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INTERNET ETHICS

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>> Okay. The session a little bit take time. So the Internet address is going to be about 10:40, is that okay? Thank you.

>> We will start the Internet Ethics session. This session is for an hour and a half. And we'll have three presentations. And we will have a panel discussion for 30 minutes.

The first presentation is about the Internet ethics introductions. And in Korea, the professor Myoung‑ju Kim will proceed with introductions.

>> MYOUNG-JU KIM: My presentation will be given in Korean, so I'm sorry for that. Please use simultaneous interpretation services. (awaiting English translation).

‑‑ handles the space of here right now, however in the Internet, then the space, the notion of space is totally different from the conventional world so that is why it's called cyberspace. There are no frontiers. Nowadays we have augmented reality that real world and virtual world., the spaces without frontier is now the subject of the Internet. And conventional ethics is dealing with now, but in the Internet, what's happening now and what had happened before are dealt with at the same time. So I've told you about the right to be forgotten, which means that the problem of the past becomes a problem of the present. So the past can influence the present now. So in the Internet world, all the subjects are wider and broader in terms of consideration.

So, people started to set up basic principles of Internet ethics. And at the beginning of my presentation, I quoted Bible, the communication, transformed into administration registration, you can see here in Matthew, verse 7, this is about the Golden Rule. So in everything, this means the Internet is also included. So in everything, do to others what you would have done to you. And this is the Internet principle.

And we have different experts of Internet ethics in Korea and they have categorized the five elements as basic principles of Internet responsibility, respect, autonomy, justice and non‑malfeasance. So these five principles are applied into Korean Internet ethics principles. And this has a potential to be changed later on because the Internet doesn't cover Korea because Internet ethics problem will be gradually more and more global. So all these five elements should be discuss the further.

As mentioned up to now, the Internet has become a global issue, so Internet ethics will be a new task for all human beings in the world. But ethics has relativity. And we have differences of everything depending on countries, depending upon culture; and that is why it would be really difficult to make up a consensus between people. But we need to set up a coordinated or consensus‑based orientation or direction so that with the proper ethics to be solved in a way.

Last but not least, the Internet world is a new ecosystem, I would say. So when starting with global problems, we start with pollutants. So if we deal with the Internet environment and if you don't deal with it in a proper way, then our next generation will be living in a damaged world. Internet problems are not an option for the next generation, ethics problems should be considered as one of the most pending priorities of the world.

Thank you.

(awaiting English Channel).

>> About the Internet adverse effects. The country actions on adverse effects on the Internet for the private sectors.

>> So good morning, everybody. My name is Gyeong‑Tae Kim. I am Secretary General of Korea Internet Self‑Governance Organization. My presentation is about the self‑regulation of the Korean ISPs ‑‑

>> GYEONG-TAE KIM: So good morning, everybody. My name is Gyeong‑Tae Kim. I am Secretary General of Korea Internet Self‑Governance Organization. My presentation is about the self‑regulation of the Korean ISPs. Also self governance organizations. My talk will be more focused on the activities of Korea. First of all, let me tell you that my organisation, for example, our organisation was established on March 2009. And as you may remember, there were many social issues which took place around the time. For example, there were so many malicious comments posted on the Internet or there were some bad rumors which were not identified as truth which caused lots of confusion in this society.

Under these circumstances, there was an issue about the freedom of expression and what would be decide with that and how we would harmonized or make the balance between in these circumstances to make the Internet as a reliable word.

So that's why our organisation was established under these circumstances. As for our members, we have the Korea's representatives, ISPs as our members. And, for example, communications, and ‑‑ real estate 114. I told you our organisation is self‑governance organisation. So all of our funding comes from our members around the world.

Let me tell you about the activities. First of all, we are working on the policy. We have policy committee. So we are working on the policy and decisions. So there are some policies made and deliberated through the policy committee. So many the issues related to the Internet postings or the Internet searches are resolved to policy committee. So those issues that cannot be resolved by the 18‑member level, they are escalated to the policy committee for resolution. And also we started to operate on nine deliberative committees starting from April this year. Of course there were activities previously on deliberation. But now we are re‑inversing these activities as part of self‑governance.

From the end of last year, we also started real estate information centre. Because real estate information sometimes are false. And some of the consumers are victimized through this false information regarding real estate in the Internet. Which have little to do with the Internet, but, anyways, this is one of the activities we are doing at the level of our organisation. And we also deliver many activities. For example, we are publishing journals, quarterly journals. Also we are doing. R&D activities. Whenever there are issues, we are organising seminars to address those emerging issues.

I told you about our policy committee. Let me tell you about what are main policies and decisions that are made at the level of KISO.

From the start of 2000 to 2013, there have been 21 policy decisions. Through these KISO policy decisions, there are basic operating principles that can be applied to our members. In terms of content, these policy decisions may include temperature blocking, first of all. For example, some people may claim that their privacy may have been infringed or their rights may have been infringed. Then we let them know what would be the procedures of dealing with this issue. And the second part of our action is auto complete search. There have been lots of issues concerning auto search in case of celebrities. If you enter the name of celebrity, then lots of relevant key words appearing on the website. But this kind of information may infringe on the celebrity's privacy or it could lead to defamation. And third part is suicide prevention. And the last one is service policy during the election. Because as you know very well, there are many ‑‑ there are lots of issues, especially during the election season. This is the content of temporary blocking. This is stipulated in Article 44.2 of the Special Act on Information and Communication Act, and there is a provision that what would be the requirements or procedures regarding to prevent the damages to general users.

But the problem is that this temporary blocking has things to do with the infringement on the freedom of expressions or the users' rights to know if this temporary blocking is used abusively. Therefore, we have to apply this temporary blocking measures at an appropriate level to the extent that we can guarantee the freedom of expression and users' rights known.

As for the auto complete search, we have several principles. In principle, we cannot arbitrarily touch auto complete search‑related activities. But if these results may infringe on privacy or expose privacy information where if it could defamate other people or infringe on Copyrights, or if it exposes illegal or noxious information, then we can have this policy implemented. Or if the service quality could be worsened or if it is used just for commercial purpose, then we can delete the auto complete search results.

So the principle is about the third provision, which is about the ‑‑ if there is any auto complete search related to public officials, et cetera, then the result should not violate public interest. And if the search is not about public officials or ‑‑ for example, if the search result is about celebrities, then because users have rights to know, so the results will be provided at an appropriate level, otherwise the results can be deleted. And if there is any request to delete the auto complete search results by saying that the personal rights have been infringed, then we could delete auto complete search results. Based upon these policies, we've got around 80 cases, which gone through deliberation. So as I told you earlier, these kind of requests are related to people's rights to know. But usually we have the priority on individuals' rights infringement. So if we think that if some content actually infringes on the personal individual rights, then we decide to delete the content.

But if we decide that the people's rights, right to know is more important, then we decide not to delete the content even if there is a strong request. So depending upon the content, we decide either a delete or not delete the search results.

I told you about the activities of our organisation. And as I told you earlier, we have our members, such as ‑‑ and SK communications. So there is a report centre. So what kind of the rights infringements are being reported?

And also there are promotional campaigns which are conducted by our members, NAVER and SK Communications.

And now let me tell you about the self‑regulation activities by KISO. First of all, we are coming up with the partnerships to eradicate illegal or helpful information. For example, KISO assigned a partnership with Seoul metropolitan government and Seoul police office to more actively respond to the sexual harassment issues. Actually this is more effective when compared to an individual reporting his own case on victimization.

Also KISO signed agreement with the electronic payment organisation. So if you have any issue regarding a micropayment through the phone, for example, it would be easier for you to report us to address those problems.

And also ‑‑ and SK commune key so worked together to do the common and shared database for ‑‑ graphy.

So we together came up with the ‑‑ self‑regulations regarding if noxious content, especially for ‑‑ use. Some of this data has been gathered around KISO. And this data can be used for the small and mid sized enterprises, as well. This is not yet complete, and we are trying to finalize this project by the end of this year. And the service will be opened in the first half of next year to private industry. So I think there will be remarkable measures to prevent the spread of the malicious content such as pornography to the kids and teenagers in Korea.

And now let me tell you about what kind of tasks are waiting for us. As I told you earlier, we have only a few major portals as our members. Therefore regulation is not active among small and medium enterprises in Korea. There could be many reasons they are not yet ready. And there are some ‑‑ there could be some burdens if they join our initiative. So this is one of the projects we are doing with KISA. Currently we are working on the establishment of standards that can be applied to the small and medium‑sized providers, including communities.

So this project is being implemented by KISO and three of our members and our relevant stakeholders. So they are working on what kind of autonomous the self‑regulation can be applied to their company or a committee. So the drafting will come up in this fall and I believe that the standards will be ready by the first half of next year. We are also working on the alliance to raise awareness of the users regarding self‑regulations.

Okay. This is the end of my presentation. Thank you very much.

[Applause.]

>> Self‑governance organisation. I want to correct this from the interpreter. The NAVER, not the neighbor neighbor, it's NAVER, which is the brand name. The largest portal in Korea.

We look forward to the last presentation. If country actions against the adverse effects of the Internet from the public sectors perspective. From KISA, Mr. Lee will present for 20 minutes.

>> JONG-HWA LEE: (awaiting translation).

Presentation will be about counter activities against the malicious activities of the Internet in Korea.

Recently, if you look at the current trends of malicious effects of the Internet, we've had a story of rumor which spread out into Korean society. And near the substation of, a man harmed a girl passing by. Rumor but it was a false story made up by netty son. So that netty son was highly criticized by other Internet users. The rumor was widely spread out into the Internet world. And due to that comment, many suicides caused. And recently in March 2013, middle school student, a female middle school student killed herself due to bad comments of her colleagues and friends.

And the last year, August 2012, another girl at the middle school killed herself due to these bad comments spread out into the Internet. So as you see here, we have a great variety of malicious effects. Internet. Despite the advantage that we could benefit from the Internet.

And this is a second slide of malicious effects of the Internet. And we have periodic surveys malicious effects of the Internet in Korean society. And according to this survey, 50 percent of the Internet users experience some psychological damages due to bad comments made in the Internet. And 65.5 percent of teenagers have reported that they once suffered from these bad comments. And it was quite unbearable. And they wanted punishment against these bad commenters. And 58 percent of the respondents have answered that these bad comments should be highly punished. And 64 percent of Internet users have once experienced this kind of malicious effects of bad comments and bad rumors. And this is the survey results that have been conducted by a public organisation. And I have made some categorization of malicious effect of the Internet slide. And there are different types of the adverse effects of the Internet, as you see here on this slide. Abusive comments, and rumors diffusion and illegal, harmful contents and infringement on the right of privacy.

On your left side, regarding abusive comments, we don't have clear legal bindings or regulations. And as we have a conflicting interest of different entities, so that's why we need to promote awareness about abusive comments. And when it comes to illegal, harmful contents, it is easier than abusive comments to figure out if it is illegal or not. It is a coordination of illegal activities and punishment into these illegal activities will be carried out with awareness enhancement activities.

And moving on, let me tell you about the cause of Internet side effects. And the side effects of the Internet are categorized with details. So we have the category of characteristics of the Internet and society and users. There are three causes of the Internet side effects.

And from the perspective of Internet property, it has some ‑‑ originality and it can cause interests of people and it could be also used as entertainment place. And it'll help people to realise their egos and accessibility is widely possible with many possibilities of achieving some tangible results.

From the perspective of psychology user, I want to quote the fear developed by professor ‑‑ the effect. Where in the real world people sometimes hesitate to make some comments, but in cyber world, using this anonymity of the Internet, they become more bold. So the expression and the language that they use are much freer in the virtual world than the real world.

And let's have a look at the element of society to explain the cause of Internet side effects. We have sub-elements of the society, like intensifying competitions, accumulated anger and sense of alienation and ‑‑ environment. And due to these different properties of the Internet, we have a great variety of side effects. So to deal with the side effects, we deploy many different activities. Let me tell you some examples.

In a broader perspective, depending upon the categories of the side effects of the Internet, we act differently. When it comes to abusive comments and illegal, harmful contents, we implement real name verification system. And when it comes to rumor diffusion, we've developed a punishment for false information. But I'm going to give you a detailed explanation later on concerning these two elements. But they are judged as uncompromising to the constitution, so the implementation is being suspended now.

And concerning illegal harmful content and infringement on the right of privacy, we have different systems support that prohibits these activities, like contents classification system.

So as mentioned earlier, I would further the explanation on real verification system. This system was carried out since 2007. July 2007. So if an Internet user wants to post certain information on the team, then this user should be verified with his or her real name by the operator or manager of that bulletin board. And this system was expanded in 2009. So the real name verification system is widely applied not only to individuals but also to institutions and organizations. So regardless of the service types of the Internet, all bulletin boards are shown. So more than 100,000 Internet users will use the bulletin boards. So they are regarded as information and communication service providers. And this system is adopted to hinder from posting malicious contents into the bulletin board and to protect ordinary Internet users.

But this system, real name verification system, I was told you earlier was found unconstitutional as of August 23, 2012. The reasons why it was found unconstitutional was because the law itself cannot be applied very clearly. So there is lack of clarity of low application. For example, there are around 100,000 service providers should be measured by day. However, there was very difficulties in terms of what would be the exact criteria for applying this law. And another fact considered was what would be the effects of this law application? That's why it was found unconstitutional.

The second reason why it was found unconstitutional was because of the changes in the Internet service. So in the past, the service was based upon the alliance and wires and was shifted into the mobile circumstances. So there were more and more users. Therefore postings. But it was very difficult to make the judgment on the postings on the mobile environment. So the law itself this regulation was not applied, so there was a decision that it would be very difficult to apply this law to the mobile environment.

And third factor considered was that there was a possibility of infringing upon the freedom of expression. Because freedom of expression is very critical. So there was some concerns by the international community because if we apply this law, there is too much infringement on the expression of ‑‑ freedom of expression. That's why it was found unconstitutional against all of this backdrops. Because initially it was applied only to ‑‑ companies not to global companies such as Google. So the local companies were really not competitive to global companies. So we still need to think about this issue by considering side effects of the Internet. So we used this regulation in a limited way. However, there are limitations. In terms of regulations for the Internet. So now we are reinforcing to raise awareness of the users of the Internet. So now let me tell you about what kind of activities are being carried out to raise the awareness of uses.

It is true that many students on the general public are using the Internet. So in this regard, we think education matters. What would be the proper value to reduce the side effects of the Internet? So we could make the Internet ethics as a regular curriculum, or we could have other activities, such as promotional campaigns to raise awareness about the Internet use.

And let me tell you more about details regarding these kind of activities. First of all, there is Internet ethics education. Currently there are customers education depending upon the ages. So first of all, there is basic Internet ethics education for kindergartens and elementary schools. And another programme is the education on the sound use of Internet for the higher grades of elementary schools and youngsters.

And, thirdly, there is education for adults, how to use the Internet safely. For example, they need to understand the Internet as part of media. And they also, as adults, also need to educate their children or students as to how to use the Internet properly.

This is one of our activities. There is a group named as Korea Internet Stars. As I told you earlier, most of the Internet users are students, high school students or middle school students and their recognition on the safe use of Internet is not really ‑‑ therefore we need to be more aggressive in taking up the education on the safe Internet use for the youngsters, teenagers. This is why we are operating this activity which is referred to us, Korea Internet Stars. So it is educating students how to use the Internet comprehensively. So it is developing programmes and operating programmes to educate students to make sure that they can understand the Internet environment appropriately. So, basically we invite young students, teenagers, as members of Korea Internet Stars. So we educate them. And we also organise campaign activities or other experience and participation activities to raise their awareness about the Internet.

And another movement I can refer to is that sample which is about good comments. So basically it is trying to avoid postings of malicious comments.

So other activities we are operating is student reporters. So students report their personal experiences as reporters. And they also visit many activities in partnership with KISA and what kind of activities are going on to promote Internet ethics. There are also joining Internet ethics camps.

Next, this is more details about the education by ages. As I told you earlier, there is a programme for young kids. The programme is named as Internet Literacy Promotion Programmes for kindergartens. So the instructor kindergartens and gives around two to three hours of education to young kids. Because these days very young kids are going to kindergartens are also Internet users, so they need to know how they have to use the Internet. So the education is about the malicious contents. At the next level there is Internet for kids in the elementary schools and secondary schools. This is part of after school curriculum programmes. So currently around 300 schools and 6,500 students were educated due to this programme throughout last year. So they learned their abilities to use the Internet in a sound manner.

Another programme on the bottom is Internet ethics lecturing for elementary schools, middle schools and high schools. This is not as part of curriculums. This is about Internet games. Actually we bring with us some interesting Internet games to educate students. So the entertainment teachers educate students and make them fun by conducting activities such as quiz to find out and identify what kind of problems there are with the kids.

And apart from education, there are PR or promotion activities to Internet ethics. And there are two different types. The first one is experience‑based so people can experience the Internet ethics relating to the issues. And this way they can raise their own awareness about Internet ethics.

The second category is participation‑based campaign. So people can participate in various events to promote their awareness on the Internet ethics.

For more details, we are operating Internet ethics experience centre in areas such as (three cities).

Presenters in (one city) was opened this year. And there are some zones where people can watch some video clips about Internet ethics. Also they can play some games. Malicious comments or good comments. And there is a programme for people to assess the level of their own Internet ethics, therefore they can find out where is there room for improvement? And they can also experience making good comments rather than malicious comments.

Another activity is known as Internet ethics contest exhibit. So they can present content regarding Internet ethics such as tables, charts, pictures, whatever. So there is a content competition regarding Internet ethics. So the selected content are exhibited. And this exhibition is taking place at the end of each year.

And another programme we would like to introduce is the beautiful Internet world. So we designate one week as Beautiful Internet World Week to raise awareness about the Internet ethics very actively.

Let's have digital contents. There is in Germany conferences. And we run an education programme against the Cybercrime and cybertech and seminars are held in an education area. We have a long list of education subjects as you see on the slide. And as offline events, we have a campaign of posting comments in the visiting ‑‑ world. So different campaigns are being held.

Concerning online events, we deploy Beautiful Internet World campaign using social media comments and replies.

Well, I'm almost up. Throughout these various efforts, we set up a special vision that are Internet. Up to now, our promotion activities were not proactive. So we need to reinforce our efforts and activities as proactive as possible. And before all these activities were government‑led. But this will be transformed into private sector‑led activities. So there will be a closer relationship collaboration between service providers, society and the government, as well.

Thank you very much for your attention.

>> YONGTAE SHIN: And what we have done from the public sectors as the private sectors, as well.

We will discuss about the ‑‑ how we can make the better intent work. And we will have a review from Japan as well as China.

I would like to introduce Izumi Aizu, Professor Izumi Aizu from Tama University, Japan.

>> IZUMI AIZU: To make the time more effective, here I'd like to give some short presentation under the different institute called the hyper net book society which is located in Japan. Public foundation I became executive director few months ago. It's been 20 years for this institute around. We have some memoranda of cooperation with KISA, if you know or not. It is the west most island in Kusu, you may not be able to see because it is so low. It is about one hour flight from Seoul and it's 90 minutes flight from Tokyo.

We've been doing this Internet safety centre. We are trying to serve the local community for about four or five years. It's a hotline centre for any problem caused by the use of the Internet.

What I heard today, sometimes people or guys refer Internet is causing problems. That's wrong. People using the Internet is causing problems. The social problem is o people, not technology. Of course it's been amplified in other technologies than using other technologies, but I don't think we should just blame the technology per se.

We do have out‑and‑out reach the community.

I think we are the only one in Japan based in local community. We have three‑year budge fret if local government and then they ceased and we continued on our own. We're making no financial income for this. We are gaining a little bit this year. Last year to this year.

Told's local newspaper picked up on it safety centre, sorry. It's all in Japanese. Well, our activities have been increasing with this number of consultations. But August earlier, one of our staff members were awarded for the Asia Pacific leadership ‑‑ for Internet security as a practitioner. And that's the Vice President of the Philippines in Manila.

So one of our senior researchers dedicated to this work together with other professionals.

I deleted some of the titles, but most of the seven other guys have CCPO or SSCPO whatever the terms are. It's more of technical security or governance professional, although Michael is not. She's just an ordinary lady, so to speak. But dealing with all the local issues, whether it's online fraud or other troubles.

We also do outreach. Last year we did 58 times lectures to all the local schools in that prefecture. It's about 30,000 students. Most of the citizens in my community don't know about these activities. I said ask your kids, you know us.

And that one has been kind of given some 5 million Yen. That's not a big deal for 60 times of lectures budget for the local government.

And in addition to that, we do this under the voluntary terms of 89 times other lectures for 13,000 students.

So, we also do some national government‑sponsored activities for the SMEs, small and medium sized enterprises, information morale. We've been doing this for about 10 years. This is open bidding so we bid every year and we organise seminars and video material and other materials.

The essence is that we need to empower the people at the local level, meaning where they live/work. It's not enough to do it from the capital of Tokyo with the Ministry having these sort of abstract ideas and they don't know what's going on down to the earth. So that's what we'd really like to emphasize when it comes to ethics or morale. Thank you.

>> YONGTAE SHIN: For the Internet ethics, the people are the problem, right? Okay. We'll hear from China, can you hear me? Hello?

[Silence.]

Hello? Delay? Technology problem? [Inaudible]

>> Websites were infringing on privacy ‑‑ very, very ‑‑ [Inaudible] police arresting them and now jail. Such experts ‑‑ about the possible ‑‑ so experts are calling for ‑‑ Chinese rules and regulations, we can see that ‑‑ established that ‑‑ to make the records of users' information such as time of access, address, domain name, et cetera. Measures ‑‑ necessarily ‑‑ as I have just state [Inaudible] buffer for rights there ‑‑ the government ‑‑ said something ‑‑

>> YONGTAE SHIN: Okay, thank you Professor Zhu.

We'll start the ‑‑ are you ready? Thank you. We had a problem with the streaming the video.

The final discussion from Korea and NHN, which is the neighbor, the Korean perspective, what we should do for the better Internet.

>> MIN-HA JOUNG: (awaiting English interpretation) all my issues are different from the offline world. And I also agree that we have to take a different approach in addressing the Internet ethics issues. And I work with NAVER, and we are working hard to address the side effects regarding Internet ethics. And I will tell you about what kind of activities are being implemented by NAVER. And I will also tell you about my own opinions.

There are some regulations on the Internet ethics. And in Korea the regulations are stricter than the international regulations. Maybe that's why ‑‑ it's because the Internet is large developed in Korea.

So there are some types of illegal information on the Internet. So there could be two different types of information of this illegal information that is prohibited. And another is harmful or malicious information that is considered harmful by the general public. For example, illegal information includes defamation of character or the ‑‑ of personal information. And there are many regulations regarding the protection of teenagers. So the sort of information is regarded as harmful information.

So we have portal sites. And I think the KISA services have also been provided around the portal sites. So there are the rules roles and responsibilities of ISPs. And I think that there are two main roles. The one, for example, by content and distribute the content to the consumers. And there will be direct responsibility as information provider.

And another type of information intermediary, so they are simply posting the user‑generated content. So the content is not directly created, but they are providing the content generated by authors and simply distributing through the portal sites.

Sometimes there could be false information if we know that we've posted false information, the easiest way is to get rid of or delete the false information. And we are also doing some editing jobs. But if there is any infringement from the editing, we can just get rid of this editing roles.

However, as ISP, it is not easy to get rid of or delete information because it is very difficult to identify whether certain content really infringes upon somebody's rights. So illegal regulation is easy. We can follow the Rule. Whereas other is more difficult to apply.

There are many activities going on as part of self‑regulation. For example, there are terms and conditions or operating criteria for each service. Information by KISA, some content, for some content is very difficult for the each ISP to identify whether it is illegal or malicious. So in that case, KIKO gives some kind of criteria. In general, people can file a claim as to whether their rights have been infringed, then we are aware of the fact and we can make the decision to delete the content or not.

As portal operator, we can apply some technical matters. For example, in case that serial number is exposed, which violates privacy, or if there are an abusive words or slangs on the postings or in the title of comments. And if some abusive words meet the criteria for criteria for the ISP, there are some manual interventions that those abusive contents are being simply put down.

So this slide shows the self‑regulation. It can be divided into three categories. The first one is regulation by postings. So if there is ‑‑ on the infringement. Then we can work on the followup actions after that reporting. And second is monitoring. And thirdly we also work with third parties which have some authorities, for example, broadcasting's deliberations committee. Or some public regulations authorities to deal with the illegal or harmful postings.

Secondly there is service regulation. For example, we can set up principles that we are not going provide any content which may be harmful to teenagers. So we can restrict access from youngsters and another example is blocking. So there is a service called auto complete search. So we can block the service if the content is related to some key words. And the strongest matter is that if somebody is repetitively infringing on somebody else's rights, then we can restrict that specific user from using the Internet services.

Lastly I'm going to talk about what kind of efforts and activities are being carried out by Internet service provider. Because there is difference between online and offline word, we've agreed that we've got to find an appropriate way to address these online issues.

But the problem is that it is very difficult for the ISP to identify if the content is false or illegal. However, considering that the ISPs have some technical matters to filter out is false or the illegal content, we think that there is too much burden shouldered on the ISPs. This could cause some problems in terms of fairness or competitiveness between local ISPs and global ISPs. So as a local ISP, we'd like to make some suggestions that too much regulations is not good for local ISPs.

And it takes lots of time for the proper Internet ethics system to take root in the society. So I think we should involve the multistakeholders, including the Internet users', house holds, schools, the government, as well as the Internet service providers to deal with these issues. It's going to take some time. I think there is too much pressure only on the ISP is not good enough. Rather that that, we need to involve multistakeholders in involving the Internet issues to create better Internet world. Thank you.

>> YONGTAE SHIN: (waiting for English interpretation) so comments?

>> I'm sorry to make comments, knowing that everybody gets hungry. Well attending this discussion, I just recognize that every speaker thinks that attendees and attendants here in this room know what the ethics is about. But it is not clear at all. For example, Copyright intervention. Do you think that our discussion is appropriate for the current environment of digital world? And do you also share the same situation? It was considered as bad thing in Korean society, but is it bad that much? When I was young, I was repeatedly told by mom that animation and cartoons are bad things. But now animation and cartoons comprises very important industry.

Well this is not about quantitative problem of playing with games and playing with other bad things that are considered as bad now. So we need to set up a clear criteria for value. And everybody is talking about the common ethics that we share. But I don't think it's a good thing to force this common ethics into the mindset of students. So we need to give them a flexibility of judging the values which are good or not.

>> YONGTAE SHIN: Thank you very much for your precious comment. And we're going to take them into consideration for the next discussion.

>> So speaking from an industry point of view. About five or six years ago, I moved from Hong Kong to Singapore. Very different societies. And I was invited recently, wearing my AIC hat, to a closed seminar organized by the Media Development Authority. And it was into Internet ethics and whether or not codes of conduct should be adopted.

My vision of Singapore was that it was a very private society, it was a kind of not‑so‑spontaneous, let's put it like that, as, say, Hong Kong. And I was absolutely taken aback when I was in that seminar by the responses from the Internet community to the government agency. The government was saying we want you to collaborate with us. And they were saying "you told us that five years ago. And you spent the last five years trying to control us. It's too late. We don't believe you."

And it was said in quite strong language, which stunned me.

But the point is that it identified the issue of trust. Governments see it as their social responsibility to protect minors, for example, in society. But do people trust government? And the motives of government. And this is a barrier and I think it's grown in recent years. So I'd just like to throw that in.

>> The same problem in Korea, too. The problem of the trust. Essential issues. Do we trust each other? Not only the government.

>> IZUMI AIZU: Two interventions. First, we usually don't like to make a clear definition. So about information ethics, information morale, you decide, is our sort of approach. Either be the government or the Internet community. The values shouldn't be really judged in collectivized manner. That's my personal take but also please consider that.

To the next question, I mean intervention, I would be bold enough, does the Internet community really get the trust of the people? I'm starting to wonder that. Depending upon how we define again the Internet community, sometimes I see it, it's more special interest group of running an Internet. But they are not really addressing the public interest at large. I will be blunt. But it's a multiway as we are multistakeholder. It needs to get wider trust, either. So it's everybody's game. That's my take, thank you.

>> YONGTAE SHIN: All right. Almost 10 minutes over. Let's wrap up the session. Thank you very much for coming. And I hope that after the notice about the importance of the Internet ethics. Thank you very much.

[Applause.]

[End of session.]

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