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Introduction

1.1 Background

InternetNZ is a non-profit organisation that supports an open and secure internet for all New Zealanders. It is the steward of .nz providing the infrastructure, security and management support. The domain name system is a vital component of the internet and funding from the sale of .nz domain names is used to support the development of New Zealand's internet through policy, community grants, research and events.

InternetNZ is currently undertaking a comprehensive review to assess the performance of the current environment, principles and policies. The aim is to identify how the internet and .nz can improve and have principles and policies that are robust and reflect the wider needs and expectations of the .nz internet community and the wider New Zealand public. The review is being conducted by InternetNZ and an Advisory Panel (the Panel).

The purpose of the Panel is to provide technical and operational input as well as wider stakeholder views and advice to help InternetNZ identify issues, develop options and solutions and lead community engagement.

InternetNZ and the Panel have already canvassed opinion among its stakeholders via an online survey. InternetNZ on behalf of the Panel have commissioned additional qualitative research to explore views of the .nz domain name space among key audiences not covered in the online survey. This report outlines the findings from this research.

1.2 Objectives

The overall objective of this research was to explore views and understanding of issues in the .nz domain name space from specified audiences.

The audiences have not been canvassed in previous research conducted by the Panel.

1.3 Research design

This report is based upon qualitative focus groups. Qualitative research concentrates on words and observations and involves the encouragement of disclosures in a nurturing and unthreatening environment.

Focus groups are group discussions of around six to eight participants and can be defined as group interviewing which is "...limited to those situations where the assembled group is small enough to permit genuine discussion among all its members" (Smith, 1954, p.59 cited in Stewart & Shamdasani, 1990, p.10).

The dynamics of a group discussion mean that participants are encouraged to share ideas and respond to each others' questions. This is a particularly powerful tool of group research as participants play a part in formulating the research questions. This open questioning by participants means that in some cases topics can be explored in ways that may not have been thought of prior to the study commencing. This helps to ensure that the research uncovers a full range of topics on this issue.

1.3.1 Group specifications

The focus groups were conducted at UMR's Auckland office. The duration of each group was around two hours and each group comprised of between six to eight participants.

The Panel identified the following key audiences to be included in this research.

- Ethnic communities (including recent immigrants)
- Gold cardholders (senior citizens)
- Youths/ tertiary education sector
- Sole traders/ small business entrepreneurs without a domain name.

To meet these needs the following three focus groups were undertaken.

- 1x focus group, Auckland, ethnic communities/ senior citizens (aged 65 years or more)
 - o 3x European
 - o 2x Māori
 - o 3x Other ethnicity/ recent immigrants
- 1x focus group, Auckland, ethnic communities/ youth (aged between 18 and 24 years)
 - o 3x European
 - o 2x Māori
 - o 1x Other ethnicity/ recent immigrants
- 1x mini group, sole traders/ small business without a domain name
 - o 2-3x sole traders (range of sectors)
 - o 2-3x small businesses (range of sectors).

In the report we refer to 'seniors', 'youth', 'sole traders' and 'small businesses'. The definitions for these are outlined below.

Seniors: people aged 65 years or older.

Youth: people aged between 18 and 24 years.

Sole trader: a person who has set up and owns their own business, has no employees.

Small business: a business with less than ten employees.

1.3.2 Discussion guide

The discussion guide was based on the research objectives and was developed in consultation with the Panel and InternetNZ.

A qualitative question schedule is not like a quantitative questionnaire where questions are ordered and fixed. In qualitative research, question schedules are used as a guide to encourage participants to discuss and explore ideas and thoughts they have on the topic being researched. A strength of qualitative research is that lines of questioning are flexible and allow for additional questions to be asked while conducting the groups.

1.3.3 Analysis

Transcriptions of the group discussions were searched to identify key themes.

While qualitative research can be used to identify a range of issues and assess the intensity with which views are held, quantitative research is necessary to establish with certainty the extent to which views expressed are held throughout wider populations.

Executive summary

2.1 Views of the internet

The internet played an important role and covered three key needs – personal connection and communication, knowledge and education, and entertainment. While it was important for all groups ('seniors', 'youth' and business), it was more firmly embedded in the lives of 'youth'.

There was less interest in news about the internet unless it was personally relevant, such as Facebook security breaches.

Most had Gmail email addresses as they were free to set up, were not linked to an ISP so were easily transferable, were viewed as secure, were easy to set up and allowed for multiple addresses that could be used for different purposes, had better functionality, were required to sign up with some applications, and provided access to a suite of Google services. Gmail was also seen as the most common type of email address used in New Zealand and this familiarity also encouraged its use. For recent migrants, this was a key reason they chose this type of address.

The few that had personal .nz email addresses were in the 'senior' group and often the legacy of past relationships with an ISP. A .nz address was also seen as the preferred format in the workplace.

'Youth' were confident in their knowledge and skills in relation to the internet, but a number 'seniors' felt that they were tapping into the full potential of what the internet offered.

Among 'youth' there was less connection and value placed on .nz. As the new generation coming through, this may point to a time when .nz is not the dominant TLD in New Zealand.

2.2 Perceptions of .nz

No participants could name the organisation that manages .nz, sometimes citing registrars as the managers. After some prompting, it was clear that one or two had heard of InternetNZ.

There were hopes but no stated certainty, that the organisation managing .nz was a New Zealand one. Being a New Zealand entity was seen to mean they would be more likely to operate in the best interests of New Zealanders and imparted a greater sense of accountability.

Asked whether the organisation managing .nz (InternetNZ) was doing a good job, many felt they were unable to provide an informed view as they had heard nothing about how .nz is managed or the organisation in charge. This led to calls for InternetNZ to raise its profile.

Some rated the management of .nz positively, as they had not heard of any major issues around .nz. One had attended a NetHui and based on his experience rated InternetNZ highly.

For one participant, the lack of information made him suspicious of InternetNZ, which led to queries around funding and how InternetNZ was appointed in the first place.

When canvased to come up with the perceived role and policies for an organisation managing .nz - participants in the groups covered many of the key areas currently outlined in .nz policies.

- Management of a register that ensured names are unique
- Monitor any misuse of domain names
- Ensure .nz websites adhere to rules around data privacy and data use
- Ensure secure storage of domain names
- Check domain names are linked to the correct IP address
- Collect money for domain names and use this to benefit the internet community
- Look at ways to limit 'land banking' of domain names
- Ensure adherence to New Zealand law
- Check that businesses using .nz operate in New Zealand and/ or tailor their websites for New Zealand users
- Have global agreements in place with relevant organisations
- Have clear definitions around issues such as what content is acceptable or not acceptable.

Only one participant in the groups had had any interaction with current .nz policies. Most acknowledged little interest unless there was a personal impact or relevance.

From past experience reading 'terms and conditions' relating to websites, information was viewed as dense and hard to understand.

2.3 Policy areas

● Security

Participants were asked to score three aspects of .nz as a starting point for discussion – security, openness, and access. All were only scored moderately, mainly due to a lack of knowledge which made it difficult to assess performance on these aspects. Security rated highest, mainly as most had not heard of any major issues and that it was assumed this was an area that would be a priority for an organisation operating on the internet.

'Youth' did note that their security concerns relating to the internet went wider than .nz so anything done in this area would be seen to have a limited personal impact. Another reason why security was not rated higher was that nothing was viewed as totally secure on the internet.

Most did feel that .nz websites were more secure, although the reasons for this were not strongly articulated and appeared to be around familiarity and having a recognisable physical address in New Zealand. Migrants were less likely to feel .nz was more secure as they had a lower emotional connection with New Zealand.

'Youth' were more confident in their ability to deal with security issues, putting systems in place like two-factor authentication. Others were less confident but showed a healthy level of suspicious around potential fraud, scams, and phishing. There had clearly been a lot of communication around phishing by banks which had raised awareness.

Spam was something all dealt with but while it was considered annoying, it was viewed as relatively benign and other instances of scams or fraud outlined by participants were not linked to .nz.

As a result, suggestions for improving the security of .nz focused on the wider picture, and rules around how data is accessed and used.

For InternetNZ to increase confidence in the security of .nz there was a perceived need to raise its profile and outline the security measures taken. This would also highlight where the public could go if they had an issue.

There was also seen to be an opportunity for InternetNZ to educate the public on security issues.

● Openness

Openness scored the lowest of the aspects tested. This was mainly due to a lack of understanding of what 'openness' covered in terms of .nz. The fact that little was known about the organisation that manages .nz was seen as contradictory with the perceived sentiment of this term.

There would need to be a more unequivocal definition of what this aspect covered and how .nz delivered on this, before people could effectively reflect on and contribute to this topic.

To be seen as more open and supportive, there were again calls for .nz and the organisation behind it to raise its profile. Having an organisation front up (either InternetNZ or a partner), was seen as more likely to push through the message as .nz was not a concept people easily related to.

Suggestions to improve on this aspect were to provide education on how people could gain more from the internet and .nz with 'seniors' particularly interested in this. Innovation was seen as more relevant to businesses and maybe effectively conveyed in case studies.

● Access

Access rated in the middle of security and openness. Business rated this aspect lower than 'seniors' and 'youth'. Many in the 'youth' and 'senior' groups were uncertain on this aspect as they had never sought to purchase a domain name.

The business scores were impacted by the fact that many had not sought to gain a domain name, and also with having issues when they had – where a name had been vetoed or had already been taken.

Key barriers to accessing .nz were:

- A lack of knowledge and skills
- Cost (only if unawareness of the actual cost), and for business there were the additional costs of setting up a website or having to buy a preferred name from a third party
- Website applications that pushed users to a .com domain name
- Perception that you need to live in New Zealand
- A preferred domain name is unavailable
- Uncertainty on who are trusted registrars and what the cost should be.

Suggestions to improve access were to provide information on how to set up a website and what it should cost to purchase a domain name. Businesses would like subsidies to build professional websites and a way to link up with affordable, professional website designers.

All participants did not believe the cost was a barrier, once the actual cost of a domain name was outlined. However, in the general public groups was some support for a sliding scale where individuals and small businesses paid less than large corporates. The cost for a large corporate was seen as inconsequential and the funds raised could be used for the education programmes outlined earlier.

Businesses were less keen and felt it was unfair for higher costs for larger businesses as they were paying for the same service.

● Privacy

Most participants struggled to see a connection with privacy and .nz. Most assumed privacy rules would apply to any data collected on a .nz website. Some noted breaches where information had been leaked.

Three participants related issues around the publishing of contact details for domain holders. Two of the three were in the business group.

Most were against the publishing of full contact information. It was seen as unnecessary for the general public to have access, with one participant recounting how he had been stalked as a result. It would however, require InternetNZ to respond to any queries in a prompt manner as they would need to be the intermediary. For most only the most basic information should be available – first name and email address.

One participant would like access as she had found it useful to track down the person that held the domain name she had wanted to purchase.

● Treaty of Waitangi

There was little perceived connection between .nz and the Treaty of Waitangi, which also held true across the Māori the participants in the groups. The link between a treaty signed in 1840 and technology that only came into mainstream use in the 1990s seemed tenuous.

Issues were raised in regard to the use of the Māori language, although as an official language of New Zealand, it was not seen as appropriate to put major limitations on its use.

Some potential rules outlined were:

- No inappropriate or offensive use of Māori words
- No use of Māori words by non-New Zealand entities
- Using correct spelling and macrons
- Maintaining a no-go list of Māori words and motifs
- Special dispensation for some Māori organisations or groups.

● Human rights

Most could not verbalise a link between .nz and human rights. On prompting, issues like freedom of speech in the wake of the Christchurch mosque attack were raised.

All were supportive of measures to limit hate speech but were uncertain whether InternetNZ or the managers of .nz were the right organisation to monitor or police this issue as it would need to cover more than .nz sites. However, there was support for InternetNZ to work with other relevant organisations as part of a coordinated response and on policy.

As the frontline organisation for .nz sites, it was seen as appropriate for InternetNZ to have the power to quickly suspend .nz sites, pending an investigation with a 24 to 48 hour suspension time suggested by participants.

● Communications

As such a diverse population used the internet, any communication was seen to need to cover multiple channels. Given the topic, online advertising and social media channels pushing people to a website with more information were considered the most appropriate.

There were also suggestions to send information via banks (as already communicating on phishing), ISPs and directly to domain holders.

A few called for a broader media campaign (radio and television), given the current low profile.

2.4 E-commerce

Four business typologies were evident in the group discussion based on their decision around having a website and the type of TLD (while acknowledging that all were sole traders or small businesses, and four did not currently have a website). There were clear reasons why some businesses did not have a domain name and website, with access not necessarily being a key issue. Decisions were often well-considered choices based on business typologies.

Negative growth ambitions

Twilight career

- No need for website
- Not seeking new customers
- Nearing end of career/ looking at retirement

Lifestyle rules

- Little need for website
- Relies on referrals/ WOM
- No concerns about work pipeline
- Chosen to exit 'rat race'/ no growth ambitions

Local growth

- Website lower priority
- New business
- Growth focus on NZ market
- Prefer .nz domain

Major growth ambitions

Global growth

- Website integral to business
- Established for a few years
- Strong growth ambitions/ looking at overseas markets
- Prefer .com domain

Additional barriers to accessing .nz among business were:

- no perceived need for a website or lower priority in initial set up of business
- limited skills to develop a professional website
- cost to set up a professional website
- difficulty finding a good website designer
- perception .com is better for their business
- a preferred domain name is unavailable.

Suggestions to support business were to raise the .nz profile and outline the benefits of .nz and having a website, promote the benefits of a .nz website to wider public (safer, tailored to New Zealand market), stop predatory behaviour such as land banking, stealing business by setting up websites with similar names, and help regulate the cost of payment gateways.

2.5 Policy focus

At the end of the groups, participants were asked to outline the key priorities for any policy review and what needs to be included in future policy. A key area was to be more transparent and visible, however, many issues raised were covered in current policies, with requests for additional detail and to cover off evolving issues.

- Increase the profile and transparency of .nz and InternetNZ
- Limit 'land banking' of domain names
- Police inappropriate use of .nz domains – this covered illegal use, maintaining a list of blacklisted sites, stopping deliberately predatory behaviour
- Ensure security of information – this covered working with relevant organisations to ensure data on .nz sites are secure, limit personal information of domain holders being available
- Educate the public – this covered education on the role of .nz, key areas like security, and how to get a domain
- Monitor pricing – this covered supporting a competitive market by monitoring pricing by registrars
- Limit .nz sites to organisations and businesses based in New Zealand
- Provide mediation and dispute resolution services
- Have a wider scope of influence beyond .nz – this covered voicing concerns of public on other platforms such as Facebook and TLD which are clearly linked to New Zealand such as New Zealand Facebook pages and TLDs such as .Māori and .Kiwi
- Ensure that the manager of .nz has to be a New Zealand organisation
- Set clear definitions – this covered setting definitions in subjective areas
- Limit name configurations.

Views of the internet

3.1 General

3.1.1 Importance of the internet

For most, the internet was viewed as a critically important part of modern life. This was consistent across both 'seniors' and 'youth'.

The internet was seen to meet three important needs in their lives – personal connection and communication, knowledge and education, and leisure and entertainment. For 'youth', it was intrinsically embedded in their lives and one agreed with the notion that access was a basic human right.

[How important is the internet to you guys?] *I read somewhere a few days ago that people are trying to propose that the internet is a basic human right. It is pretty important for people.* (Auckland, 18-24 years, male)

From my perspective the internet or online is the equivalent of the physical world so it is a pretty broad word. (Auckland, 18-24 years, male)

For businesses, the internet was seen as a critical communication tool and for some, a means to market and facilitate sales – keeping in mind that most businesses recruited did not operate a website.

Personal connection and communication: This was important for both 'seniors' and 'youth', although applications used were quite different. For 'seniors' with family spread around New Zealand and the world, the internet was an essential way to keep in touch.

In terms of meeting up with people you might have known years ago, family, specialist interest groups I just think that it is fabulous. (Auckland, 65 years plus, female)

[How important is it to you?] *I love it because it has made the world smaller, I have a lot of friends overseas and I can see where they are. [Do you still have family in India?] Yes my husband's family are in India. My husband I have made him do it, he has learnt. I love my Facebook and WhatsApp with all the kids.* (Auckland, 65 years plus, female)

For 'youth', communication via the internet was just as vital but more likely to be closer to home apart from migrants.

Knowledge and education: Both 'seniors' and 'youth' used the internet to find information and as a learning tool. Many 'seniors' noted that they often started searching a topic of interest and ended up spending hours clicking through many interlinked sites. 'Youth' were more focused and often looked for information via trusted online communities with similar interests.

I would say that it is very important. I would use it mainly for same, social media but also if I have any questions about anything I just go straight to Google. (Auckland, 18-24 years, female)

I use it for the news, my primary news source. [What sites?] There is a news group I follow, they are really good, neutral ones. It is built off communities so you literally have a community for every kind of

community. *Specialised engineering groups to massive news groups. I get information for university projects off it. [Is that on Reddit?] Yes. [General news around what is happening, current affairs is there a group for that as well.] I think Reddit has more users than Facebook. It is the second biggest website in the world. The news group has about 30 million people in it. [What about New Zealand news does that feature very much.] Within the New Zealand group there is an Auckland group and that is pretty active. They talk about a lot of key issues, points of discussion in the community.* (Auckland, 18-24 years, male)

Leisure and entertainment: The internet was a key form of entertainment with most ‘youth’ streaming content. ‘Seniors’ were less likely to use streaming services but were frequent users of Youtube.

I use it all the time. [What do you use it for?] Banking. I get lost in YouTube, it is good fun. (Auckland, 65 years plus, male)

3.1.2 Levels of interest in internet news

There was limited interest in news stories related to the Internet. Most would only take notice of news stories if they felt there was some personal relevance or impact such as privacy breaches or outages.

The most recalled stories related to Facebook with mentions of false advertising, privacy breaches, and the recent launch of the Facebook cryptocurrency.

There was something in America about Facebook not running false ads but it didn't apply to politicians. (Auckland, 65 years plus, female)

There were also some mentions of privacy breaches by government agencies releasing personal data unintentionally. For some, this tarnished the government’s perceived capability to keep information secure.

3.2 Current usage behaviour

Personal use of the internet was high with all (bar one) using it on a daily basis.

I am a beginner. I have just started a beginner's class because I have never been brought up with the internet... [So you don't use it that much?] I do but only to look at things. [So if someone wants to get hold of you, would they send you an email?] Yes but I am not too sure where I am going to reply. (Auckland, 65 years plus, male)

None of the individual participants currently had a personal website, however, a few had had one in the past or had helped set up a website for a workplace.

Emails addresses were dominated by Gmail accounts with .nz email addresses not seen to have particular benefits above others.

Across ‘Seniors’ three had a personal .nz email address, while the remaining five participants had a Gmail address. All ‘youth’ had a Gmail address, with one also having an Apple address.

The .nz email addresses were seen as legacy addresses when they initially signed up to a New Zealand ISP. The workplace was another place where a .nz email address was dominant. 'Youth' noted that a .nz address was more likely to be held by their parents.

[Would anyone ever consider an email address with a .nz end?] *My parents have one but off the top of my head I don't see why there would be much of a benefit in terms of identifying myself as a New Zealander.* (Auckland, 18-24 years, male)

The person with an Apple address had signed up when she first got an iPhone and now felt it would be difficult to change as she would have to inform all her contacts about the change. She also held a Gmail address.

Mine is actually apple.co. And I regret doing that because if I want to switch around in the future it is too late to tell everyone that I want to change my email address. (Auckland, 18-24 years, female)

Two participants who had recently moved to New Zealand noted that when they were in other countries they had different email addresses. Now living in New Zealand they both held Gmail addresses as they felt it was the most familiar to New Zealanders.

I change emails when I am in a different country. In Russia I used to use the mail.ru. When I moved to China it was qq.com. Now it is Gmail. [Why did you choose Gmail when you came to New Zealand?] I just thought that it would be more familiar for people here than qq.com or something. The qq account is mostly numbers, not me. It is your phone number. (Auckland, 18-24 years, female)

A few used '10 minute mail' addresses to manage security issues when signing up to some sites.

I have used a couple of 10 minute mail things where it gives you a temporary email address. If you want to sign up for something. Not dodgy but I don't want to get emails from them. I genuinely can't remember what it was for but maybe something like an NBA subscription to watch but I don't want emails from them I will use a 10 minute mail. You just Google 10 minute mail. (Auckland, 18-24 years, male)

3.2.1 Reasons for choosing Gmail

The main reasons for preferring a Gmail address are outlined following.

- Cost: a Gmail address was free, as you did not need to have a link to an ISP or need to purchase a domain name.

You can have a private registration of your name with .co.nz but you have to pay for it. My nephews and their wives all have their first name @ and their family one. (Auckland, 65 years plus, female)

- Transferable: a Gmail address could be used from any browser, across different devices and was not tied to an ISP.

It means you can take it with you to any supplier. (Auckland, 65 years plus, male)

Because it is held on Google servers you can access it at cafes and go on anyone you want. (Auckland, 65 years plus, male)

- **Secure: Gmail was seen to be more secure.**

With Google I trust them more than a random company to have all my emails and a lot of my details. (Auckland, 18-24 years, female)

I also think it has a better spam filter because I had an old outlook account and I found the spam filter really bad. (Auckland, 18-24 years, female)

- **Better to use overseas: it was seen to provide more reliable access when travelling overseas.**

I was with Xtra and when I was traveling and writing a letter say in a café often the screen would just disappear and my letter would have disappeared as well. My kids said go to Gmail and that way it saves. So that saved me a huge amount of frustration. (Auckland, 65 years plus, female)

- **Additional services: Gmail addresses were seen to provide access to other useful Google services like Google Drive.**

My YouTube playlist is linked to my Gmail or email and all my other google stuff is linked to that one address. (Auckland, 18-24 years, male)

I like the benefits of having Google Drive and stuff along with that. I used that a lot in high school with backing up all my stuff and just the ease of being able to attach stuff from Google Drive on to emails and stuff. (Auckland, 18-24 years, female)

Also having a centralised account for all of these different things, everybody just keeps pumping out, there is something else you need like Google Drive, Gmail. I just realised recently on my phone that I get a personalised Google Home Page which comes up with all this stuff and it is down to me and it is linked to my account. So it is nice to have that personalisation I guess. (Auckland, 18-24 years, male)

If you spend x-amount of dollars you can buy extra space. So for one of my Gmail accounts I think I have 200,000 emails. If you pay a bit extra you can keep every single email you have ever had. I like to keep them and I have kept them back to 2005. If you do that and someone says you didn't do this or that you can say hang on I have an email from four years ago and there it is. (Auckland, 65 years plus, male)

- **Access to applications: a Gmail address was often mandatory to sign up to different sites and applications. Among 'youth' this was seen to necessitate having a Gmail address.**

I think a lot of websites have sign in for google like Facebook sign in. I don't think I have seen a sign in with outlook. (Auckland, 18-24 years, female)

- **Multiple addresses: it is an easy way to generate multiple addresses that allowed safe usage of suspect websites or to manage spam (mostly raised by 'youth').**

I have a uni one and for personal ones similar a throwaway account that you put all your spam emails in. (Auckland, 18-24 years, male)

- Most common/ familiar/ recommended: Gmail was seen as the most familiar and commonly used address type in New Zealand.

[Why have most of you chosen Gmail?] *Probably just the one you associate, you go to Google.com for general searches so it was always there.* (Auckland, 18-24 years, male)

I had to have a Gmail when I got my new cell phone. I can't really operate it totally. The guys at Vodafone and also Samsung because it is a Samsung phone said I had to get one. So I just set one straight away but I don't use it. (Auckland, 65 years plus, female)

- Ease of set-up: a Gmail address was seen to be easy to set up

[Why have most of you chosen Gmail?] *Ease of use, ease of set up.* (Auckland, 18-24 years, male)

3.3 Levels of knowledge

All 'youth' claimed to be confident in their internet skills and knowledge of basic internet-related terms like 'website', 'email address' and 'domain name'.

Most 'seniors' were also across the basic terms, apart from some uncertainty around the term 'domain name'. All were aware it related to a website in some way but were unsure about how the mechanics worked.

A number of 'seniors' felt that they only knew the basics and were not getting the most out of the internet. They were reliant on younger friends or family to set them up or fix issues if there were problems. There was definite interest in learning more as they felt they were only using a minute part of what was capable on the Internet.

I think it is a question of learning how to, being confident and I hear time and time again is that if I didn't have people that I could turn to and say how can I do this or do this for me – younger people I would be really stuck. I went so far as to get the same telephone as my nephew who is involved in IT so that he could come on to my computer and from a distance show me what I was doing. (Auckland, 65 years plus, female)

I do feel though that it is like a huge iceberg, you lean over this much but there is this much that if we knew, if I knew the stuff under the water I would use it far more efficiently and I would really find it far more useful. (Auckland, 65 years plus, female)

The difference in attitude towards .nz among the 'youth' pointed to a time when .nz may not be the dominant TLD in New Zealand. There was much less connection and value placed on .nz by the younger participants.

I think if I decided right now to create a website and I didn't see the option .nz I probably wouldn't miss it. I would see .com and carry on. It is not something I would look for unless maybe I was a business and I wanted to have New Zealand in my brand name. (Auckland, 18-24 years, female)

Perceptions of .nz

4.1 Managers of .nz

4.1.1 Likely managers of .nz

Across all groups, no one spontaneously named who managed .nz. There were a few that raised specific domain name registrars as managers of .nz and a few participants recalled InternetNZ after prompting.

I think it is an outfit called Domains NZ. I think they are responsible for New Zealand domain names. .com is some place in America. [Do you think they are a New Zealand entity?] I hope that they are. I tend to think there is a group of people, we have seen them here and there who are purporting to be controlling the use of those names. (Auckland, 65 years plus, male)

While generally unaware of who managed .nz, most would prefer a New Zealand organisation to be in charge as they felt it would be more trustworthy and be more invested to protect New Zealanders' interests.

I would hope that it would be a New Zealand something that manages it because otherwise you could have someone in America going yes that looks like something from New Zealand. (Auckland, 18-24 years, female)

I would feel safer to have someone in the country who understands the country. If we outsource it, it would be like why aren't we doing it in New Zealand, what is the point of outsourcing. (Auckland, 18-24 years, female)

[Does .nz need protection?] Yes, it is kind of like the New Zealand Made sticker on our produce at supermarkets. (Auckland, 18-24 years, male)

4.1.2 InternetNZ

Asked whether they felt the organisation that manages .nz was doing a good job, many felt that they did not know what the job entailed and had no information to base an opinion on.

[As far as you feel do you think the organisation is doing a good job.] I have no idea how you would qualify them doing a good job. It is not even a domain name it is just .nz. (Auckland, 18-24 years, male)

I didn't even know it existed so I don't know what sort of job they are doing. I had never thought of it but it makes sense that there is one place that holds all of that. (Auckland, sole traders & small businesses, female)

This raised questions around whether InternetNZ should have a higher profile so people were aware of their role.

I think they are doing a good job but the thing is they don't have a high profile. (Auckland, 65 years plus, female)

I think if they had a more public presence. [Showed what they are doing.] Yes and the likes of always looking out for you and you saw it a few times and then oh yeah I know who they are now. I couldn't remember who they were and then you tickled my memory. So they have been underground for so long that no one really knows who they are and why would they care until something happens. (Auckland, 65 years plus, male)

When pushed to rate the performance of InternetNZ in managing .nz, people generally veered towards a positive to a neutral rating, as they had not heard about any major negative breaches or issues in the news.

I think they are doing a good job but the thing is they don't have a high profile. I think they have done a good job in my opinion because we all know what a .nz thing is. It is not run by some guy in a different country as far as I know. (Auckland, 65 years plus, female)

People were reassured that InternetNZ was a New Zealand organisation but there were questions on how it was funded and how it had been awarded this role.

It has come from somewhere, but no one is quite sure who they are or where the money goes. (Auckland, 65 years plus, male)

Who gave these people this power? (Auckland, 65 years plus, male)

One participant that had attended a NetHui had not recalled that InternetNZ managed .nz until prompted but had enjoyed the NetHui and was impressed by the work that InternetNZ does.

4.2 Unprompted policies for .nz

The key roles and policies needed to underpin .nz raised spontaneously by participants are outlined following.

- Maintain a register and ensure every domain name was unique.

[If there are managers of this what do you think they would need to do to do a good job?] The big thing is keeping each name separate from another. [So ensuring they are all unique?] Yes. (Auckland, 65 years plus, male)

Obviously managing the register. (Auckland, sole traders & small businesses, male)

- Monitor misuse of domain names and ensure that domains are used legitimately.

To make sure maybe that people who purchase a domain name aren't using it in a fraudulent manner. I don't know if that is their job though but for instance certain domain names shouldn't be available because they might be government owned or whatever. Otherwise people could pass themselves off as somebody else. (Auckland, 65 years plus, male)

- Ensure .nz websites store information they collect securely and use information appropriately.

Knowing exactly where your data is and how it is being used. Especially when signing up for websites. Exactly who is going to see it and what the information is doing and where it is going. [Is that something that anyone under a .nz should abide by?] Yes. (Auckland, 18-24 years, female)

- **Ensure secure storage of domain names.**

They would have to have some kind of data storage like in the Cloud or something. (Auckland, 65 years plus, female)

- **Check that domain names go to the correct IP address.**

They would have to ensure that when you clicked on that address it actually went to that one and it wasn't hijacked by somebody else. It is all done properly. (Auckland, 65 years plus, male)

- **Collect money for domain names and use the money to benefit the internet community and people of New Zealand.**

That they get the money for the domain names and they use it for some specific purpose that is beneficial to the country. And they use that to protect those domain names to make sure there is no silly business going on from other entities or other people in different places. Protect them so if you buy a domain name it is yours for the year and no one can pinch it. (Auckland, 65 years plus, male)

- **Look at ways to limit 'land banking' of domain names.**

You would be a bit annoyed if you start your business and that name is taken by someone as an investment. [So should that activity be banned.] I don't think it should be banned but maybe regulated a bit. (Auckland, 18-24 years, female)

- **Ensure adherence to New Zealand law.**

I think it is hard with the internet because is it New Zealand law, is it international, who can regulate. [Should it be under New Zealand law?] Yes that could be regulated. (Auckland, 18-24 years, female)

- **Check that businesses using .nz operate in New Zealand and/ or that content is tailored to New Zealanders such as having sales in New Zealand dollars.**

[Job?] Only New Zealand people or firms can use .nz. Because if random sites were using .whatever because it fits with their website name not because they are from that country. (Auckland, 18-24 years, female)

[Anything else they should do?] I would think it would be quite a hard job because what I would think of would be maybe checking businesses that are using the .nz are New Zealand owned. (Auckland, 18-24 years, female)

- **Have global agreements in place with relevant organisations worldwide.**

They have an agreement with a worldwide organisation so that they are fair dinkum and they are backed up by worldwide organisations. To stop Mavericks out there pinching stuff. (Auckland, 65 years plus, male)

- **Have clear definitions around issues such as what is acceptable and not acceptable content.**

[What other roles should they have?] *Policy on websites, is it a fraud one or porn is obviously not desirable.*
[What is acceptable and what is not?] *Correct. (Auckland, sole traders & small businesses, male)*

4.2.1 Interaction with .nz policies

Only one participant (in the business group) had had any interaction with .nz policies.

Most participants acknowledged that they would take little notice if they saw a published version of the policies. Many found technology-related policies difficult to understand and full of jargon.

[Have you ever interacted with policies around .nz or heard of that?] *No.* [If you had seen an article about policies around this would you have read it?] *Because it is normally written in a highly boring manner. It is not a press release or something that is written by someone gifted in storytelling.*
(Auckland, 65 years plus, male)

There was little personal connection or relevance to any .nz policies, if they did not personally hold a .nz email address and they also questioned if they could have any personal influence on the policies which diminished their interest.

Policy areas

5.1 Security of .nz

Over the three aspects canvased (security, openness, and access), security scored the highest with an average of 6.3 (on a scale where 10 was excellent and 0 was very poor). Scores were consistent across 'seniors', 'youth', and business.

Among 'youth', many noted that discussion around security needed to be wider and that their main concerns around security were often not related to .nz.

It is really complex, it is not like you are dealing with people just in New Zealand. The internet is global.
(Auckland, 18-24 years, male)

The internet is bigger than New Zealand and I don't really care about small breaches because they almost definitely don't affect me. Yahoo and Google, those big companies. [So nothing that .nz is going to do is going to matter too much it is the big ones that you are worried about.] Yes. (Auckland, 18-24 years, male)

Many rated security relating to .nz moderately, on the basis that they had not heard anything negative. Most felt that an organisation operating in this area would need to keep on top of security and update its systems.

I put 7 but to be honest security is not really something I think about when I am on the internet because I only really use big websites that we have all heard of and I just don't really know much about it and I wouldn't have any reason to trust or distrust .nz. (Auckland, 18-24 years, female)

I gave it a 7 because I have never had any problems using it. The word secure wouldn't be the first thing that comes to mind when someone says .nz. I think I feel more secure when there is the lock icon.
(Auckland, 18-24 years, male)

I think in New Zealand we are aware of all of these things that can be done now. So because we are aware of it surely we are taking protective measures but I don't know. (Auckland, 65 years plus, female)

I put 8 because I haven't really heard of any breaches as such. But 10 is impossible because someone can always undo it. (Auckland, sole traders & small businesses, male)

From personal experience, one participant was aware that domain names were monitored as his choice of domain name had been declined due to negative connotations on the acronym he used. The person that had attended the NetHui felt that InternetNZ took security seriously and was doing a good job.

When I tried registering Kiwi Knits I had KK in front of it, my niece had put KK - Kiwi Knits and it was somebody from Australia, someone from the US objected because I had KK. [So someone is watching it.] Yes. (Auckland, 65 years plus, male)

I gave them 8 out of 10 because I do remember I have heard of InternetNZ and I think they do the Net Hui conferences and stuff like that. Also I think they are doing a pretty good job and from what I can remember they encourage people to use the internet. So your question is about security and from

what I have seen and what I know – there is always room for improvement but I would give them 8 out of 10 because from what I remember seeing they were very, very serious. This was a group of people who really took it seriously including having people who were very left wing and guys who were right wing. (Auckland, 65 years plus, male)

The reasons it was scored down was the belief that nothing is ever totally secure on the internet and that InternetNZ was an unknown entity.

At the end of the day how secure is anything. (Auckland, 65 years plus, female)

[You don't think .nz is any safer than .com?] I don't think so. .com or .nz if someone wanted to be malicious they can copy a website. (Auckland, sole traders & small businesses, male)

A majority felt that .nz sites were more secure, this was often based on a 'gut feeling' rather than concrete evidence, although have a shopfront or physical address that could be checked out did reinforce trust.

If the business has .co.nz, if I am doing online shopping I trust it a bit more because it is from New Zealand and less likely to be a Chinese phishing scam kind of thing. (Auckland, 18-24 years, female)

We don't have that reputation of being a hacker country or something. So not a dodgy Russian stereotype you are more likely to be aware of it whereas we don't have that culture. (Auckland, 18-24 years, female)

A few felt there was no reason why a .nz site would be any more secure than any other site, this view was voiced quite strongly by migrants that had little emotional connection to .nz.

[You wouldn't say that a .nz site is any safer than a .ru site?] No. [What about a Chinese site?] Yes some of them can be dodgy. [Why is that have you had experience with that?] Yes. I wasn't scammed or anything but you know there are quite a lot of scams going on. (Auckland, 18-24 years, female)

I don't associate .nz with safety, I don't find it unsafe either. (Auckland, 18-24 years, male)

Technically there is no reason for .nz to be safer than any other. Anyone can set up a website with a domain so there is no reason for it to be safer at this stage. (Auckland, 18-24 years, male)

5.1.1 Experience of fraud, spam, security breaches, phishing

'Youth' appeared more confident in their ability to deal with security issues. They claimed to be net savvy and had implemented measures such as two-factor authentication.

[So you think it is older people that are less aware of security issues?] We grew up in the internet generation and they have had to assimilate into it. (Auckland, 18-24 years, male)

I do second-factor information on websites that matter. Google, Facebook those accounts because then even if they do get my password to log in I will have to go on to my phone to log in. So those kinds of measures in place or even having the know-how that they do exist. (Auckland, 18-24 years, male)

All had been targeted by spam. Most were philosophical about spam and it was mostly viewed as harmless, albeit, annoying to deal with.

A few had had Facebook information and photos accessed. Most had taken measures to ensure the security of Facebook information, either by limiting what they posted or changing privacy settings.

I had something similar happen once a number of years ago where somebody got enough details from Facebook to get my identity and guess my birthdate or something and I had a phone call from some car dealer to say when are you going to pay this car off. So somebody had taken my identity and bought a car on no deposit. So my identity was stolen through Facebook. It had a phone number on it and somebody had wished me a happy birthday. [So you are a lot more careful now on Facebook.] Yes. (Auckland, sole traders & small businesses, male)

A few had had email accounts hacked or targeted by scams, although these had not been .nz accounts.

I have had a couple of emails come through in the past year that have said there has been a security breach you may not have been affected but please change your password for safety sake. One was StockX where you buy and sell kind of like Trade Me. (Auckland, 18-24 years, male)

I have been scammed and they were .com companies. (Auckland, 65 years plus, female)

None in the groups had been caught in phishing attacks but a number had been targeted. Most also noted that their bank had alerted them to potential phishing attacks and warned them about providing any financial information.

I know there was an IRD scam trying to get you to pay it or trying to give you that money as a tax refund. Then getting all of your information. If you had a tutorial on how to spot them then you would know. You always hear about the old lady who reads the email and goes oh yes I want that money and then they get scammed. (Auckland, 18-24 years, female)

ANZ or BNZ did something particularly for elderly people who are less internet savvy. A tutorial. It might have been for our generation saying hey keep an eye out because this is what can and can't happen. (Auckland, 18-24 years, female)

My dad's company has had a close call. We were trying to track down a package and then mysteriously as we were talking about it an email pops up about tracking your package. I opened the email and then my mum had a look at it and we said this is definitely spam don't click on it and close all the important information on the computer. It was so easy for them to get in and hack your computer. You just click one link and they have got everything. (Auckland, 18-24 years, female)

[Where have you heard of that term?] *From the bank. They constantly tell us be aware of phishing. (Auckland, 65 years plus, male)*

5.1.2 Security improvements

In terms of security, many noted that they did not tend to think of security in terms of domain names or .nz. When relating security to the internet, it was most often linked to the collection of personal data, how this data is accessed and used, and how it is stored.

In this instance, there were perceived issues with Facebook information and the security breaches in relation of government information. People would like to know information is secure and only used by companies with the permission of the individual.

5.1.3 Increasing confidence in security

Suggestions to improve confidence in the security of .nz were to raise the profile of InternetNZ and for them, to outline the measures taken to keep .nz domain names secure.

[Anything else they could do to reassure you, about the security of .nz.] I feel like more publicity because I have sort of never thought about it. It is not something that you think about. If it was more “hey this is what we do to keep you safe” then okay that is interesting and I would have a bit more trust because you can see what they are actually doing. (Auckland, 18-24 years, female)

Maybe have a presence, I don't feel that they have a presence at all. How do you trust someone if you don't know who it is. (Auckland, sole traders & small businesses, female)

Just let us know a bit more around what they do and how involved they are. Educate us. (Auckland, sole traders & small businesses, female)

Raising the profile of InternetNZ was also seen to help if an individual had an issue with a .nz site as currently, many were unsure where they would go if they had an issue.

InternetNZ was seen as being a possible avenue to educate people on how to keep secure on the Internet, with suggestions for tutorials or resources on topics such as how to identify fake emails or websites.

I feel this kind of thing would be covered by the company but have an internet tutorial on how to spot fake sites. I know at my work there was an orientation about how to spot fake emails or fake web sites. It is something that not many people would go to. If you have a YouTube site and they miss out the T or something it is a place trying to get your information. (Auckland, 18-24 years, female)

One participant would like a helpline in case there were any issues.

5.2 Openness of .nz

Openness scored the lowest of the three aspects tested (security, openness, and access), with an average of 4.3 (on a scale where 10 was excellent and 0 was very poor). Scores were consistent across 'seniors' and 'youth', but lower for business.

Most had difficulty understanding what 'openness' covered and the fact that little was known about InternetNZ and how .nz was managed, seemed to fly in the face of perceived openness.

I gave it a 4 because I had never heard of it being pushed. It doesn't feel like anything is being done about it. (Auckland, 18-24 years, female)

If they were open surely I would have heard from them. Surely I would have heard of them. I often think I haven't seen something but then I wasn't looking for it. But if something is really trying to grab your attention it would have popped up somewhere. (Auckland, sole traders & small businesses, female)

For New Zealanders to understand what ‘openness’ meant in terms of .nz would require a clearer definition of what it entailed and how .nz could foster openness.

From what I remember of the net hui conferences. I am aware of those conferences where they encourage people. Charity groups or whatever will use the internet and they are encouraged by these people. If I remember rightly they supported people to get together and they would help fund various things were people would get together. But if it wasn't for that – I mean I didn't even know who they were. (Auckland, 65 years plus, male)

Businesses struggled to find ways that .nz had helped foster innovation.

5.2.1 How .nz can be more open and supportive

As mentioned earlier, if InternetNZ wanted to be seen as open and supportive, it needed a higher profile.

Promotion of InternetNZ or a partnership organisation as the spokesperson for .nz was seen as better than trying to push .nz as a standalone concept as it was not really a concept people felt personally connected to.

[Let's go back to openness. How to deliver on this?] *Advertising themselves. Not advertising in a sense of advertising but letting people know who they are and what they do. (Auckland, 65 years plus, female)*

[How do you think they could be more open and supportive of people accessing the internet?] *Again that presence, maybe a TV ad campaign. (Auckland, sole traders & small businesses, female)*

To support people to participate online was seen to require education. ‘Seniors’ were keen for more to be done in this space as they were more likely to feel that they were not making full use of the internet. Suggestions were for plain language information on how to fully participate online.

Most were stumped on how to use .nz in different ways and how to innovate. This was seen as more relevant to businesses and they would like to see case studies on how innovation had been applied to .nz. There was a suggestion that .nz could suggest available domain names that might suit a particular type of business.

[How could they help people be innovative, what space could they do that?] *They could suggest website names. If you say want a photographic website they could give you info back and say what about all of these names. (Auckland, sole traders & small businesses, male)*

5.3 Access to .nz

Access scored in the middle of the three aspects tested (security, openness, and access), with an average of 5.9 (on a scale where 10 was excellent and 0 was very poor). Scores were different across all three groups - 'seniors' rated this highest, followed by 'youth', with the lowest score across business.

Among 'seniors' the higher scores were based on the fact that they had not heard or could think of why there would be issues accessing .nz.

The 'youth' scores were lower as they veered to a more neutral position as they were unsure about access. While the scores for the business group were pulled down by those unsure about access (remembering that the majority of businesses included in the group had no domain name), and by two that had issues – one having a name vetoed and one finding the name they had wanted was already taken.

5.3.1 Barriers to using .nz

The perceived barriers to accessing .nz raised in the groups are outlined following.

- A lack of knowledge and skill was raised by the 'seniors' as a potential barrier. 'Youth' were generally confident they could find out how to set up a .nz domain if they wanted to.

Ignorance, you don't know where to go. (Auckland, 65 years plus, female)

- Cost was a barrier raised by those unaware of the current cost of a domain name.
 - o Among businesses the cost of setting up a website was seen as a barrier to using a .nz domain name.
 - o There was also additional cost if a business wanted to purchase a domain name from a private entity.

It depends if the domain name is taken, that is where the cost comes in. (Auckland, 18-24 years, male)

- Website building software was seen to push people to purchase .com domain names rather than .nz.

I know sometimes if you want to make your own website using another website to help you make it like Wix or something like that sometimes they automatically give you a .com so you don't actually get a choice. I think it would be your domain name.wix.com. (Auckland, 18-24 years, female)

- Some felt you needed to live in New Zealand to purchase a .nz domain name.

[Barriers be to setting one up?] *Do you have to live in New Zealand, I am not sure.* (Auckland, 18-24 years, male)

- A chosen domain name may be unavailable.

The domain name is already registered. (Auckland, 18-24 years, male)

- Some may be unsure who are the trusted companies selling .nz domain names and what is a reasonable cost.

There should be endorsements saying these are good guys. You are safe to come here. (Auckland, 65 years plus, male)

5.3.2 How access can be improved

Suggestions to improve access included providing information on how to set up a website and the cost to purchase a domain name.

Maybe publicly have some price guidelines to say this is the going rate. I think if it is acknowledged. (Auckland, sole traders & small businesses, male)

For business, subsidies to build websites or a way to find a good but affordable website designer would be helpful.

5.3.3 Cost as a barrier

Many were unaware of the cost to purchase a domain name but felt that it needed to be affordable to ensure good access. Generally a cost under \$100 a year was viewed as affordable and when told of the actual cost of between \$20-30, all thought that cost was not a barrier.

I feel like \$100 it is still a big number but you might get people doing it just for the fun of doing it. If it was \$500 or under. I feel \$100 for an individual would be good. (Auckland, 18-24 years, female)

There was some support in the 'senior' and 'youth' groups for a sliding scale where individuals and small businesses paid less while large businesses pay more. Support for this pricing model was based on the belief that with larger businesses paying more, the price for small businesses and individuals could be less.

[More expensive for businesses or large businesses?] I think it depends, it was given back to scams or education about security of .nz then I think it could be good being a higher cost for a corporation. (Auckland, 18-24 years, male)

However, businesses were less keen on this model and felt that the cost was low already and did not limit access. It was viewed as fairer to have one base rate that applied to everyone.

[Higher cost for larger businesses?] You have an established price of x-amount that is entry point and then it doesn't matter. That just means that Fonterra can have .org, .co, whatever. [So you don't think you as small businesses should pay less than say [large business] for a domain name?] Technically it is just a domain name. Their brand name Fonterra is what is generating that link. (Auckland, sole traders & small businesses, female)

5.4 Privacy in relation to .nz

Participants had difficulty perceiving how there may be privacy issues in relation to .nz. Participants had limited experience with domain names (with no general public participants having a website, and only two of the business participants), therefore, privacy was generally assumed to apply to information collected by any .nz websites. One business, also noted there were privacy issues around posting any images of her clients.

One of the things I always run into is the Privacy Act. You have to be very careful what you can disclose. If you take a marriage ceremony and it is in a public place and a photographer is taking a photo there must be nobody in the background that can't be accounted for. Particularly if you are at Cornwall Park where there are a lot of people wandering around. (Auckland, sole traders & small businesses, female)

There were assumptions that privacy rules were in place that applied to information collected or held on a website, along with many trusting .nz websites more than other websites to store information securely and to use appropriately.

I have no way of knowing if my data from a .nz site has been shipped off to some other country and used maliciously. [Do you think it is being protected?] I would like to hope so but I have no way of knowing. (Auckland, 18-24 years, male)

There were also mentions of breaches of information held by government departments in relation to privacy, which they assume would be govt.nz websites.

Three participants raised privacy in terms of the information held about owners of domain names. In both cases, there was no perceived need for full details to be openly available to the public.

An issue is who owns the domain name and how many people can access the information of who the owner is or who the holder is. I think that is an issue. (Auckland, 65 years plus, male)

You can find out a lot if you look at any domain site you purchase you can see who has got a website and if it is coming up for renewal. I can understand when the website comes up but not the personal details. (Auckland, sole traders & small businesses, female)

One of the two participants had been negatively impacted by having his contact details publicly available. In the past, he had set up a website (which he no longer had) where his contact details had been accessed and he had been stalked by someone. He had contacted InternetNZ to remove his address details and had been told that these details could not be omitted but that he could provide a false address. There were two issues he had with his experience – the first, was that he felt that detailed contact information should not be publicly available in the first place and secondly, that the advice to provide a false address would degrade the quality of information collected if others also took this route.

One thing I think they are lacking is the privacy. I had a blog many years ago and it was a free blog and I actually had a stalker and it got to the police stage and they were able to find me based on my registration details on my internet. I didn't realise at the time that you can just put in a fake residential address and no one checks on it but I had my own address and my billing address and everything and that is publicly available information. (Auckland, sole traders & small businesses, male)

Their advice was go to the police but you can always change your billing details to a fake address. It was almost like saying you are at fault for putting your own correct address in. (Auckland, sole traders & small businesses, male)

On prompting, most questioned the need to have complete contact details publicly available. While they felt that InternetNZ should have access to full contact details, they could see no need for the public to have access. However, limiting access would require a quick response from InternetNZ regarding any disputes as an individual would not be able to take direct action themselves.

The details that allowed someone to be able to track down the physical location of an individual was where they drew the line. People felt only basic information should be available, such as an email address and first name.

[So they should be kept by someone but kept private.] Yes because you keep them for the police, because if you have a website that has child pornography for example you need to be able to find the person who started that website. But not there for the public to see it. (Auckland, sole traders & small businesses, female)

[Information okay with?] Not personal addresses, your phone number sure but that is normally on the website anyway. (Auckland, sole traders & small businesses, female)

The only exception would be if they wanted to contact you for whatever reason. So if there is a name needed all you need is the first name and an email address. (Auckland, sole traders & small businesses, male)

One participant, advocated for the provision of contact details as she had wanted to track down the business that had purchased her preferred domain name.

I was searching for Love me true.com. And it just came up as a broker, it was really annoying, I went around in circles trying to find them. (Auckland, sole traders & small businesses, female)

5.5 Treaty of Waitangi

Participants failed to see the connection between the Treaty of Waitangi and .nz. This view was consistent, even across Māori participants.

There was a perceived disconnect between a treaty signed in 1840 with technology that only came into mainstream use in the 1990s. Participants felt that the public would need to be educated on the relevance.

[Treaty of Waitangi, how can that be applied to the management of .nz domains?] How could it? From my understanding the Treaty is physical, dot New Zealand this is more virtual. (Auckland, 18-24 years, male)

[Treaty of Waitangi, any applicability to .nz domains?] No because the treaty was created way before the internet. (Auckland, sole traders & small businesses, male)

There was some discussion around the use of words like Manuka – and it was generally viewed as appropriate to use these words if a product could legitimately prove its credentials.

Manuka is not just a New Zealand product and I know there is a huge market in the Chinese market. I have done some work with manuka honey companies and their primary selling is to China. [And they can use manuka in their domain name?] As long as they have got manuka in their honey. (Auckland, sole traders & small businesses, female)

On prompting, most could see more relevance in regard to the use of Māori language. However, there was no strong endorsement to limit the general use of Māori language in website names as many noted that Te Reo is an official New Zealand language.

[So you can't really see how that might apply here?] It applies if you are Māori and you feel like your language is being misused. If you are not then it is something you brush over and don't really care. But if it is personal to you. (Auckland, 18-24 years, female)

I'm part Māori. I guess if I saw it happening I would be affected by it but I haven't really seen anything. [Do you think they should monitor websites .nz for this?] No. [Do you think everyone should be free to use it.] Free to use it I reckon if it is appropriate. [Why do you feel that way?] Just because Māori is one of the official languages of NZ so everyone who comes to NZ or who is born in NZ should be able to use it. (Auckland, 18-24 years, male)

[What about Māori language in terms of .nz?] Māori is an official language of New Zealand so anybody can actually use it. If it is a particular thing it can be copyrighted and protected in some other way. But if it is just a word and it has an English translation it can be used by anyone. (Auckland, sole traders & small businesses, female)

I would imagine that if Māori had a direct market and have a Māori name then that is fine. But I think anyone should be able to anyway and call it anything. (Auckland, sole traders & small businesses, male)

However, all felt there needed to be rules around the use of Māori language, which could include:

- **No inappropriate or offensive use of Māori words**

Maybe they could manage the aspect of sex or words that apply to sex in Māori. (Auckland, sole traders & small businesses, male)

I think they have to be aware that there are no racial discriminatory overtones. (Auckland, 65 years plus, male)

- **No use of Māori words by non-New Zealand entities**
- **Using correct spelling and macrons**
- **Maintaining a list of no-go words such as Iwi names or sacred motifs should be developed.**

I think maybe Iwi names that needs to be protected. The registrar of births, deaths and marriages does have that policy. There are certain names that are not allowed. There could be a list like this. (Auckland, sole traders & small businesses, female)

I don't actually think it would apply with words. If you were putting a moko or something up those are very personal to people. Most Māori words have English translations and a lot of us will intersperse them. (Auckland, sole traders & small businesses, female)

- Special dispensation for specific Māori organisations or groups.

And also maybe put aside a certain sector so that Iwi and other organised groups can do what they need to do without fear or favour from anybody else. (Auckland, 65 years plus, male)

5.6 Human rights

Similar to Treaty issues, most could not spontaneously find a link between .nz and human rights. However, on prompting about issues like freedom of speech - the recent Christchurch mosque attack was clearly top-of-mind and all were supportive of measures to limit hate speech.

Some questioned whether InternetNZ or the guardians of .nz were the right organisation to monitor or police this issue as human rights issues like hate speech were not limited to .nz sites.

I don't think it should be getting into that. [That is up to other lawmakers.] Yes. (Auckland, 18-24 years, male)

I would imagine it would be covered by the Crime Act or whatever laws and legislation. So if I try and set up a giant porn website as per New Zealand laws the New Zealand judicial system comes into place. Because you can't expect the domain to be able to do that. (Auckland, sole traders & small businesses, male)

I think the freedom of speech or rights or whatever stops when your freedom is affecting someone else's freedom. So in answer to your question about human rights we already have a human rights commission with a whole lot of sets of policies and regulations. So as long as they are abiding by that. (Auckland, sole traders & small businesses, male)

[What about human rights?] Shouldn't that be reflected under whatever is the overarching regulation for New Zealand as a whole. (Auckland, 18-24 years, male)

However, there was support for InternetNZ to work with other relevant organisations as part of a coordinated approach and to help develop policy.

I think they could take some responsibility for it as well. Take some ownership and responsibility around policy. But then you look at Instagram who let that shit happen and then God forbid there is a woman's nipple on Instagram. They are quite happy to show violence and stuff. Where is the common ground and where are the policies around that. (Auckland, sole traders & small businesses, female)

InternetNZ was seen as the frontline organisation that could act swiftly to address any hate speech on .nz sites. Rather than being the enforcer, participants could see InternetNZ having the ability to quickly suspend suspect websites for short periods (such as 24 to 28 hours) while investigation was undertaken.

If it extreme levels just disable it and then go to the police because you can't wait for that. (Auckland, sole traders & small businesses, female)

I think there can always be the exception to the rule. [Where is the line where the exception happens?] Murder, things that are illegal. (Auckland, sole traders & small businesses, female)

There were no other examples of human rights issues raised by participants which again points to the need for InternetNZ to define the issues if they were going to be the lead organisation in this area.

5.7 Communications

The diverse audiences meant that participants felt that information needed to be targeted through a variety of channels.

The best channels were seen to be online advertising and social media which would promote a website with more information about InternetNZ and .nz.

I think most people have social media, that is the current advertising medium that people are using and if you haven't seen it on social media does it exist kind of thing. I guess you could even go to the old fashioned Herald or TV ads. But some sort of social media campaign, just a small one for a short period of time would reach a lot of people. (Auckland, 18-24 years, female)

Some suggested sending out information via banks (that already promote caution around phishing), ISPs, and to domain holders.

Could they put something on whoever is your internet service provider. I am Spark, I get a monthly account could there be something on there that if you want to contact. (Auckland, sole traders & small businesses, male)

And that is another way of getting presence by emailing those people who have got domains that are .nz and making them aware that we do exist and this is what we do for you. (Auckland, sole traders & small businesses, female)

A few (all 'seniors) suggested advertising a website in magazines or providing hard copy information.

For a few, the low profile of InternetNZ was seen to warrant a more extensive campaign that may even include television advertising.

[What sorts of ways to deliver that to you?] Maybe television would work as an ad. Interviews with one of the people who are heading it. (Auckland, 65 years plus, female)

They could advertise on TV occasionally. Even a 10 second ad. (Auckland, sole traders & small businesses, male)

Participants called for information to be packaged in an interesting way to capture attention.

[Would you read something like that if they released something saying this is what is done and there are rules that .nz companies have to abide by.] If it was some click bait. Your internet security is at risk people would want to read it. But if you put it under something like .co.nz no one is going to read that. (Auckland, 18-24 years, female)

E-commerce

6.1 Business usage

Of the six businesses included in the focus groups, two had websites, one had had a website in the past, and one was looking to develop a website.

The two that had websites, had .nz domains. However, for one, the first preference had been for a .com website as they felt that would provide a wider customer base. They had only chosen a .nz domain as the .com version of their name had already been taken while the .nz version had been available.

I wanted .com but there is this outfit that buy domain names who wanted to sell me the .com for some stupid amount of money. I have got [].nz but [].com is owned by them. (Auckland, sole traders & small businesses, female)

The other business had focused on the New Zealand market but they could see a .com domain may be appropriate as they grew and expanded overseas.

It is kind of like if you are a business okay I need to set up a website, am I just selling to New Zealand people then okay I will get .nz. [So it is limiting for a business then?] There are options. You can get .com or .nz. (Auckland, 18-24 years, male)

If a business was selling a unique New Zealand product a .nz was seen to be appropriate, even on the world stage.

[So people overseas might not like to buy off a .nz website do you think?] It depends. For instance New Zealand honey so I feel people might be attractive because it is New Zealand honey. .com maybe could be someone saying that it is New Zealand honey. So I feel it depends on the market. (Auckland, 18-24 years, female)

For businesses where design or aesthetics were important, a website was seen as critical as it could showcase their work. Although, a new business in this area may start out without a website as they relied on existing networks to kick off the business with a website following as they looked to build a larger customer base.

If your branding is really important like for us, it is all about aesthetics then that needs to be polished. And the type of business that we do it is so competitive and you will only really have a presence online and in Auckland if you have a page. People want to know where are you with what you are doing. (Auckland, sole traders & small businesses, female)

We have been going for about two years and so far it has all being referrals so we have never been without work. But in saying that I have explored getting a website. (Auckland, sole traders & small businesses, female)

In the early days one of the things on my agenda was set up a website but the reason I haven't is that I actually found I got sufficient clientele simply from networking. (Auckland, sole traders & small businesses, female)

Online businesses clearly required a website from the outset.

About 99.9% of our business comes through the web for us. We have a social marketing lady. [You had one straight off?] Yes. [How did you set that up?] I think when we first started, when my partner set it up she used to work for the headquarters in Australia. They pretty much copied the entire website.; [Are you a franchise?] Yes we are a franchise for all of New Zealand. [So they helped you set it up.] At the very first stages because they already had a website going. So we used pretty much most of their graphics and their photos. It makes it easier for us. And now we pretty much update the website ourselves inhouse otherwise it makes it too difficult. [Was it hard to set it up.] When we wanted to go with Shopify I was like we can do this and I spent about a month on it and it is not good. You look at their tutorials and watch the videos and compare them to other websites and think how did they do that. It just does not look polished. Just like you appearance is everything and that is what they buy off. If that doesn't look good then they are not going to come to us. (Auckland, sole traders & small businesses, male)

6.1.1 Barriers to using .nz

For business participants there were some specific barriers to using .nz. It should be noted that participants in the focus group were all small businesses or sole traders, with the majority (four of six participants) currently without a website. There were clear reasons why some businesses did not choose to have a domain name or website – reasons were not necessarily linked to access but were well-considered choices based on business typologies.

The barriers to accessing .nz were:

- No perceived need for a website or lower priority when initially setting up a business

There is probably a lot more that can be learnt it is just finding the time to do those things when you are juggling so many balls. It gets pushed to the side because it is not crucial. (Auckland, sole traders & small businesses, female)

- Limited knowledge and skills to develop a professional website themselves

I was going to say age but I think I will say technological competence because I know people older than me who are far more technologically competent but because I don't have younger people in my household I don't really need to learn a lot of these things so I do learn from younger people. But a barrier to learning anything is your level of technological competence. (Auckland, sole traders & small businesses, female)

- Cost to set up a professional website

We saw one guy and he was very keen to do it and very interested in what we were doing and had great ideas. Then he said okay I will send you the quote and that was \$7000. And this is after we already it on Work Place and did everything that you can do without being experts. So we thought \$7000 for what. (Auckland, sole traders & small businesses, female)

I guess it is cost, why do I need it. I try to get best bang for buck. I had a quote for \$5000 and he couldn't really explain to me the value in the \$5000. Then there was ongoing costs and I thought I know that you have to maintain them but again what is your value add. How do you make it easy for me. (Auckland, sole traders & small businesses, male)

- Difficulty finding a website designer that understands their business

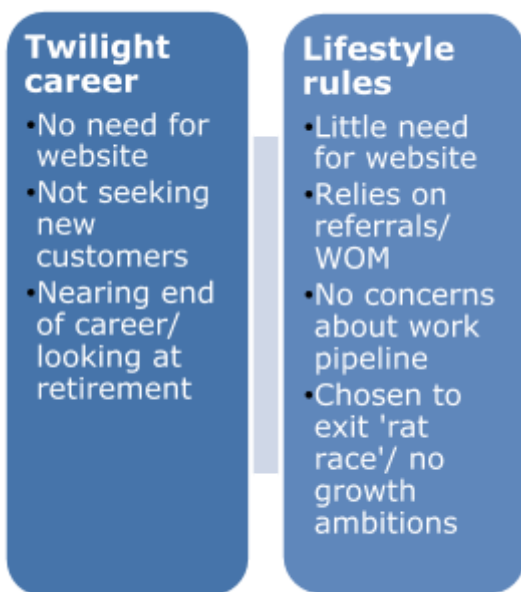
We did investigate it and we did see people in Auckland there really isn't a good vibe about website designers out there. They charge thousands of dollars and often it is not that great. (Auckland, sole traders & small businesses, female)

- Perception that a .com domain would be better for their business as it could reach a wider market
- Names unavailable or already taken.

6.2 Business typologies

Attitudes towards obtaining a domain name and setting up a website highlighted some different business typologies – although these are only indicative due to the small number of participants.

Negative growth ambitions



Major growth ambitions



Twilight career

I discovered networking is working for me. A bit of advertising. [And you never feel like you need business?] No. I hardly even advertise now but in some respects I am winding down. I hit pension age at the end of the year so I am just keeping existing people that might contact me. (Auckland, sole traders & small businesses, female)

Lifestyle rules

100% of my business comes from word of mouth. So pretty much when my phone goes it is a referral from either an existing client who has referred their friend to me. I have a Facebook page just to have a presence and I don't feel like I need a website. [You have never thought you are going to get around to doing it.] Probably a bit of both but at some point realised the phone is going off for me with new deals. [So you are never worried about work?] No I have got budget good for the next six months. (Auckland, sole traders & small businesses, male)

Local focus

So even though we have got Facebook and we have got Instagram it is slightly annoying that people are still clinging on to websites but they are. If you are small and you want to keep it small then Facebook or Instagram is fine but for us we want to be bigger and we do want to compete with ones that are established. [How big do you want to get?] Big as we can. (Auckland, sole traders & small businesses, female)

Global focus

I kind of think of it in terms of growth. For me I have projections of where I want the business to go, and it is not just photography and I want to be able to travel So .co.nz limits you to New Zealand. [So you might be able to get clients overseas?] You could but if you have .co.nz people are kind of like "what"? (Auckland, sole traders & small businesses, female)

I never needed a website, I thought about it but at the time I thought I am working too hard and didn't want any more business. [So you don't want to get too big?] No. I don't want to work all week. It is not all about the money it is about not working a lot and taking it easy.
(Auckland, sole traders & small businesses, male)

6.3 Supporting business

Along with a general call to raise their profile, some thought that .nz should target businesses directly about the benefits of having a .nz domain and having a presence online.

[In your view do you think .nz is supporting e-commerce in New Zealand, business sites, do you think they could do more, what do you think they could do?] *Education on the benefits of what .nz could do for their brand. A lot of questions I am answering in my head education or publicity. People being aware that it is even an option or can be. .nz can have an influence. Before coming here today I would have had absolutely no feeling on any of this.* (Auckland, 18-24 years, male)

Maybe encouraging businesses to go online. Educating them on the benefits of being online or having good usable websites and constantly updating them. (Auckland, 18-24 years, male)

Promotion of .nz to the wider public may also result in New Zealanders preferring to purchase off a .nz domain as they will know it is tailored to the New Zealand market.

They could advertise the fact that it is safer than other websites in terms of situation. Because I have funny skin pigment I wanted a good sunblock so I went on a site Neutrogena and I got 110 sunblock. I couldn't see what the freight was and I thought because it was .co.nz once again I clicked on it and I thought it was local so it would be \$3 - \$5. And my \$30 product was \$100-something. They charged me \$80 postage from America. So if maybe New Zealand websites anything with co.nz could be more upfront and not have this hidden thing. (Auckland, sole traders & small businesses, male)

Some businesses would like .nz to put measures in place to limit predatory behaviour, the instances below refer to businesses setting up sites with very similar names and stealing customers.

We all have got quite a few domain names blocked off because you protect yourself because otherwise there are so many different – and what they do is like hijack really, they try and set up something to compete and after that they start demanding money. (Auckland, sole traders & small businesses, male)

You have to spend thousands of dollars to protect yourself of all the different domain names. (Auckland, sole traders & small businesses, male)

While purchasing a domain name was seen as inexpensive, the payment gateway was viewed as expensive. They would like to see regulation to keep these costs reasonable.

[Can I ask you about e-commerce, what ways could .nz support businesses in terms of that?] *Payment gateway. All the banks charge a fee, interbank fees, merchant fees. It is a good way of making money. You will see a lot of businesses how are moving away from Pay Wave because it is costing them too much. So if internet can create a payment gateway for e-commerce websites and say instead of it costing you \$1.20 it is a matter of cents. Then it is regulated.* (Auckland, sole traders & small businesses, male)

Policy focus

7.1 Key areas of focus

At the end of the groups, participants were asked to outline what they felt a policy review for .nz should cover. Most felt that the current policies were still relevant but that other additional areas should be covered.

- Increase profile and transparency: many felt that InternetNZ needed to raise its profile and have clear transparency around its role.

[Anything missing?] *They probably have it in there but they don't enforce it. There are some fancy words there but they should come up with clear words. Make things more accessible and easy to understand and you don't have to be a lawyer or have a master's. Transparent. (Auckland, sole traders & small businesses, male)*

- Limit 'land banking': most felt that people should not be allowed to purchase large tracts of domain names which were clearly to make a profit.

Is there something in there about land banking a name. Someone can't come and buy a whole batch and decide which one they want. Domain names shouldn't be a marketable thing. (Auckland, 65 years plus, male)

I don't think they should be able to personally sell whole blocks of them. Because on one side I think it is okay but on the other side I think it is making the rich richer. (Auckland, sole traders & small businesses, male)

- Police inappropriate use: police any illegal use of .nz, users of .nz domains, and keep a list of blacklisted websites.

[Anything else on these policies?] *I think the other one would be what we discussed for it to be suspended while it was investigated. Objectionable content. (Auckland, sole traders & small businesses, male)*

Have a list of the mischievous website domains out there. (Auckland, sole traders & small businesses, male)

This also included stopping the deliberate purchasing of similar names to try to steal customers from established businesses.

I know some people who had a domain name, a website and they let it lapse, they paid for it and then someone bought it from overseas and as you know they want it back and it costs you tens of thousands of dollars to get your name back. There are other people who get a name similar to what you have got and try and hijack the audience by pretending that they are you. So I think you need a policeman of some sort holding these things so you can say this is not fair and this guy is trying to pretend that he is me without going to court. . (Auckland, 65 years plus, male)

There are some misleading ones because I had a friend who set up a website somebody else had already got and say it was called Bunderberg.co.nz and he set it up BunderbergNewZealand.co.nz and because

that was different you could actually buy it. [So you would like to see more control over that?]

Yes. (Auckland, sole traders & small businesses, male)

- **Ensure security of information:** work with relevant organisations to ensure personal information held on .nz websites is used appropriately and kept secure.

I think you need bigger legislation. [And they should support it and lobby for it maybe] Yes. Definitely. Or at least a clear pathway of who has had your data, where it is going and where it is and access to be able to get that back or stop it. (Auckland, 18-24 years, male)

I think they should say something around what they are going to do in terms of phishing and hacking because it is becoming more and more prominent and needs to be addressed. (Auckland, sole traders & small businesses, female)

At the end of the discussion the majority would also support limiting personal details of domain owners being accessible by the public.

- **Educate the public:** ensure the public is educated on key issues such as the process of getting a domain name, security measures, and the role of .nz.

Education. [Education in what?] In what they do at .nz and how they can access the domain names and the process you have to go through to get one. (Auckland, 18-24 years, male)

- **Monitor pricing:** support a competitive market by ensuring the public are aware there is competition across registrars. A few would like more consistent pricing across registrars.
- **Limit .nz to those operating in New Zealand:** many had believed that .nz websites were limited to those with operations based in New Zealand and most felt this should be the case.

Maybe they could make regulations saying they have to be doing business in New Zealand in some way. (Auckland, 18-24 years, female)

I feel it would be easier to do 100% New Zealand same of the produce stickers but the internet equivalent. (Auckland, 18-24 years, male)

I think it would be okay if the business can be from overseas however it has to be operating in New Zealand. If you look at H&M or any of those websites that are overseas, if they are operating in New Zealand I want to go to a New Zealand website because it is going to be New Zealand pricing. (Auckland, sole traders & small businesses, female)

- **Mediation and dispute resolution:** this was seen as an important role, especially if there was a dispute over a domain name. Also, if personal details were not available, this mediation would be especially important as they would need to be the first port of call as people would have no other avenue to resolve issues.
- **Working in other areas than .nz:** some would like to see InternetNZ have a wider scope of influence. This was raised in the context of concerns about Facebook pages purporting to be from New Zealand and other clearly New Zealand TLDs such as .Māori or .Kiwi.

A Facebook page is the equivalent to a website do they do anything towards protecting the NZ on Facebook? There are a lot of New Zealand pages that are New Zealand based or say they are New Zealand or

have New Zealand in their name. [So maybe it should start covering some of that if they can.] Yes Facebook is getting so divided it would make sense. (Auckland, 18-24 years, male)

You mentioned .Māori, not .nz, why is this whole big body just concerned with .nz and not every other Māori word or anything unique to New Zealand. (Auckland, 65 years plus, male)

- **Limits on name configurations:** One participant would like limitations in place on the format and permutations possible for a domain name.

I think there should be some sort of limitation around permutations or weird configurations that domain names can have. You don't want too many because it never ends and they become meaningless. The value. It has to have some finite value to it otherwise it is nonsensical. (Auckland, 65 years plus, male)

- **Guardian required to be a New Zealand organisation:** A few would like it enshrined that the organisation looking after .nz is a New Zealand one.

[You all agree you would like those covered off. Is there any there that are not important.] I think they should state that it is owned by New Zealand. [So part of the transparency thing.] Yes. Also that it will never be transferred to another country. (Auckland, 65 years plus, male)

- **Set clear definitions:** InternetNZ was seen to need to set clear definitions for any issues that may be subjective.

The definition of what is objectionable and the ability to enforce it and suspension. (Auckland, sole traders & small businesses, male)

Conclusion

The internet was important for all groups ('seniors', 'youth' and business) but it was clearly more firmly embedded in the lives of 'youth'. However, 'youth' had less connection and placed less value on .nz.

The profile of InternetNZ and anything related to .nz was low and there were calls to promote InternetNZ and its role more widely. While unsure of the credentials of InternetNZ, people want the organisation in charge of .nz to be a New Zealand entity. This means InternetNZ would already have the advantage of being seen to work in the best interests of New Zealand and to have an implied level of accountability. When canvassed to come up with the perceived role and policies for an organisation managing .nz - participants in the groups covered many of the key areas currently outlined in .nz policies.

In terms of security, a number felt .nz only covered a small amount of internet transactions so suggestions for improving security of .nz often focused on the wider picture, and rules around how data is accessed and used. To increase confidence in the security of .nz there was a perceived need to raise its profile and outline the security measures taken.

Many did not understand how openness related to .nz and there would need to be a better definition of what this aspect covered and how .nz could deliver on this, before people could effectively engage with this topic. To be seen as more open and supportive, there were again calls for .nz and the organisation behind it to raise its profile.

Access was not seen as a major issue, although most had never sought a .nz domain. Key barriers to accessing .nz were a lack of knowledge and skills, and cost. Suggestions to improve access covered these two barriers - providing information on how to set up a website and what it should cost to purchase a domain name.

Most participants struggled to see a connection with privacy and .nz. Only three participants raised issues around the publishing of contact details of domain holders, however, on prompting most did not believe full contact details should be available.

There was little perceived connection between .nz and the Treaty of Waitangi, which also held true across the Māori the participants in the groups. However, there was support for a set of rules around the use of Māori language in relation to .nz.

Likewise, most could not see a link between .nz and human rights. However, after discussion most felt it would be beneficial for InternetNZ to work on a coordinated approach to any human rights issues with other relevant organisations. There was support for InternetNZ to have the ability to quickly suspend a website pending an investigation of any potential violation of human rights.

There were clear reasons why some businesses did not have a domain name and website. Not all were in relation to access but were well-considered choices based on business typologies.

Anticipated future policy areas are mostly reflected in the current policies but there were several areas where participants wanted more detail and to cover off evolving issues. They also wanted more transparency and visibility from InternetNZ.