The deadline for FY22 Budget consideration is **29 January 2021.** All questions and completed forms should be sent to **planning@icann.org**.

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| REQUEST INFORMATION | | |
| Title of Proposed Activity |  |  |
| Professional Individual End User Poll |  |  |
| Community Requestor Name | Chair | |
| ALAC | Maureen Hilyard | |
| ICANN Staff Community Liaison |  | |
| Heidi Ullrich |  | |

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| request description |
| *1. Activity:* Please describe your proposed activity in detail |
| **Background**  The ALAC is charged with representing the interests of “individual internet users,” within the ICANN community and the context of ICANN Policy Development. Because “individual internet users” are not truly a type of individual but rather a class of activities, it is often sufficient to surmise the interests on individual end users with logic. However, there are certainly aspects of internet usage that those with more experience take for granted and it behooves the ICANN community generally and the At-Large community specifically, to “take the pulse,” as it were, of the broader individual user community.  Issues such as universal acceptance, string confusion and semantic expectation are areas where more knowledge would be helpful to the ICANN community. For example, the research, conducted by the CCT Review Team, revealed an individual user preference for a more semantic web, where the gTLD is more closely related to the purpose of the corresponding websites. This is especially true in otherwise “highly regulated” areas such as finance and healthcare. One could expect these preferences to vary by region, culture, gender and other factors and knowing them would allow the At-Large to even better represent these interests.  Another area of interest is individual internet user experience with the web. Is DNS Abuse as pervasive as it appears to some? As we balance the economics and interests of contracted parties and registrants with the interests of non-registrant users, knowing how pervasive the challenges truly are will help tip the balance.  Finally, what impact have Apps, Search Engines and social media impacted how people browse the web?  Many within the At-Large community have fielded ad-hoc surveys using tools such Google Forms and Survey Monkey and received valuable feedback. However, so-call “self-selection” polls are known to be flawed when attempting to survey a larger, less known, population. Similarly to ICANN public comments, self-selection polls are subject to selection bias as well as influence by those with an interest in a specific outcome.  An At-Large Individual Internet User Poll  The issues outlined above are merely examples of topics that could be covered by a poll. A polling effort would necessarily include:   1. Identification of key issues 2. Professional question construction    1. To facilitate demographic distinction    2. To minimize bias 3. Fielding a professional survey   As the CCTRT discovered, fielding an international poll is not cheap, so great care would be taken with the question formation and it might make sense to begin with a single language and region to see how useful the information turns out to be. |
| *2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other |
| Research |
| *3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity |
| 1st Quarter FY22, ongoing |

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| request objectives |
| 1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support? |
| From the ICANN Strategic Plan, this activity seeks to:   1. Evolve ICANN’s governance model to remain effective, transparent, and accountable. 2. Improve the effectiveness of ICANN’s policy development processes. |
| 2. *Demographics.* What audience(s), in which geographies, does your request target? |
| **All geographies, all demographics.** |
| 3. *Deliverables.* What are the desired outcomes of your proposed activity? |
| The key deliverable would be the results of a professional poll on individual internet user proclivities, concerns and interests. |
| 4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes? |
| N/A |

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| Resource Planning – incremental to accommodate this request |
| Staff Support Needed (not including subject matter expertise): |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |
| Subject Matter Expert Support: |
| There are certainly members of the At-Large staff with some of the expertise necessary to help with this endeavor. |
| Technology Support: (telephone, Adobe Connect, web streaming, etc.) |
| There would need to be a series of Zoom calls to establish the priorities and questions of the survey. |
| Language Services Support: |
| Ideally, discussions of the survey would take place in multiple languages, as would the survey itself. |
| Other: |
| N/A |
| Travel Support: |
| N/A |
| Potential/planned Sponsorship Contribution: |
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