OWNERS: **David (lead), Jamie, Laureen**

CCT-RT HYPOTHESIS WORKSHEET

HYPOTHESIS:
(ex. The outreach program failed to reach potential applicants in the developing world)

OWNER:
(ex. Carlton Samuels)

HIGH LEVEL QUESTION:
(ex. Was the new gTLD application and evaluation program effective at serving the developing world?)

FINDINGS:
(a list of relevant findings and supporting data)
1. *Applications from the developing world (define) were disproportionately (define, perhaps ratio of applications to internet users) low.*
   Source: Applicant data, internet usage study
2. *Potential applicants in the developing world did not know about the new gTLD program.*
   Source: Applicant cohort survey found that 70% of potential applicants were unaware or vaguely aware of the new gTLD program.

CAUSES:
(refer to relevant hypothesis worksheets on causes)
1. *Outreach program was begun too late in the process*
   see Outreach too late worksheet
2. *Outreach program used the wrong media*
   see Outreach media worksheet

PRIORITY TO ADDRESS:
(ex. Prior to Subsequent Procedures, Mid-term, Long-term
This is an important area for community input)

RECOMMENDATIONS:

(recommendations to ICANN. For each, specify:
 1. *Target of recommendation (ie Staff, Board, SubProc PDP)*
 2. *Nature of recommendation*
 3. *Implementation details, exceptional costs, etc.)*

(ex:
 1. *Begin Outreach 6 months prior to accepting applications*
     a. *Staff recommendation*
     b. *Likely 20% increase in outreach cost*
 2. *Use more radio advertising for outreach*
     a. *Staff recommendation*
     b. *Likely 30% increase in outreach cost)*

REVIEW:
(how the effectiveness of these recommendations will be reviewed)
 1. *Data source recommended for review*
 2. *Recommended timeframe for review)*

(ex:
 1. *Repeat applicant cohort survey, look for 40% increase in awareness*
 2. *Review in one year to make changes if an increase is not observed.)*

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Research Analysis Workseet
(intended to feed into the hypothesis worksheet)

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TITLE

OWNER

DESCRIPTION
(short description of the product, article, survey, economic analysis, including the underlying methodology)

TOP LEVEL QUESTIONS ADDRESSED
(a list of high level questions addressed by the research. If none, drop it ie:
1. *Did the new Gtld program enhance competition among registries?*
2. *Did the safeguards help to prevent DNS abuse*
3. *Did the application process serve the developing world*

HYPOTHESES ADDRESSED
(for each hypothesis, include the description of the hypothesis and the findings of the research ie
1. The new gTLD outreach program used the wrong vehicles for outreach
      a. Support
      b. The program used online advertising
      c. The developing world still primarily uses radio for news