

Date

Universal Acceptance Steering Group

## Help Wanted... Evaluation of the Linkification Readiness of popular messaging and social media applications

Application Deadline: **xxxxxx**

Send Applications to: [don.hollander@icann.org](mailto:don.hollander@icann.org)

V0.1

### Background

Universal Acceptance is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages. It is also the key to unlocking the potential of new generic top-level domains (gTLDs) to foster competition, consumer choice and innovation in the domain name industry. To achieve Universal Acceptance, Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs. Specifically, they must accept, validate, store, process and display all domain names.

The Universal Acceptance Steering Group is a community-based team working to share this vision for the Internet of the future with those who construct this space: coders. The group's primary objective is to help software developers and website owners understand how to update their systems to keep pace with an evolving domain name system (DNS).

Ensuring that automated 'linkification' is applied consistently for all domain names and email addresses is one of the components of the UASG.

### The Work

This work involves:

- Agreeing with the UASG community the criteria for linkification<sup>1</sup>.
- Agreeing with the UASG community the major messaging and social media applications to be evaluated.
- Determining, using the agreed criteria, how consistently linkification is applied.
- Producing a clear and concise report, including the evaluation criteria, the selection criteria and the evaluation methods to such an extent that the exercise can be replicated.
- Identifying any characteristics that are common to good and not so good practices around linkification.

### Desired Characteristics

- You must be technically proficient and able to write clearly in English

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<https://community.icann.org/download/attachments/56990805/UASG010%20Quick%20Guide%20to%20Linkification%20.pdf?version=1&modificationDate=1462994092000&api=v2>



Universal Acceptance

- An understanding of the applications of issues around Universal Acceptance (UA) and Email Address Internationalization (EAI)
- Experiences with linkification efforts in software is desired.
- Working experience in messenger or social media application field is desired.
- Access to sufficient facilities to perform the evaluations.

### Next Steps

Please provide us with:

- A brief statement of interest and why you want to do this work and why we should want you to do this work.
- A sample of similar writing
- An indication of the approach and resources that you will apply to the work.
- An indication of expected costs and the basis of the cost.
- Full contact details
- Two references

Deadline for receipt of expressions of interest: **23:00 UTC xxxxxx**

Send completed expressions to: [don.hollander@icann.org](mailto:don.hollander@icann.org)

If you have any questions, please send those to [don.hollander@icann.org](mailto:don.hollander@icann.org). Please allow 24 hours for answers.

We expect to reach out to a short list of candidates within one month of the closing time.



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