Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice (IAG-CCT) - Draft Report: 25 June 2014

See

- [Agenda](#), [Recording](#), [AC Recording](#), [Transcript](#), [Chat](#)
- Additional meeting information available on the [IAG-CCT wiki](#)

1. Welcome and Action Items

- The roll call was held.
- The [Action Items](#) were reviewed.

2. RFP Update: Karen and Eleeza

- ICANN contracted with NORC, the National Opinion Research Center, to do a scoping analysis for the Consumer Survey.
- The Goal is to publish an RFP for the Consumer Survey by 16 July.
- One challenge to be addressed in the Consumer Survey is measuring over time. Specifically, selecting a sample that can be provide input one year and then again at a later point in time if it is statistically necessary.
- The Nord study design incorporated longitudinal versus cross‐section design. Longitudinal meaning that NORC will sample the same group over time, whereas a cross-sectional design would sample two different groups and would be less likely to be indicative of changes in attitude.
  - It was decided that the best way to choose between the two would be based on the responses to the RFP.
- NORC has noted that the largest challenge is to identify or compile suitable sampling frames for drawing Internet end users.
- The group agreed that an online survey would most likely be the cheapest way of obtaining data.
- NORC noted a need for clear, plain langue definition of terms listed within the RFP.
- The group noted that a clearer definition of spam needed to be applied during the RFP and Studies.

3. IAG Report Format and Timeline

- The report will be formatted in the following manner: executive summary, background on how the group was formed, how the group looked at each of

the metrics, how the metrics will be prioritized, metrics where data will be available and metrics that will require a baseline

4. Metrics Update
- The agenda item was discussed on the mailing list and follow up calls.

5. Next steps
- There was no other business.

6. Any Other Business
- There was no other business.

7. Close
- The meeting was adjourned