

**OWNERS: Laureen (lead), Gao, Carlos**

### 10. Do consumers trust new gTLDs?

(CCT-RT HYPOTHESIS WORKSHEET)

*This should be one of the initial questions on Trust, because of its focus on the consumer perspective by the way*

Commented [1]: Add fabro?

Formatted: Font:Not Bold, Italic

Formatted: Font:Not Bold, Italic

#### **HYPOTHESIS:**

Probably on of the strongest arguments “AGAINST” a large open round for new gTLDs was the risk that there would be an increased risk of confusion, higher number of abuse, as well as whole new threats online, etc. From that perspective, it was one of the objectives set at the beginning of the program to make sure that the launch of new gTLDs would be done in a way so as to increase trust, to avoid creating confusion and/or opening new ways for abuse. One year after the launch of the first new gTLDs, it is time to take this question as one of the major thresholds of this round. In the same way, the IAG-CCT metrics recommendations already made of this question the requirement that a fully fledged consumer survey of both “final users and registrants” was to be developed against a baseline, and regularly revised afterwards so as to evaluate this overarching perception, over various years.

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

#### **OWNER:**

**Laureen (lead), Gao, Carlos**

Commented [2]: Add fabro?

#### **HIGH LEVEL QUESTION:**

Was the launching of so many different new gTLDs done in a way that the overall “consumer” trust in the DNS was positively impacted?

*(ex. Was the new gTLD application and evaluation program effective at serving the developing world?)*

#### **FINDINGS:**

*(a list of relevant findings and supporting data)*

- *carefully designed application process (applicants Guidebook)*
- *wide participation of the community (safeguards, PICs)*

- [trust in market mechanisms \(auctions\)](#)
- [interesting wide results into clear categories and/or segments \(brands, community, geography, generics\)](#)
- [SURVEY \(how to use it without being repetitive????\)](#)

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:**

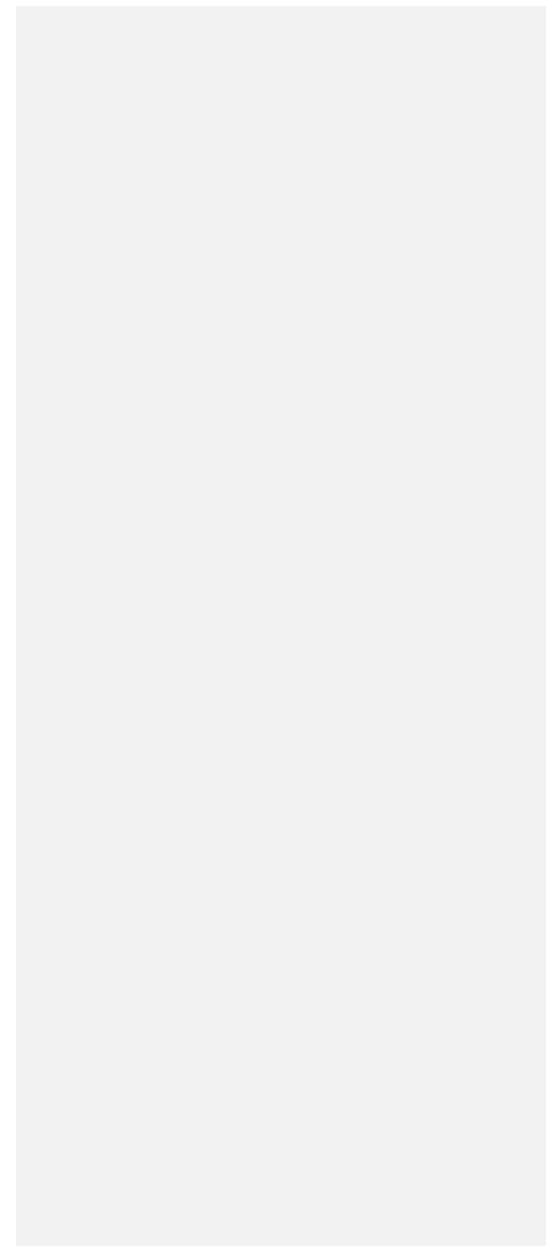
(how the effectiveness of these recommendations will be reviewed)

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