

The NetMission Ambassadors' Program Annual Newsletter Report 2009-2010

“Your job as the NetMission Ambassadors is to spread the knowledge of IT and the access to the Internet. You also need to raise people’s awareness of facilitating access to the Internet and contributing to the development of the Internet.”

~ Vint Cerf (Father of Internet)



Introduction to the NetMission Ambassadors Programme

The NetMission Ambassadors program

The NetMission Ambassadors program (NetMission.asia) aims to bring together a network of dedicated young volunteers devoted towards promoting and contributing towards digital inclusion, Internet governance as well as a respectable and harmonious Internet environment.



Last year, the training program invited experts on the subjects of Internet governance, digital inclusion and other related areas to share insights, experiences and knowledge with the NetMission Ambassadors. Each graduating class of NetMission Ambassadors is then tasked to develop and implement two digital inclusion community projects to raise awareness and bring a positive social impact to the information society in Asia. Ambassadors will create ideas and develop ways to address the digital divide problem with the support from the organizers, network of guests and supporting organizations.

The Internet has become a mainstream media and a critical infrastructure for business. Adoption and development of the Internet has the potential to dramatically transform and improve people's quality of life, bring new opportunities in education, employment and socio-economic development. However, the gap between the "haves" and "have-nots" is widening rapidly. This digital divide problem is emerging as a major social development and poverty alleviation concern for modern society.

Introduction to NMA 2009-2010

In January 2010, 18 NetMission Ambassadors from the different universities in Hong Kong were selected after two rigorous selection processes.

The NetMission Features

Knowledge volunteers | A series of training workshops designed to equip Ambassadors with a comprehensive understanding of the digital divide and its challenges began in March 2009. Ambassadors are encouraged to apply their learning and put forth feasible and effective solutions or suggestions. With an emphasis on the multi-stakeholder perspective, they are tasked to plan, organize and execute their own community projects surrounding the topics. NetMission believes that only by equipping youth with knowledge and first-hand experiences, can we work together to create a more harmonious digital world.

An Autonomous working environment | After training, the tasks of organizing the community projects are then left in the hands of NetMission Ambassadors. The autonomic nature of the projects means Ambassadors can choose their own area of focus and brainstorm ideas accordingly. They would arrange their own meeting times and agendas, and contact partners for collaboration to organize events and programs. With the autonomy and freedom to organize themselves in a way that suits them best, the program aims to synergize upon each of the Ambassadors' creativity, strengths, talents and resources. This encourages Ambassadors to act in coherence with what the digital divide and internet means to them and their generation, while DotAsia facilitates and supports them along the way in the learning process. The program hopes to help youth to unleash their potential and realise their role and contribution to society.

An emphasis on international collaboration, and participation from all sectors | The program's multi-stakeholder approach has won the collaboration of many organizations that spans the IT sectors, educational institutes, youth groups, volunteer groups, elderly groups and social organizations, amongst others. For instance, the Children's group worked with Sun Hung Kei Properties to host a Children's carnival at the Park Central Shopping Center in Tseung Kwan O. NetMission participated in Make a Difference (MAD) and hosted in their workshop series. The Hong Kong University of Science and Technology's UST Connect Program has invited NetMission to educate their students about digital divide issues and how students can assist in increasing digital literacy. To increase our understanding of Internet Governance, four of us also participated in the Internet Governance Workshop organized by DiploFoundation to exchange our views with various professionals.

We believe that the digital divide has influenced so many levels of the society, that it is no longer adequately addressed by the IT world alone. We hope that NetMission's work will likewise be able to represent society's voice, and raise the awareness of the public to these issues.

Participation in Regional and International conferences | As the original “netizens” of the Internet, our Ambassadors have been able to use their insights, experiences and projects to raise awareness in the IT world, especially from their point of view as users and youth. As a result, DotAsia actively selects and invites Ambassadors who have made significant contributions to participate in regional and international conferences.

Our Achievements 2009 - 2010

This passion for bridging the digital divide and promoting a harmonious Internet environment has even brought Bianca Ho, one of our ambassadors, in contact with Hillary Clinton, the US Secretary of State, and Macon Phillips, the White House’s Director of New Media. Likewise, exposure to internet issues has also helped Richard Cheng secure an internship at Google this summer.

On the international level, NetMission Ambassadors have participated in various international conferences, including the Asia Pacific Network Information Center Conference (APNIC), Internet Corporation for Assigned Names and Numbers (ICANN), the Asia Pacific Next Generation Camp (APNG) and the United Nations Internet Governance Forum (UNIGF) conferences in Beijing, Seoul, Kuala Lumpur and Egypt respectively. These opportunities echo with DotAsia's efforts to build up the Internet Society.



The NetMission Ambassadors Programme, though only recently established, has already received encouraging feedback from the community. The program was awarded the Hong Kong ICT Awards 2009@ Best Digital Inclusion Award (Service). With such encouragement, NetMission hopes to branch out its program to involve other regions in Asia as well.

The Second generation of NetMission Ambassadors will be open for recruitment in September 2010. We are proud to announce that NetMission Taiwan and NetMission Beijing will also be opening this year. Indeed, the NetMission Ambassadors Program is the first step in involving youth in Asia.

Reflections from Bianca Ho, the Outstanding NetMission Ambassador of 2009 – 2010



“Being part of this program is definitely something that has changed my life. Because of NetMission, I came into contact with the States Department of the United States, who then nominated me to attend the International Visitor Leadership Program, where Hilary Clinton was a guest speaker. This then led to a sharing session with think tanks, NGOs and State Department, where I had the opportunity to share my views about the Internet’s future development. There I met many people who have cleverly leveraged on the power of the internet to impact lives for the better. Their examples

helped me realize the importance of embracing multi-stakeholderism among Netizens in decision-making, in order to foster effective cooperation on such a large scale. And now, this is something I aspire to do in the future.

Through the international exposure NetMission has given me, I have come to realize that the Internet is ultimately a tool at our disposal. We can choose to play online games on it all day long, or we could learn how to harvest the best out of the tools we have. This is the core mission of the NetMission Programme-- to learn how to leverage the best out of this tool, and realize it is not to be taken for granted. The key is to listen, understand, and devise a working plan that works towards maximizing the pros, and minimizing the cons.

*One sentence Markus Kummer (UN Internet Governance Forum (IGF) Secretariat), the IGF secretariat said has left an impression that will last forever in my mind. **“The Internet is what you want to be in the future. You are the people who have a say in the future development of the Internet.”** I am therefore really thankful to NetMission and DotAsia for giving me so many opportunities to work and promote digital inclusion, and to learn about Internet Governance as a NetMission ambassador. I hope that the new generation of NMA will be able to carry this with them when they realize their own NetMission.”*

~Bianca Ho, NetMission Ambassador 2009-10

The Organizer

DotAsia Organization is a nonprofit organization with the mission to promote Internet development and adoption in Asia. DotAsia has a strong mandate for socio-technological advancement including: (a) digital inclusion projects to bridge the digital divide and the poverty gap; (b) educational initiatives, e.g. scholarships and promotion of Internet adoption for the advancement of knowledge; and, (c) research and development projects, including relief and rebuild efforts in the wake of natural and other disasters.

DotAsia oversees the '.Asia' top-level Internet domain name. It is formed as an open consortium of 20 official top-level-domain authorities around the region. This includes .CN(China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and 5 regional Internet organizations including APNIC, APNG, APCERT, PAN and APTLD. In the past two decades, Asia has developed into a strong global force in the commercial, political and cultural network. The .Asia domain aspires to embrace this dynamism to become a nucleus, interacting and breeding ground for Internet activity and development in the region.

Co-Organizers | 協辦單位:



Supporting Organizations | 支持機構:



The Ambassadors 2009 – 2010

姓名 (英文) Name (English)	(中文) (Chinese)	就讀院校 School	主修科目 Subject	年級 (09) Year (09)
1. CHENG Richard	鄭東	科大 UST	工商管理 BBA	2
2. CHEUNG Chris	張欣	中大 CUHK	新媒體 (碩士課程) Master of Science in New Media	2
3. CHEUNG Johnny	張智峰	中大 CUHK	化學 Chemistry	2
4. CHOI Katy	蔡嘉琪	科大 UST	環球商業管理 BBA Global Business and Marketing	2
5. HO Bianca	何思穎	科大 UST	環球商業管理及經濟學 BBA Global Business and Economics	2
6. HO Desiree	何凱瑩	科大 UST	環球商業管理及營運管理 BBA Global Business and Operations Management	2
7. HUI Matthew	許俊泓	科大 UST	工商管理財務學與資訊系統管理 BBA Finance & Information System	2
8. HUI Stella	許佩瑄	科大 UST	計算機科學 Computer Science	2
9. HUNG Randal	孔繁揚	科大 UST	工商管理及營運管理 BBA in Operations Management	2
10. LAU Evelyn	劉以穎	樹仁 HKSYU	法律與商業 Law & Business	2
11. NI Yvonne	倪晨穎	城大 CityU	創意媒體 Creative Media	2
12. PANG Raymond	彭澤文	科大 UST	市場及組織管理學 BBA Marketing and Management	Graduated
13. SO Po Ying	蘇寶盈	樹仁 HKSYU	市場學 Marketing	4
14. SZE Chiu Hung	施超雄	科大 UST	計算機科學及工商管理雙學位課程 Computer Science and Business Administration	2
15. TAM Fion	譚詠珊	樹仁 HKSYU	工商管理 BBA	4

16. WANG Ada	王歡歡	港大 HKU	工商管理(资讯系统) & 计算机科学 BBA(Information System) & Computer Science	2
17. YEUNG Teng	楊騰	科大 UST	統計 Statistics	3
18. ZHANG Ariel	張迢珉	浸大 BU	中國語言文學 Chinese	Graduated

The NetMission Program 2009 – 2010

2009. 3. 7	Selection & Interview Day
2009. 3. 21	Our Inauguration Ceremony and Flash Talk
2009. 3 - 4	Training Period
2009. 3. 28 - 29	2-days Training Camp in Aberdeen
2009. 4. 13 - 15	NetMission Booth @ ICT Expo 2009
2009. 5	Meeting with the UN Internet Governance Forum (IGF) Secretariat Markus Kummer
2009. 5. 30 - 31	2-days Retreat Camp in Cheung Chau
2009. 6. 15-17	Internet Governance Workshop with Diplofoundation: Mainland China & Hong Kong
2009. 6 - 8	Community Projects - Youth Group Project - Elderly Group: Survey- The Opinion of Elderly Towards IT
2009. 7	Regional Conference The 11 th Asia Pacific Next Generation Camp in Malaysia
2009. 8. 25 - 28	Regional Conference Asia Pacific Network Information Center Conference in Beijing, China
2009. 10. 25 - 30	International Conference The Internet Corporation for Assigned Names and Numbers (ICANN) no.36 in Seoul, Korea
2009. 10 - 11	Community Projects Middle Age women Project
2009. 11. 15 - 18	International Conference The 4th Annual Internet Governance Forum (UNIGF) 2009 in Sharm El Sheikh, Egypt
2010. 1	Community Projects Children Group: The Digital Warrior's Children Carnival
2010. 6. 12 - 14	Youth Internet Governance Forum Camp

NetMission's participation in International Conferences



APNIC Meeting in Beijing, China | In late August 2009, the NetMission Ambassadors were in Beijing for the Asia Pacific Network Information Center (APNIC) conference on Internet Governance. Since 1992, APNIC's aim is to facilitate communication, business, and culture using Internet technologies. Apart from the conference, we also visited many different organizations and venues related to the Internet in China. This was an eye-opening experience for us to learn about the development, management and governance of the Internet from an international perspective. This was also a golden opportunity for us to learn more about Beijing and China.

This year's APNIC conference highlighted the fast growth of the Internet population in China and the potential opportunities and concerns that may arise in the coming few years. Even though these were seemingly familiar topics, we never thought about the consequences and problems we would face in the process.

We were also honored to participate in the APSTAR Retreat before the main meeting, where we had the opportunity to present on NetMission's work in the past year in front of directors in the AP region.

The visit to IBM in Beijing was also a very inspiring part of our tour. Besides the invaluable exchange of insights concerning our community projects with them, they also introduced the latest development of IT industry in China, such as the technology for the elderly, which was very relevant to the issues NetMission's Elderly group dealt with.

To conclude, the Beijing trip not only enhanced our knowledge about the latest issues surrounding the internet world from both a community and business point of view, we were also able to learn better from one another's culture and build stronger friendships that will help us in our future endeavours. The most meaningful take-away is perhaps realizing that no matter how large or small, our cooperation and efforts do contribute to make the Internet a better place.



ICANN Meeting in Seoul, Korea | In October 2009, NetMission participated in the ICANN meeting in Seoul, Korea. These meetings are held annually to conduct policy development and outreach. Various public forums and workshops were held by the stakeholders of the ICANN model, such as the Civil society, the At-Large Summit of individual Internet user representatives, Governments, Registries and the technical community. This year, the meeting was hosted in collaboration with *Korea Information Security Agency (KISA)*.



Participants came from 111 different countries, and together engaged in a wide range of discussions about the Internet's domain name system and related issues, such as International Domain Names (IDNs), New generic TLDs, and Trademark Protection, just to name a few. The ICANN meeting greatly increased our knowledge about issues in the Digital World. One early morning, ICANN even arranged a morning session to introduce us to some of the related topics, to help us better prepare for the discussions.

Highlight of the trip

The most memorable event for us was the NetMission presentation during the APRALO meeting. We introduced the NetMission Ambassadors' programme to other participants, conveyed our mission, background, and introduced the events and projects we have implemented to minimize the digital divide in Hong Kong. The participants were very interested in our work and many even shared their experience and insights with us after the presentation. At that moment, we realized that our work not only benefited people in Hong Kong, but also helped spread the message to the rest of the world! After the meeting, we were invited to join the membership of At Large Structure (ALS). What a pleasant surprise!

Reflections from Evelyn Lau

“We found it quite interesting that some ideas, such as multilingual domain names, have been discussed for more than ten years! However, with the aid of technology and people's joint effort and collaboration, ideas can indeed come true. For example, people can now use Chinese characters as a domain name to access different websites in the world. Although the difference may not be as widespread in international cities like Hong Kong, we realized what an impact it will bring to the Greater China, where many may not understand English well. This possibility allows many who were previously limited by the language barrier to significantly increase their Internet access, and this certainly plays an important role in narrowing the digital divide.”

~Evelyn Lau, NetMission Ambassador 2009-10

United Nations Internet Governance Forum (UNIGF), Sharm El Sheikh, Egypt |

“I could still clearly remember NetMission’s first meeting with the UNIGF’s secretariat Mr. Markus Kummer last year. Thereafter, Netmission Ambassadors were invited to participate in the fifth Internet Governance Forum in Egypt. The idea of IGF began during the World Summit at the Information Society (WSIS) six years ago. The IGF aims to provide multi-stake holders such as government, business sectors, educational institutions, GOs and even end-users an open forum on which they can discuss the Internet’s development. Although the IGF is not a decision-making body, the open forum allows open discussion among multiple stakeholders possible, and drives people to solve the problems together—an effort of great importance to the virtual Internet world. As Netmission Ambassadors, we were also delighted to find that the youth’s voice was gradually becoming more recognized by the forum. Thus, the idea of bringing the IGF back to Hong Kong as the ‘Youth IGF’ materialized.”



~ Yvonne Ni, NetMission Ambassador 2009-2010



Updates on the 12th APNG Asia Pacific Next Generation Camp | *“My second opportunity to participate in the APNG Camp was held this year in Hiroshima, Japan. I remember at the APNG Camp in Kuala Lumpur last year, I was very impressed by the international atmosphere. Moreover, the passion to drive and lead Internet development amongst the youth from the Asia Pacific Region was beyond what I had imagined the Internet world to be. As a Netmission Ambassador, these experiences and interactions with people at the camp has motivated me to step ahead for IT development in the world.*

This year, I was invited to be part of the executive committee in APNG to work as a secretariat for the 12th APNG Camp in Hiroshima. As secretariat of one of the major networking groups in the Asia Pacific region, I have been able to gain direct involvement with organizations, companies and people in IT sectors from Asia Pacific region. These valuable opportunities enable me to share my ideas, so that we can work together to create a lasting impact to the Internet world.



After numerous meetings with my committee, I was very proud that we could realize the dreams of 80 people coming from over 20 countries. Our hard work provided a platform for these like-minded

people to brainstorm and discuss innovative ideas in IT development in the Asia Pacific region. Through open discussions and presentations, representatives from each country could learn and exchange skills, techniques and strategies from each other. In particular, I was very impressed by one of the fellows from Myanmar, who reflected that the APNG camp has given them insight and passion to work on digital inclusion project in their country. So far, they have helped over 100 people to connect to the digital world. I remember feeling extremely shocked that such a short conference could create such a sustainable impact.

Imagine how many people would benefit if each one of us from the APNG Camp had gone back to our own countries to achieve the same level of impact? And how much so by organizing another APNG Camp? Though the mission seems almost too great big for just an ambassador like myself, I keep reminding myself that I am one of many NetMission Ambassadors who are working towards the same goal. To me, the “NetMission” extends beyond the program to all people who share the vision of creating a better Internet future and development. I’ve learnt that a life can change a life, and that’s why we must take it a step at a time to bring change to the world.”

~Matthew Hui, NetMission Ambassador 2009-10

The ChildNet International Youth IGF in London, UK |

Desiree Ho and Jerry Tam were invited to be part of the 3-day yIGF camp conference held in London, UK, from 2-5 August 2010. They interacted with students coming from different parts of the United Kingdom to learn and discuss main topics surrounding this year’s United Nations Internet Governance Forum (UNIGF). The 5 main topics were Openness, Security, Access, Diversity and Privacy. The 3-day forum was held at the London Science Museum, Google London and IFPI offices respectively.





Desiree and Jerry shared our experiences running the NetMission Community Projects and the Youth Internet Governance Forum (YIGF) with the youth in the UK, while they helped enhance our knowledge and understanding of the issues from the youth's perspective, and prepared us to make a useful contribution at the United Nations IGF in Vilnius this year.

For example those coming from a small Island called Guernsey in the UK suffered from all types of bandwidth problems despite the fact that they came from a “developed” country. How did that affect the businesses in those areas? How did something so simple, such as an unstable internet connection, make them better off or worse off than those in the city? These are some of the issues that we aimed to address at the conference. We also interacted with



representatives from all different backgrounds, such as Roger, a blind man who was keen on developing user-friendly software for the blind, and also representatives from the music industry and the IT world.



With the facilitation, guidance and training from ChildNet International, Radiowaves and Industry representatives from the IGF, Skype, Facebook, Internet Watch Foundation, Global Partners and Association, Screenreader, Nominet and IFPI etc., the Ambassadors were encouraged to voice the needs and concerns of youth from the UK and Hong Kong with a multi-stakeholder perspective, by taking into account the diverse background of the students.

Updates on Community projects

Ambassadors began to work on their community projects in May. They decided to divide themselves into four working groups—Children, Youth, Middle-Aged women and elderly, and set out to design projects for each of the groups to address the digital divide.

Children's Group: The Digital Warrior's Children Carnival |



The NetMission Children's Digital Warriors Carnival was successfully held on the 31st January, 2010 in Park Central, Tseung Kwan O shopping mall. The aim of the Carnival was to organize a fun and engaging event to positively influence primary school children and parents about proper Internet usage, knowledge and raise awareness of digital divide issues. We would like to thank Sun Hung Kai Properties for their generous sponsorship of the event at Park Central, as the location attracted many families to visit the Carnival during the weekend.

The Children's team, run by Bianca Ho, Sharon So, Fion Tam, Evelyn Lau and Desiree Ho began in July last year, when the original idea of organizing a three-day camp for children at a local University was scrapped due to the outbreak of Swine flu. By October 2010, the idea of holding a Children's carnival began to materialize. The carnival included various game booths and activities, as well as many guest performers who interacted with audiences and shared their views on how the Internet has affected their lifestyles. Guest performers included local stars and budding young performers, including *4anda*, *NINE maps*, *Benedict Yuen*, *Leslie Ho*, *Charmaine Mirandilla*, *Daniel Lopez*, *何建邦*, *Eden Gern* etc.

Four major game booths were designed to raise awareness of proper Internet usage and conduct, and how children can also play a role in creating a more positive Internet environment. We would like to thank *UST Connect* and *Rotaract Club of Channel Islands* for bringing in over 50 volunteers to help out at the event. We would also like to extend our sincere gratitude to the supporting organizations, all of whom played a key role in making this carnival happen, including *Safer Internet Day Hong Kong*, *Kid's Dream*, *One Laptop per Child* and *the Hong Kong Committee on Children's Rights*. Last but not least, we would also like to thank *WISECARE* and *CHOI FUNG HONG* for their generous support towards the carnival.



Reflections from Desiree Ho, Children's Group

“Organizing the Children’s Carnival was one of the most memorable events of NetMission for me, because we overcame a lot of difficulties in the process. I was also happy that I could use and contribute my interest, knowledge and passion in the performing arts to NetMission’s work of bridging the digital divide, and raise awareness about online etiquette. I really want to thank my team for their commitment and amazing energy throughout the entire process. Without them, I would not have enjoyed the process as much as I did, and I sincerely hope we can achieve something similar again in the future.”

~ Desiree Ho, NetMission Ambassador 2009-10

Youth Group Project | Last year, the Youth team initiated a pilot program aimed at helping underprivileged families in Hong Kong with Internet security problems. Ambassadors conducted over 20 home visits to provide face-to-face services to parents and kids in one of the most digitally exclusive public estates in Hong Kong. The project helped us understand that the digital divide amongst youth in Hong Kong roots from social and psychological problems, rather than the lack of technical support. So this year, the Youth team hopes to consolidate a booklet based on our experience to promote the healthy use of ICT. We would also include information about anti-virus software, correct attitudes and cyber bullying.



Middle-Aged Group Project | The team addressing digital divide issues amongst middle-aged housewives primarily focused on how the digital divide affected the relationship between children and themselves.

As housewives, their primary concerns revolve around the family relationship and daily housework. In this day and age of computers, it is so easy for children to develop online communication habits and indulge in digital interaction. On the other hand, parents are usually uninformed of how to use digital means of communication, especially those from low-income families who did not grow up with computers. As a consequence, a clear digital gap exists between parents and their kids when parents have no idea about online applications or computer usage.



In order to improve this issue, there is a need to equip parents with better computer skills. Hence, our team organized a course to teach housewives from low-income family how to type in Chinese and introduce basic computer usage to them. The 12 participants who signed up reflected their dire need to develop basic computer skills in order to better communicate with their children, and they were also interested in how the Internet could help ease their housework. Even though the course was simple, we hoped that it would first eliminate their fear of using computers. Ambassadors from other teams also came to help, and provided their own personal laptops for the classes.

We were pleasantly surprised with the progress they made within the 3 consecutive classes. They started from being completely ignorant of Chinese input methods, to understanding how thousands of Chinese characters are generated from just 26 digits on the keyboard. It was interesting how being able to type their names, their kids' and husbands' names gave them such a sense of satisfaction. They also learnt how to use the internet browser to search for supermarkets and prices. In addition, most of the housewives came with their kids, which was a great opportunity for parent-child interaction.

We ambassadors believe that the project not only brought practical computer skills to the housewives, but also proved that what the middle-aged group lacked is opportunity and not ability. We are glad we could devote our knowledge and love to build a more caring society.



Elderly Group: Survey- The Opinion of Elderly Towards IT |

The elderly are often regarded as one of the minority group in the digital world, as many typically refuse to use the Internet and are hence being excluded due to their poor IT knowledge. The Netmission Elderly group was formed by 4 students from Netmission Ambassadors Programme. The aim was to organize a community project to raise society's awareness of the need to include the elderly in the cyber world.

Last year, we partnered with Cybersenior, a non-government organization in Hong Kong that organizes classes for the elderly to help them learn computer skills. We conducted a survey to study the computer usage behavior of the elderly and their respective reasons for accepting or refusing the digital world.

Within 3 months, we collected more than 190 respondent's answers and conducted a quantitative analysis with the use of Chi-square analysis to study the relationship among answers. Our general findings are as follows:

1. Teaching old people to use email functions and search engines will be the most effective way to increase their willingness to use the Internet
2. Despite the obstacles faced by the elderly group using computers, they still make use of the information technology regularly.
3. Ease of access to computers does not affect motivation to learn.

We have also found that, despite the obstacles faced by the elderly group using computers, many still make use of information technology regularly. In fact, many have expressed the desire to keep abreast with technology, citing that it helps them develop common conversation topics amongst their peers and family. Some of them have also said they would prefer having activities to kill time, as traditional means of entertainment can no longer satisfy some of the old people. So as long as they can manage it, they will give computers a try.

As a result, we found that it is possible to advocate the use of computer and Internet to the elderly group, if certain main concerns are addressed. Hopefully, this can also serve to ease their sense of loneliness, especially if they live alone.

The survey results also highlight that poor eyesight is the greatest barrier stopping the elderly from integrating into the digital world. Enlarging the monitor size and display front size may address the issue.



Youth internet Governance Forum 2010 (yIGF) | Although the Internet is very widely adopted in Hong Kong, Internet Governance issues are often neglected. Hence, NetMission ambassadors decided to hold the first-ever Youth Internet Governance Forum (YIGF) Camp 2010 in Hong Kong, an idea inspired by their participation in the United Nations' Internet Governance Forum (UNIGF) in Egypt last year. The YIGF mirrors the core vision of the UNIGF, and

serves as an open platform for the e-generation (young people aged 16-22) to voice their opinion on how to build a better digital world. The YIGF demonstrates NetMission's dedication in upholding the spirit of the IGF to reflect the concerns of Netizens of the Internet, where stakeholders can work together to address issues concerning the misuse and abuse of the Internet—a growing concern that we feel is often inadequately addressed by the public.



Participating in the YIGF gave participants in Hong Kong a chance to understand and discuss relevant topics from the point of view of various stakeholders. During the 3-day forum, participants role-played different stakeholders in society, such as Children, youth, government, parents, teachers, business leaders and so on. The three main topics revolved around *censorship, privacy and the digital divide*. We interacted with international and local experts, who offered us valuable guidance and support.

The YIGF camp achieved remarkable success – brand new ideas were conceived, intensive discussions were created, awareness among the youth was enhanced, and most importantly, we realized our role in creating a better Internet environment. After the YIGF, NetMission Ambassadors worked together with YIGF participants to draft the YIFG report, which would be submitted at the next IGF in Lithuania next year.