

ICANN

Insights on Cross-National Research for the gTLD Initiative



CAMPAIGNS

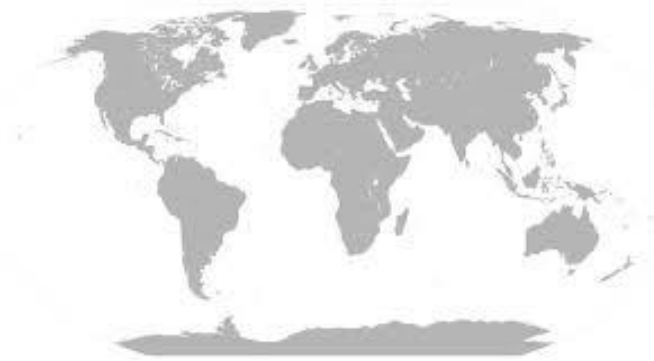
CORPORATIONS

ADVOCACY

WORLDWIDE

Who we are




- Leader in global opinion research
- Experience in over 90 countries
- Reputation for accuracy, innovation, methodological rigor
- Extensive work with corporations, executives, consumers
- Partnerships with research firms around the world
- Particular expertise with tech and software sector



Our experience: cross national research

-  VeriSign: Focus groups with IT professionals and influencers in US, Europe, Africa
-  Microsoft: Over 200 in-depth interviews with ITDMs and influencers in 16 geographies (US, EU, Japan, Korea, China, India, Brazil, Mexico, South Africa)
-  Cisco Systems: Surveys of BDMs and ITDMs in 15 countries, plus web survey with respondents in US, India, China, Germany, France, and Canada
-  bp: Study of company reputation aggregating data from over a dozen countries

Understanding how consumers relate to complex issues

-  : Simplifying messaging efforts in support of net neutrality and in opposition to media consolidation
-  : Helping Monsanto understand Brazilian resistance to GMOs and developing messaging on potential benefits
-  : Working to educate people on the Affordable Care Act and what changes would mean for policy holders

Examples of tracking metrics

- ICANN (GNSO) and ALAC already have proposed metrics: consumer trust and choice, competition, success frequency on reaching correct/incorrect destinations, use of domain names vs. search engines
- May be utility in additional metrics:
 - Changing trust in new DNS
 - Awareness and favorability of new domains
 - Ease or confusion of finding information
 - Perceived fairness/openness of internet management
 - Metrics to track elite opinion of new system



Beyond metrics: ways research can fill in the narrative

- How do internet users adapt to dramatically new systems?
 - How fast can they adapt and forget the old ways?
 - Do new domains help or hurt internet navigation?
- How does the internet navigation experience change?
 - Is littering the web a concern? Or is there value in adding the complexity?
- How deep do security concerns run on the internet?
 - Are security concerns and trust issues tied to domain names?
 - What can be done to reassure consumers?
- What can be done to educate consumers on new internet policies?

Possible audiences for research



1. Consumers

- Heavy internet users/consumers
- Older, less tech savvy users (more likely to be confused)
- Users in non-Latin script countries

2. But also think about decision makers and influencers

- Opinion formation on Internet heavily influenced by “mavens”
- Internet/tech opinion leaders (those pro/con proliferation)
- Business marketing leaders (those that purchased domains, and those that did not or were left out)
- Governments (how are they handling the change, including more closed societies, and also non-Latin speaking countries)

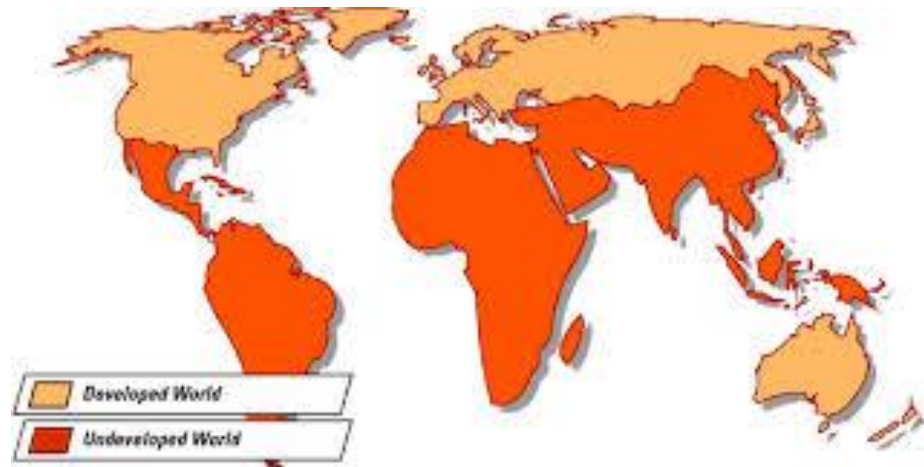
Possible countries to target

1. Developed world

- United States
- European Union
- Russia
- Japan
- Korea

2. Developing world

- China
- South Africa
- Brazil
- Mexico
- India
- Saudi Arabia
- Thailand



Methodological considerations with global research

- Designing the sample (quantitative and qualitative)
- Ensuring consistent methodology
- Adapting to local culture
- Designing the questionnaire



Designing the sample (quantitative)

- **Face-to-face:** for accuracy when phone penetration is too low
- **Phone:** cell inclusion produces more accurate findings
- **Web:** risky for general consumer tracking (self-selection, low penetration)
- Considerations for all modes:
 - **N size:** statistically significant data on demographic breakdowns, targets
 - **Quotas:** ensuring geographic/demographic representation
 - **Sample:** household selection and # of interviews per starting point; RDD; opt-in lists
 - **Respondent selection:** birthday method, Kish grid, demo quotas, self-selection/ads
 - **Quality control:** interviewer supervision, call/visit backs and data entry verification
 - **Oversamples:** sufficient sample size to analyze sub groups



Designing the sample (qualitative)

- **Homogeneity of focus groups:** gender, age, socio-economic status
- **Unacquainted:** participants should not know each other
- **Source:** max # recruited from any one area (neighborhood, market, etc.)
- **“Professional survey takers”:** prohibit habitual participants (< 6 months)
- **In-depth interviews:** Honorarium or donation to a charity of their choice; offering to share a summary of the (non-sensitive) results of the study



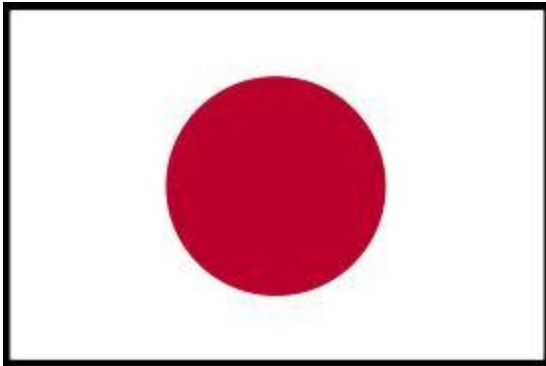
Ensuring consistent methodology

- Training partners on survey implementation standards
 - Randomization, skip patterns
- Using local languages and dialects
- Using UN-level translation and back-translation
- Making methodology work in developed/developing countries



Adapting to local culture

- Partnering with local, trusted companies
- Holidays and different workweeks
- Gender, age, class, numbers of interviewers
- Understanding nuances of languages, cultural sensitivities



Designing the questionnaire

- Order bias and rotation
- Pushing for choice to lower “undecideds”
- Questions to build regression and segmentation models
- Tracking language for time series, demo time series
- Simulating debate throughout questionnaire
- The “revote”: predicting shifts in opinion





STANLEY GREENBERG

CHAIRMAN & CEO

Greenberg has served as polling advisor to presidents and prime ministers, CEOs, and dozens of tough campaigns in the US and around the world, including President Bill Clinton and Vice President Al Gore, British Prime Minister Tony Blair, President Nelson Mandela, as well as the national leaders in Israel, Europe and Latin America.

Greenberg's corporate clients include Boeing, Microsoft and other global companies.

His New York Times best-selling book with James Carville - *It's the Middle Class, Stupid!* - praised as a "playbook on how to talk to voters about economic issues" that "Democrats and Republicans alike in the elite and political class should pay heed."

Stan's book, *Dispatches from the War Room: In the Trenches with Five Extraordinary Leaders* "captures the way great leaders have struggled to succeed in their missions," Rahm Emanuel declared, "and nobody more than Stan has helped them get there."

Greenberg and Carville founded Democracy Corps, the leading organization providing in-depth research and strategic advice to progressive groups, candidates and leaders. The New York Times' Nate Silver rated their national polls the most accurate, within ½ point of Obama's actual margin. When Karl Rove listed in the Wall Street Journal 10 steps to regain the Republican majority, step one was to create a Democracy Corps.

He conducts the bi-partisan polls for NPR, The Los Angeles Times, and the Bipartisan Policy Center.

Greenberg conducts polls for the Israel Project in the US, Europe, and the Arab world, as well as the Nobel-prize winning campaign to ban landmines, and for NGOs dealing with climate change, aging, women's advocacy and political reform.

He was inducted into the American Association of Political Consultants' 'Hall of Fame.' He has been described as "the father of modern polling techniques," "the De Niro of all political consultants," and "an unrivaled international 'guru.'" Esquire Magazine named him one of the most important people of the 21st century. The New York Times writes that Greenberg "acts as a sort of people's truth squad," while The New Republic describes Stan Greenberg's list of clients as a "who's who in center-left world leaders." The New Yorker reported Ehud Barak's victory in 1999 as either a "stunning upset for the country's Labor Party or... just another Greenberg client taking his place as the head of state."

Republican pollster Frank Luntz says, "Stan Greenberg scares the hell out of me. He doesn't just have a finger on the people's pulse; he's got an IV injected into it. He's the best."

Stan also wrote *The Two Americas: Our Current Political Deadlock and How to Break It* and *Middle Class Dreams* that put the spotlight on "Reagan Democrats." Those insights made him the principal polling advisor to the Democratic Leadership Council during the formative years of change (1988-1994) for the Democratic Party.

Greenberg founded the company in 1980 after a decade of teaching at Yale University where he received a Guggenheim Fellowship. He was educated at Miami University and Harvard University, where he received his Ph.D.



JEREMY ROSNER

EXECUTIVE
VICE PRESIDENT

Dr. Jeremy Rosner is one of the world's leading consultants for corporate leaders, political candidates, governments, and NGOs around the globe. Since joining Greenberg Quinlan Rosner in 1998, Dr. Rosner has directed public opinion research and provided strategic advice for dozens of political campaigns, branding campaigns, and other kinds of communications campaigns in the U.S., Europe, and Latin America.

His work for corporate leaders includes groundbreaking reputation and branding communications for BP and Microsoft. He also specializes in research among hard-to-reach elite audiences all over the world—from agricultural regulators in Brazil, to business elites in Angola, to intellectual and political elites in the Arab Spring countries. His corporate clients have also included Boeing, Monsanto, CNBC, Fitch Ratings, Bank of Georgia, and McKinsey & Company.

In 2005, CNN named Rosner as one of “five political consultants to watch.” In 2003, Campaigns and Elections magazine named Rosner as one of their annual “Movers and Shakers.” Rosner’s work advising the successful 2002 Bolivian presidential race of Gonzalo Sanchez de Lozada is the focus of an award-winning documentary film, “Our Brand is Crisis.”

Before joining the firm, Rosner served as Special Adviser to President Clinton and Secretary of State Albright, responsible for designing and implementing the administration's NATO expansion ratification and outreach strategy. From 1994 to 1997, Rosner served as a Senior Associate at the Carnegie Endowment. From 1993-94, Rosner was Special Assistant to President Clinton, serving as Counselor and Senior Director for Legislative Affairs on the staff of the National Security Council. In that position, he designed communications strategies for the NSC, and served as President Clinton's principal foreign policy speechwriter.

From 1991-1993, Rosner served as VP for Domestic Affairs at the Washington-based Progressive Policy Institute, the in-house think tank of the Democratic Leadership Council. He was a contributing author of PPI's Mandate for Change (Berkeley Books, 1992), the volume widely seen as the policy blueprint for the first term of the Clinton Administration.

Rosner has been an adjunct professor at American University and has lectured at several other universities. He holds a Doctorate in Policy Studies from the University of Maryland School of Public Policy (2007), a Masters degree in Public Policy from Harvard University's John F. Kennedy School of Government (1982), and a BA in Politics, summa cum laude, from Brandeis University (1979).



ANNA GREENBERG

**SENIOR
VICE PRESIDENT**

Anna Greenberg has over 15 years of experience polling in the political, non-profit and academic sectors. She joined GQRR in 2001, after teaching public opinion and survey research methodology at Harvard University's John F. Kennedy School of Government. She was the lead pollster in many successful campaigns including for Mayor Bill de Blasio, Governor Mark Dayton, State Senator Wendy Davis, former Congresswoman Gabrielle Giffords, Congressman Pete Gallego and Congresswoman Michelle Lujan Grisham.

Greenberg works with a wide range of NGOs on issues ranging from women's health to LGBT rights to attitudes about religion to reducing gun violence to reforming drug laws. She heads GQRDigital and is a leader in the growing field of data analytics and micro-targeting, measuring the impact of social media on public opinion and using social media to move voters, consumers, and activists.

A sought after commentator, Greenberg has appeared on CBS' Face the Nation, NPR's All Things Considered and Morning Edition and BBC's World News America. She regularly provides commentary on politics to publications including The New York Times, Washington Post, and Politico.

Greenberg serves on the advisory board of the Boisi Center for Religion and American Public Life at Boston College and is a research fellow at American University's Center for Congressional and Presidential Studies. She holds a BA in Government from Cornell University and Ph.D. in Political Science from the University of Chicago.

WORLD HEADQUARTERS

Greenberg Quinlan Rosner
10 G Street, NE
Suite 500
Washington, DC 20002

Phone: +1 202 478 8300
Fax: +1 202 478 8301

EUROPEAN HEADQUARTERS

Greenberg Quinlan Rosner
56 Broadwick Street
London, UK W1F 7AJ

Phone: +44 (0) 207 434 7276
Fax: +44 (0) 207 096 5068

LATIN AMERICAN HEADQUARTERS

Greenberg Quinlan Rosner
Cabrera 6060, 7D
C1414 BHN,
Ciudad de Buenos Aires, Argentina

Phone: +54 11 4772 0813