

Adobe Connect Chat Transcript

CCT-RT Plenary Meeting #19 – 28 September 2016

Brenda Brewer: Good day all and welcome to CCT-RT Meeting #19 on 28 September 2016 @ 13:00 UTC!

Jonathan Zuck: Greetings, people of earth.

Alice Jansen: :-) hi Jonathan

Alice Jansen: which planet are you on today?

Jonathan Zuck: Sudafednia

Carlos R: Do they have ZIKA there?

Jonathan Zuck: No, but the atmospheric conditions lead to extreme headache and nasal speech.

David Taylor: Hi Can my mike be enabled please?

Waudoo: I can hera the snifling in sudafeldnia

Megan Richards: Jonathan you sound terrible !! sorry to hear it

Jonathan Zuck: Thanks

Carlos R: ok

Carlos R: thks

Megan Richards: and for different language/script gTLDs

Carlos R: hmhhh

Carlos R: ok

Carlos R: i thought i had lost connection

Carlos R: but it seems to be Mr. Zuck

Carlton Samuels: Good morning all

Jonathan Zuck: sorry about that. someone came ot the door

Megan Richards: sound has gone

Megan Richards: the best was said when mic was off of course!

Stan Besen: We need documentation non how the trademark sample was created.

Eleeza Agopian: Stan, Analysis Group used its sample from the TMCH Review report. That is described starting on page 5 of the report.

Megan Richards: agree Jonathan that absent any other information or data your conclusion seems to be right

David Taylor: You are very faint Lauren.

David Taylor: For me anyway.

Carlos R: idem on this side of the atlantic

Waudu: trust went down to 45%

Jordyn A Buchanan: Do we see a correlation between familiarity and trust? (i.e., do people mostly trust the TLDs they know about?)

Jordyn A Buchanan: Might be an interesting crosstab to look at.

Eleeza Agopian: @Jordyn: That may be in the report. I will double check. If not, can follow up with Nielsen.

Jordyn A Buchanan: Thanks.

Waudu: At some point I foresee an exercise to reconcile the findings from disparate projects. There is another project that found that registrars prefer the new gTLDs. This one shows consumers trust the legacy much more

Jonathan Zuck: Waudu do you mean registrants?

Waudu: yes, registrants. I would expect registrants to go along with what consumers are after

Waudu: the new gTLDs dealing with politics such as .vote and .republican appear not to have caught on and I suspect its because consumers are too used to .com

Eleeza Agopian: @Jordyn, there are several references in the Nielsen consumer report re: correlation between familiarity and trust. I'll share those on the list so you (and others) can review.

Jordyn A Buchanan: Thanks, Eleeza.

Carlton Samuels: @Laureen: In context of information seeking behaviour, do you think the way consumers navigate to the gTLD site would be important?

David Taylor: Sorry I dont think you can hear me

David Taylor: and now I cant he

David Taylor: hear you!

David Taylor: I have lost all audi

Alice Jansen: can we dial out to you, David?

Jonathan Zuck: david you want to type your question?

David Taylor: yes, you can call me on my mobile +3367xxxxx

Carlton Samuels: @laureen: Thks. I was thinking its relevance of info as well as tool.

Brenda Brewer: Yes, David. Stand by please

David Taylor: I am dialled back in via the phone

David Taylor: As Arnold would say, I'm back

Megan Richards: could comfortableness be associated with experience, length of time of use etc ?

Carlton Samuels: @Megan: Yes, familiarity question tends to suggests so

Jordyn A Buchanan: I think one thing I would have liked to have seen is actual consumer behavior when encountering these domains.

Jordyn A Buchanan: A lot of these responses end up being really speculative since it's people basically saying "I have never heard of that TLD" and then "I probably wouldn't trust it that much", which is unsurprising if they've never seen them before.

Jordyn A Buchanan: But may be different if they were actually put face to face with one.

Jordyn A Buchanan: But we'd need a different kind of study for that

Carlos R: I guess waht Jordyn speaks of is kind of a "subconscious" trust

Carlton Samuels: @Jordyn: Agree. Familiarity always makes a difference

Carlos R: whihc is where trust tends to reside most of the time, I would say

Jordyn A Buchanan: I'm roughly saying that if someone asked me "would you put your money in Zuck Bank?" and I'd never heard of Zuck Bank, I'd almost certainly say no.

David Taylor: trust or gullibility

Jordyn A Buchanan: Whereas if I walked down the street and saw a branch of Zuck Bank and I needed to open an account, I might wander in and do so.

David Taylor: Would it depend if there was a photo of Zuck?

Carlos R: good point on making a money deposit

Jordyn A Buchanan: (Sorry, I just had a plane WiFi outage so everything got lagged.)

Carlos R: this is first level trust

Jonathan Zuck: my face is very trustworthy, like Orson Welles

Alice Jansen: copy of this doc available on wiki at https://urldefense.proofpoint.com/v2/url?u=https-3A_community.icann.org_download_attachments_56135378_Registrant-2520Survey-2520additional-2520requests.docx-3Fversion-3D1-26modificationDate-3D1474535847000-26api-3Dv2&d=DQICaQ&c=FmY1u3PJp6wrcrwll3mSVzgfkbPSS6sJms7xcl4I5cM&r=kbiQDH54980u4nTPfwdloDL Y6-6F24x0ArAvhdeDvvc&m=8yRG1jmGmVoZACWEp3lsgVspXLOgdkuRTbYc7ynwDf4&s=bUHuo8Qt9PVmICL E5kENLjZIZguF9YSFPC7IMfi6RZg&e=

Fabro Steibel: Dear all, apologies, I have to dash for a parallel meeting that starts at in 5 min. I will leave shortly

Carlos R: and I have to start driving in a few minutes, so will remain on the phone line only.

Carlton Samuels: @Lisa. Thanks. Very interesting, the reversal on restrictions on legacy domains

Carlton Samuels: @Jonathan: New and specific info from the answers given by Nielsen is about trustworthiness.

Carlton Samuels: @Laureen: +1 on subjective comparative view then extracting what we can 'trustworthiness', see which attribute can be measured and go at it

Carlton Samuels: @Jonathan: Yes, the PICs data will assist

Waudon: Sorry, back after 20 minute power outage

Carlton Samuels: Thanks Jonathan. Get better

Carlton Samuels: Bye all

Megan Richards: thank bye bye - hot rum tea Jonathan !