

TABLE OF CONTENTS

Summary of Contents	V	
List of Abbreviations	XI	
One	Introduction	1
1.1	Introduction	1
1.2	What this book aims to do	3
1.3	The structure of this book	6
Two	Theoretical Approaches to Self-regulation on the Internet	9
2.1	A brief history	9
2.1.1	Increase in state regulation of cyberspace activities	12
2.2	Self-regulation as co-regulation, as a hybrid arrangement and as substitution	14
2.2.1	The co-regulation approach	15
2.2.2	The hybrid arrangement approach	17
2.2.3	The substitution approach	18
2.3	Legal pluralism and mesh regulation	20
2.3.1	Legal pluralism in Internet regulation	20
2.3.2	Mesh regulation – networked regulation	21
Three	Identifying Self-regulation	23
3.1	Self-regulation as a type of regulation model	24
3.2	Self-regulation as a set of rules	24
3.2.1	The self	25
3.2.2	The rules	28
3.3	Self-regulation as a rule-making process	29
3.4	Conclusion	31
Four	Self-regulation of Internet Content	33
4.1	Introduction	33
4.2	The prevalence of self-regulation in the regulation of Internet content	36
4.2.1	The different self-regulation groups	37
4.2.2	Reasons to self-regulate	40
4.2.3	What is regulated by self-regulation?	44
4.2.4	Functions of self-regulation	51

4.2.5	Self-regulation as a source of rules	53
4.3	States and the regulation of Internet content	61
4.4	Conclusion	71
Five	Self-regulation of the Domain Name System	77
5.1	Introduction	77
5.1.1	The technical structure of the DNS	79
5.1.1.1	The domain name	79
5.1.1.2	The hierarchical structure	80
5.2	The prevalence of self-regulation in the administration of the DNS	82
5.2.1	The different self-regulation groups	82
5.2.2	Reasons for self-regulation	87
5.2.3	What is regulated by self-regulation?	88
5.2.4	Functions served by self-regulation	100
5.2.5	Self-regulation as a source of rules	102
5.3	States and the regulation of the DNS	107
5.4	Conclusion	110
Six	Self-regulation by Technical Standards	115
6.1	Introduction – Code as law	115
6.2	Setting technical standards	119
6.2.1	The different self-regulation groups	119
6.2.2	Reasons to set technical standards	121
6.2.3	What is regulated by technical standards?	124
6.2.4	What do these technical standards achieve?	135
6.2.5	Technical standards as rules	136
6.3	States and the setting of technical standards	144
6.4	Conclusion	145
Seven	Self-regulation in the Resolution of On-line Disputes	151
7.1	Introduction	151
7.2	On-line dispute resolution	154
7.2.1	Challenges for state dispute resolution institutions	154
7.2.2	Reasons to self-regulate	156
7.2.3	ODR and e-commerce related disputes	156
7.2.3.1	The regulation of disputes between buyers and sellers on eBay	159
7.2.3.2	The regulation of disputes between buyers and sellers through ECODIR	163
7.2.4	ODR and trademark-domain name disputes	166
7.2.4.1	UDRP rules created by ICANN	168
7.2.4.2	The dispute resolution process offered by eResolution	170
7.2.4.3	The dispute resolution process offered by ADNDRC	172
7.2.5	ODR and Internet-content related disputes	173

7.2.5.1	The dispute resolution process offered by IRIS-Médiation	174
7.2.6	The function of the self-regulation rules	175
7.2.7	Self-regulation as a source of dispute resolution rules	176
7.3	States and ODRS	183
7.4	Conclusion	184
Eight	Conclusion: Self-regulation in Cyberspace	189
8.1	Self-regulation on the Internet is distinctive	189
8.2	Self-regulation provides 'hard' regulation	192
8.3	Self-regulation is an indispensable source of rules and remedies	196
8.3.1	Self-regulation fills in gap in the absence of state legislation	197
8.3.2	Self-regulation fills in procedural and substantive gaps in state legislation	197
8.3.3	Self-regulation is complemented by state regulation	198
8.4	Self-regulation and state rules form a mesh of rules	199
8.5	Self-regulation is interdependent with state-regulation	200
8.5.1	Conditions underlying the interdependence	202
8.5.1.1	The nature of the Internet and the Internet activities	202
8.5.1.2	Multiple communities of shared interest	204
8.5.1.3	Trends in regulation due to globalisation	205
8.6	Mesh regulation is a 'work in progress'	209
8.6.1	'Open spaces' in the regulation mesh	209
8.6.2	Darning the gaps	211
8.7	What future?	212
	Bibliography	215
	List of Legislation	231
	Index	233