

**OWNERS:** Carlton (lead), Gao, Calvin

## 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.)*

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

**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