PUBLIC COMMENTS
DATA ANALYSIS REFRESH

Period: January 2010-June 2014

1) Background and Overview

As an outcome of the 2011 ATRT Recommendations dealing with Public Comments (hereafter "ATRT1"), a series of enhancements were designed and implemented to address: prioritization, stratification, comment/reply cycles, timelines, and upcoming topics. Appendix A contains a list of the ATRT1 recommendations and the phased implementation which culminated on 1 January 2012.

One year after those enhancements were introduced, Staff performed an analysis to determine what could be learned based upon actual community usage and participation patterns. That report was published in May 2013 and is available at this link: https://community.icann.org/x/CB5-Ag.

Perhaps the most significant finding of the May 2013 Public Comments Data Analysis report was that the ATRT1 recommendation to introduce a Reply Cycle protocol was not being utilized according to the published instructions. In fact, after cleaning up the raw data to remove submissions that did not meet the original criteria (70+%), the average number of legitimate Replies to Public Comments solicitations between Mar 2012-Dec 2012 was less than **1.0**; moreover, 70% of all solicitations received no qualified Replies and 18% received one Reply.

A decision was taken in May 2014, among other Public Comments enhancements (see Chapter 4, Section C), to suspend the Reply Cycle protocol. After working through website development revisions and implementation logistics, that change will take effect for all solicitations opening on or after 26 January 2015.

In light of these developments as well as the most recent ATRT2 recommendations, Staff decided to update the Public Comments Data Analysis to incorporate solicitations from 2013 and two quarters of 2014 (18 months). This report represents a data refresh of all Closed Public Comments solicitations from January 2010 through June 2014 (4.5 years total).

There were **286** individual Public Comments solicitations for which the following data was captured:
- Title
- Comment Open Date
- Comment Close Date *(Note: if the period was officially extended, the later Comment Close Date was captured)*
- Number of Comments[1]
- Translated (Yes or No) into languages other than English
- Staff Member Responsible

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[1] *Although spam has not been a major problem within ICANN Public Comments, the analysis did make an effort to identify any obvious spurious entries and exclude them from the raw data counts.*

Beginning with 1 January 2012, the following additional data were captured:
- Reply Open Date
- Reply Close Date *(Note: if the period was officially extended, that later Reply Close Date was captured)*
- Number of Replies

The data collection process involved harvesting information from each of the Public Comments pages archived on ICANN.org and building an Excel workbook for subsequent analysis. Once the data was available in spreadsheet form, various statistical calculations and other summarizations were prepared along with graphs/charts that would serve to highlight trends and patterns. Chapters 2 and 3 of this report present various findings that may be useful as input to those who will continue working toward improving the Public Comments capability within ICANN. A final Section 4 summarizes findings that can be gleaned from the data analysis.