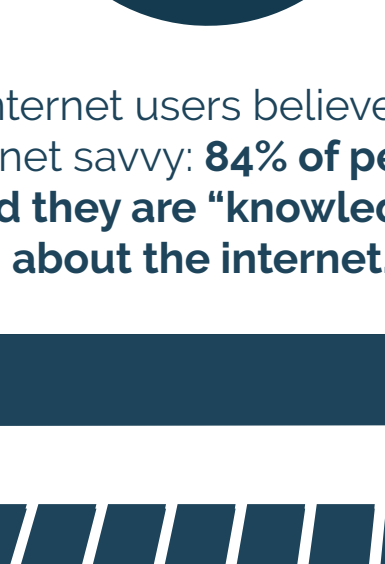


INTERNET 101

How Much Do People Really Know About The Internet?

People know less about the internet than they think.

PERCEPTION

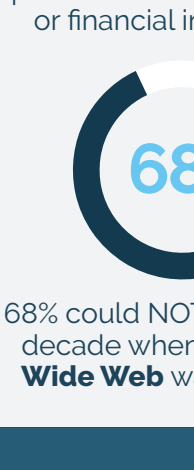


Most internet users believe they're internet savvy: **84% of people reported they are "knowledgeable" about the internet.**

REALITY



71% didn't know the meaning of **HTTP**



Less than half identified **HTTPS** as the most secure protocol to share personal or financial information



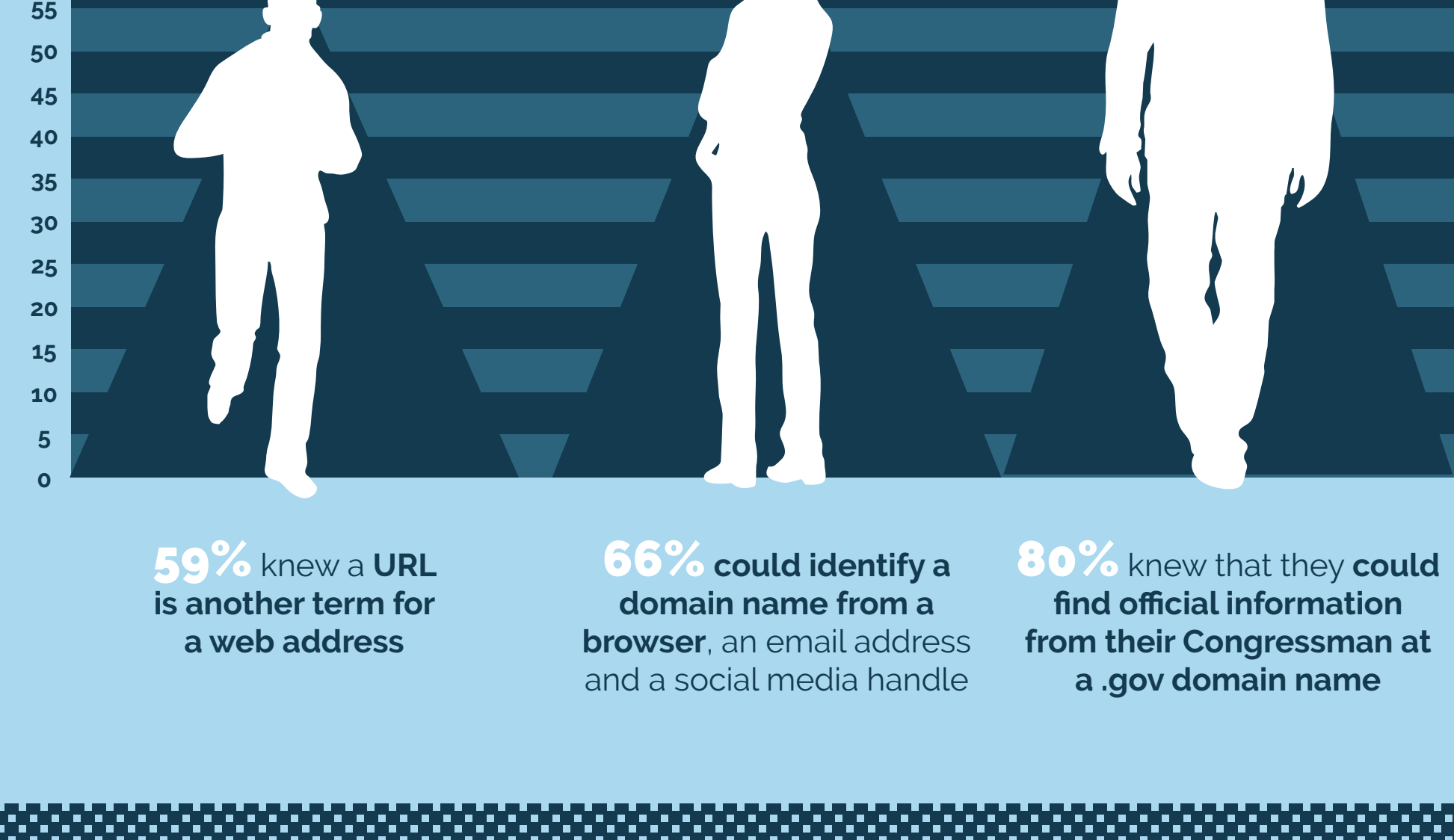
Only 31% could correctly define a **"domain name system"**



68% could NOT identify the decade when the **World Wide Web** was invented

THE OUTLIERS

People may have a lot to learn about the internet but they did fare better on some internet-related questions.

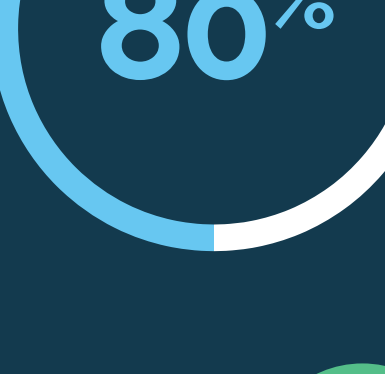


59% knew a **URL** is another term for a web address

66% could identify a **domain name** from a browser, an email address and a social media handle

80% knew that they could find official information from their Congressman at a **.gov** domain name

80% of internet users don't know that the World Wide Web is different from the internet



THE INTERNET

is a system of interconnected networks that allow different computers to connect with one another.



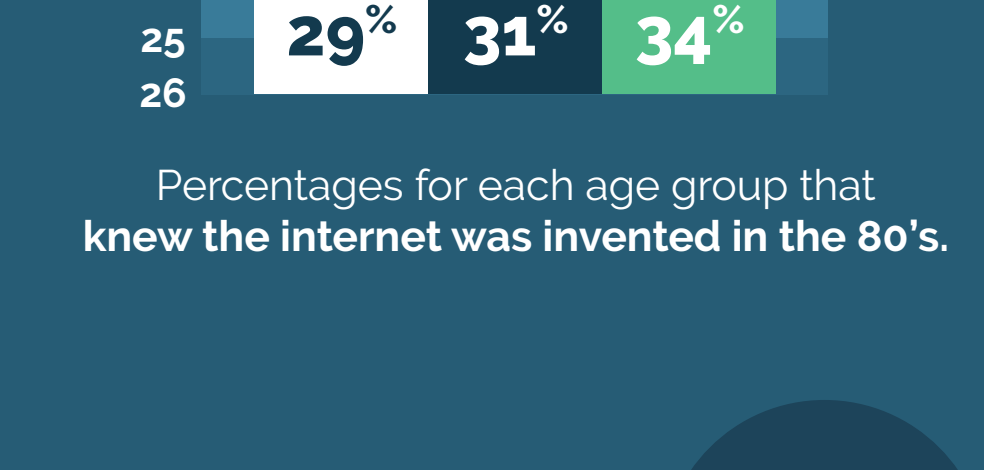
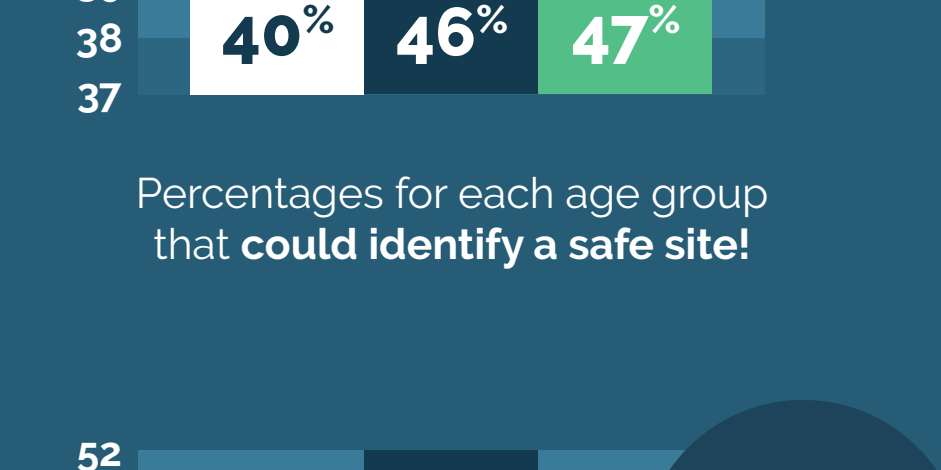
THE WORLD WIDE WEB

is an information system on the Internet that allows documents to be connected to other documents by hypertext links.

BATTLE OF THE AGES: MILLENNIALS VS. BOOMERS

Millennials may have grown up using the internet, but it was the boomers who came out just slightly ahead of both millennials and Generation X when it comes to basic knowledge about the internet, from online safety to internet options.

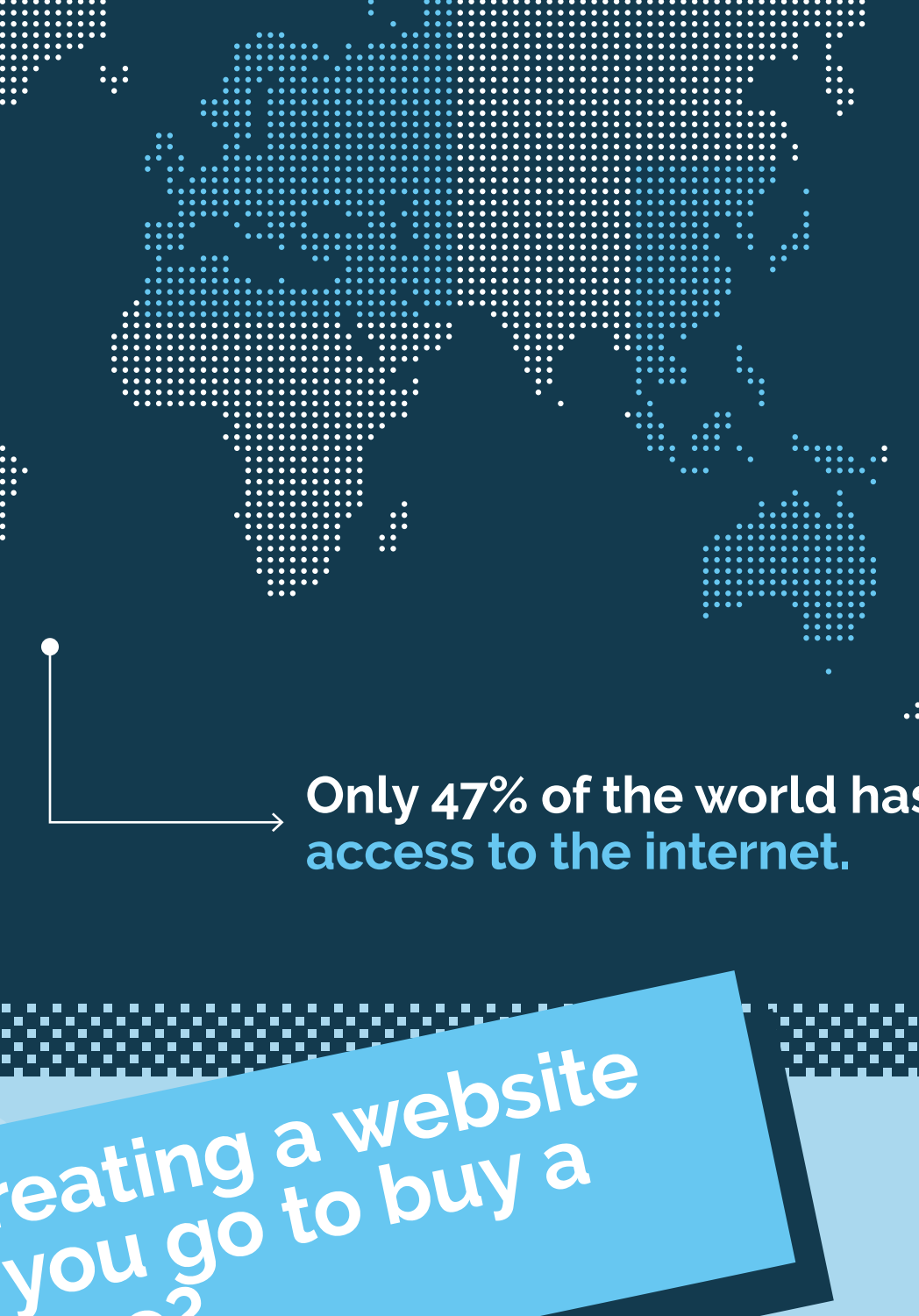
Legend: MILLENNIAL (White), GEN X (Dark Blue), BOOMER (Green)



INTERNET ACCESS ACROSS THE GLOBE



The survey revealed that **50 percent of U.S. internet users believe the number of people with access to the internet is higher than it actually is**, which is a reminder of the work that must be done to close the global internet education and the internet access gap.



Q If you're creating a website where do you go to buy a domain name?
A You would purchase a domain name from a registrar

YOUR GUIDE TO REGISTRARS, REGISTRIES & REGISTRANTS



REGISTRY

A domain name registry is an organization that **manages domain names, setting the rules and services for the domain name.**



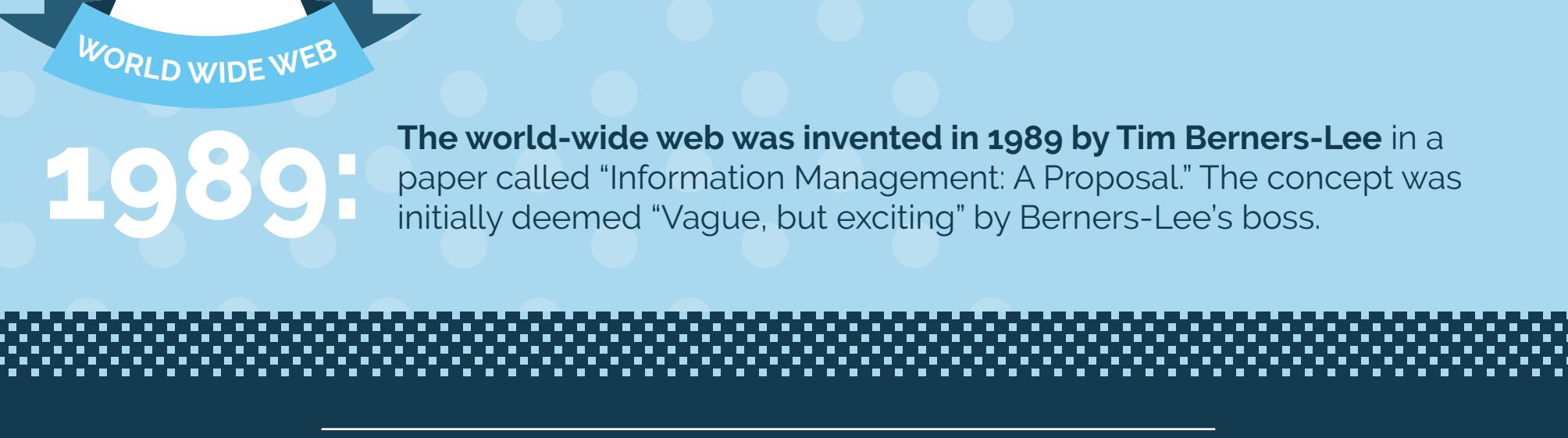
REGISTRAR

The registrar is an accredited organization that **sells domain names to the public.**



REGISTRANT

A registrant is an **individual or organization that registers a specific domain name.** They hold the right to use that specific domain name and can manage the settings through their registrar.



1989! The world-wide web was invented in 1989 by Tim Berners-Lee in a paper called "Information Management: A Proposal." The concept was initially deemed "Vague, but exciting" by Berners-Lee's boss.

INTERNET 101 REFRESH

There's a lot for users to learn about the internet and how it works. Here are a few **internet facts** to get you up to speed on the basics.

- HTTP**: The HTTP at the beginning of a website stands for **Hypertext Transfer Protocol**, the standard over which data is sent between a browser and a site.
- HTTPS**: A site that begins with HTTPS is a secure site that is safer to insert credit card info or personal information. **The S at the end stands for secure** and means that communications between your browser and the website are encrypted.
- HTML**: HTML is the **standard language for creating websites**, but a variety of web development languages such as Java and Python exist to help make webpages more dynamic and complex.
- ICANN**: While the internet is not managed or regulated by any one individual, organization or country, some organizations help maintain the internet, such as **The Internet Corporation for Assigned Names and Numbers (ICANN)** which manages internet protocols and domain name systems.

For more information on the Internet 101 Survey and to test your own knowledge of the internet visit:

WWW.PIR.ORG/INTERNET101



Public Interest Registry is a nonprofit organisation that operates the .org top-level domain – the world's third largest "generic" top-level domain with more than **10.4 million domain names registered worldwide** – and the .ngo and .ong domains, and OnGood community website.



Source: This report presents the findings of a survey conducted among a sample of 1,014 adults comprising 506 men and 508 women 18 years of age and older. The online omnibus study is conducted twice a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on May 22-24, 2017.