

Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice (IAG-CCT) - Draft Report: 19 February 2014

See

- [Agenda](#), [Recording](#), [AC Recording](#), and [Chat Transcript](#)
- [Insights on Cross-National Research for the gTLD Initiative – PowerPoint](#) – Presentation by Jeremy Rosner
- Additional meeting information available on the [IAG-CCT wiki](#)

1. Survey fact-finding update

Presentation

- Jeremy Rosner, a survey consultant from Greenberg Quinlan and Rosner Research, stated his background regarding surveys and provided a general introduction regarding the needs of having a survey.
- **Regarding having a survey, Jeremy feels that a survey is worth doing, it is doable, and is necessary if a data driven answer is required when accessing how the New gTLD initiative is affecting attitudes towards the internet. Essentially, this survey would provide ICANN with a baseline for future work.**
- Jeremy noted that the metrics proposed by the GNSO and ALAC have value, but there may be utility in additional metrics (I.e. changing trust in the new DNS, ease of confusion of finding information, metrics to track elite opinion of the new system).
- Jeremy noted that there also needs to be research beyond metrics: ways that we can use research to fill in the narrative. For example, how do Internet users adapt to dramatically new systems? What can be done to educate consumers on new policies? Having these open ended narrative questions will help us see how the changes are affecting users feelings and attitudes towards change.
- We must also consider the possible audience for the research
 - Consumers;
 - Decision makers and influencers; and
 - Where do they live (developed or developing world).
- There are also methodological challenges when developing a global survey. There should also be an appropriate quantitative data analysis for the survey: N Size, Quotas, Sample, Respondent selection, Quality control, Oversamples etc. There should also be an appropriate qualitative data analysis for the survey: Homogeneity of the focus group, Unacquainted, Source, etc.

- When conducting the survey we must adapt to local culture (i.e. work week), language, etc.

Questions and Answers

- Jonathan pointed out the scope of the group and the need to make a Recommendation to the Board.
- There seemed to be a general consensus that while a survey would be challenging, it is possible.
- There were some concerns regarding cost and timing. Costs would have to be determined as we get further clarification on the survey, but the timing could be accommodated to meet the needs of the group.
- Concern was also expressed about finding random individuals who have knowledge of the New gTLD program. Having unknowledgeable individuals may affect the survey and make it statistically inaccurate.
- Margie Milam noted that Staff has looked at these various issues and has spoken to another survey firm. One of the suggestions asked if there was another way to perform this analysis. For example, a sentiment-gathering analysis researching online articles and other forms of social media could be considered, using algorithms.
 - Jeremy noted that this form of survey would in fact be possible and useful, but that it is not looked at as a scientific measure of sentiment.
- It was noted that certain costs might decrease with regard to subsequent surveys. For example, the fielding costs would not decrease but that the labor costs to write the survey would decrease.
- These global consumer surveys are expensive.
 - Costs can run between \$50,000 - \$100,000 per country and as much as \$1,000,000 for multiple countries.

Group Discussion

- Jonathan noted that the primary job of the group would be to note the way forward regarding making a Recommendation to the Board, even if it is an interim Recommendation.
 - Regarding cost, as well as importance, we need to quickly make a recommendation to the Board.
 - Given the nature of the circumstances surrounding Consumer Trust and the roll out of the New gTLDs, Jonathan and others would like to have a Recommendation for presentation to the Board in Singapore.
 - However, to meet this deadline, there is a great need for expediency.
- Larisa Gurnick pointed out the procurement practices and recommendations for an expenditure that is more than \$50,000. As this survey falls into this category, we need to ensure that an RFP is made. Also, if the survey were to go over \$150,000 additional approval will be needed and anything over \$500,000 requires Board approval.

- Margie Milam noted that an RFP process takes about 30 days, then there is the selection of a vendor, and then beginning the work. These time constraints should be noted when deciding on the next steps.
- It was generally agreed that the competition baseline is essential for future consideration.
- **The group decided to have a call next week to discuss the recommendation rather than wait two weeks for the next call. The intention of this new call would be to get a Recommendation to the Board by the 28th of February.**

2. Second-pass update from Staff – Karen Lentz

- This topic is to be discussed on the next call.

3. Planning for Singapore Session

- This topic is to be discussed on the next call.

4. Any other business

- There was no other business discussed on this call.