy in world (S. Korea 15th)
- Second largest Korean population in U.S. (90,896 in 2000, or about the size of Korean city of Namwon)
- Large rural population
- Politically conservative in North, liberal in NYC

Consumers or Registrants?

Have you ever registered a domain name (i.e., a website address such as www.yourname.com) on the Internet? (select one) 1
Yes 16
2 No 86

Privacy Concerns

Did you choose an option to protect your personal identity when you registered the domain name, or did you give your full name and address?
1 Yes, I chose a privacy option for free 35
2 Yes, I paid a fee for a privacy option 12
3 No, I did not choose a privacy option 33
4 Unsure 20

Using WHOIS

Have you ever used the WHOIS database to find out the name of a Web site's registered owner?

- 1 Yes, found the information I was looking for 8
- 2 Yes, but I could not find the information 2
- 3 No, but I was aware I could do this 8
- 4 No, and I was not aware this was possible 68
- 5 Don't know/not sure 13

Privacy Actions

We want to ask you about privacy concerns online. In the past 12 months, have you done any of the following?

- Deleted cookies from your Web browser 53
- Changed your preferences on a Web site where you shop to "opt out" of third-party data sharing 22
- Withheld information from your profile on a social networking site in order to make it inaccessible 21
- Changed your account information on a Web site to limit the amount of personal information the site keeps about you 15
- Set your Web browser not to accept cookies 15
- Created a special credit card number to be used only for online transactions 8
- None of the above 32

Consumer Concerns (WebWatch data)

- Safety, security, stability
- Scams, spyware, spam
- 21 percent in U.S. don't use security measures (Consumer Reports magazine 2006)
- 30 percent changed Internet behavior to use it less out of security and fraud concerns (WebWatch data 2005)
