

How To Do an Internet Impact Brief

This guide will help you write an Internet impact brief. You can adapt the guidelines to work for you and the specific issue you are considering.

To begin your assessment, follow the steps in the order in which they are listed below. However, you may wish to present your findings in a different order in your final report.

Goal

The goal of an Internet impact brief is to identify the positive and negative impacts an issue may have on the Internet. Your assessment can generate real impact and be a valuable part of the decision-making process.

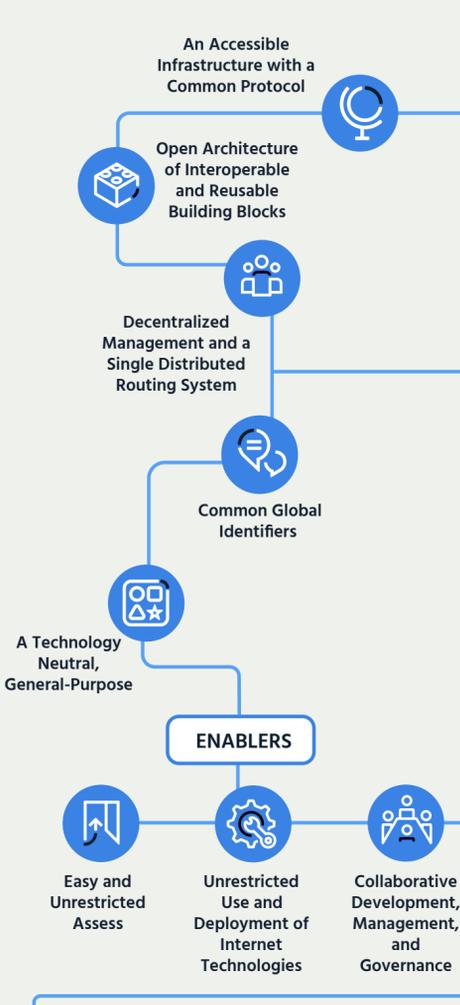
Step 1 Summarize the Issue

- Document the Relevant Context**
Clearly describe the context and issue to make it easy for the reader to understand how you reach your conclusions.
- Describe the Proposed Change**
Get everyone on the same page by ensuring that the focus and scope of the analysis is clear. For instance, are you analyzing a proposed regulation or law, a change in business model, a new application, or a change in governance?

This part of the brief is important for the rest of your analysis. Simply citing the legal text may not be sufficient to describe the effect of the proposed change. It is valuable to describe your assumptions, and summarize what you have identified as the effect of the proposed change.

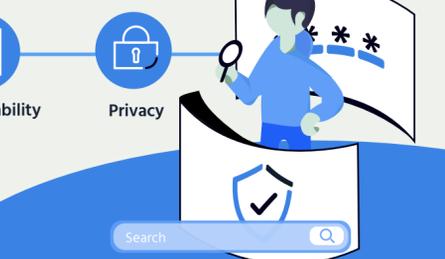


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Step 2 Evaluate and Analyze the Proposed Change

- Summarize Your Analysis As You Go**
Evaluate the potential effects of the proposed change on each of the Critical Properties of the Internet Way of Networking and Enablers of an open, globally connected, secure, and trustworthy Internet. Focus on the most significant effects, as some changes could affect all five critical properties and all of the enablers.
- Dive Deep on the Impacts**
Your task is to connect the effect of the proposed change with the critical properties and enablers by explaining, in practical terms, what is the impact and how this results in harms or benefits to the Internet. You need to explain why and how that happens.



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Step 3 Write the Beginning and the End

Up to this point you should have a high-level analysis of the problem. It is now time to turn your thinking into a document that allows others to share in your assessment.

- The Abstract**
The abstract will provide a short introduction to your Internet impact brief, and give the reader a preview of what your report intends to prove.
- The Analysis**
Once you have clearly stated the problem in your abstract, you should present your analysis as described in steps 1 and 2. Explain why and how the changes lead to the identified effects on the critical properties and enablers of an open, globally connected, secure and trustworthy Internet.



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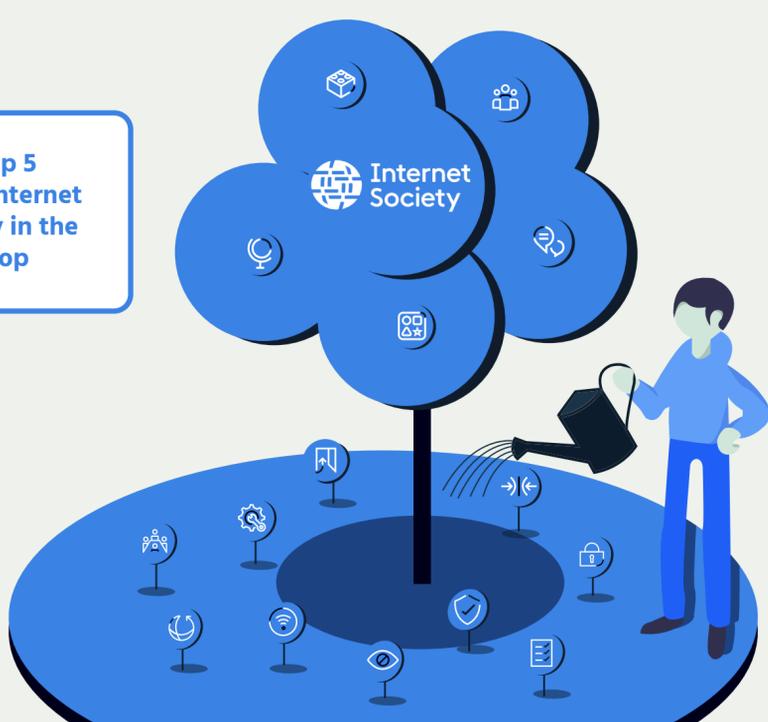
Step 4 The Summary and Conclusion

- Summary**
Provide a summary analysis on the strongest effects you have identified.

Explain the impacts in a way that is understandable to policymakers, providing starting points for discussion of alternatives.
- Conclusion**
At the end of your report you should include a clear conclusion and, if applicable, recommendations on how to avoid harming the Internet. Consider potential changes to the proposal to mitigate risks to the Internet.

You may wish to recommend a full Internet impact assessment be conducted to study the potential impacts.

Step 5 Keep Internet Society in the Loop



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