

Rights Protection Mechanisms Surveys: Kickoff Meeting

Prepared for: ICANN

May 30, 2018

Our Team

- Our project team includes:
 - Professor David Franklyn: Joint appointment between the School of Law and the Ageno School of Business, Golden State University.
 - Analysis Group staff: Dr. Stacey Chan, Manager; Dr. Greg Rafert, Vice President.
 - Research Now SSI, a leader in digital market research.

Study Purpose & Design

- Study Purpose: To collect and summarize survey responses from each of the identified sets of stakeholders to assist ICANN in determining whether additional recommendations are needed to improve the RPMs.
- The surveys will target five groups of respondents:
 - Trademark and Brand Owners (AG); 50 respondents.
 - New gTLD Registry Operators (AG); 50 respondents.
 - Registrars Selling Domain Names Registered in the New gTLDs (AG); 50 respondents.
 - Domain Name Registrants (AG); 50 respondents.
 - Potential Domain Name Registrants (Research Now SSI); 200 respondents.

Proposed Project Timeline

Milestone	Estimated Date
1. Project Kickoff	May 30
2. Develop Inception Report	May 30 – Early June
<ul style="list-style-type: none"> • Deliver Draft Inception Report 	
3. Finalize Survey Plans and Questions	~June 13
<ul style="list-style-type: none"> • Program Survey Questions • Pre-test Survey Instrument 	
4. Official Launch of Surveys	~June 22
5. Data Collection and Data Analysis	Early July – Late July
6. Finalize Report	Early August

Project Kickoff and Inception Report

- Kickoff meeting:
 - Agree upon project deliverables and timeline.
 - Discuss survey methodology (including survey targets and outreach plan).
 - Discuss design.
 - Discuss proposed questions.
- Inception Report:
 - Outline work plan.
 - Detail survey methodology (including survey targets and outreach plan).
 - Provide proposed questions.

Finalize Survey Plans and Questions

- Working session:
 - Discuss the inception report.
 - Finalize the survey plan and questions.
 - Work with ICANN staff and the Data Sub Team to find ways to maximize the survey response rates from the target groups.
- AG and Research Now SSI will program the surveys using Sawtooth.
- Pre-test the surveys:
 - Undertaken by project team.
 - Undertaken by ICANN staff and/or members of the Data Sub Team (to the extent that they would be like to be involved).

Launch Surveys

- Project team will launch the online survey instruments into the field.
 - Leverage the expertise of Analysis Group and Research Now SSI in conducting multinational surveys.
 - Make any necessary adjustments to the surveys if any issues arise.
- The project team, in collaboration with ICANN, will contact individuals within the targeted survey groups and share the survey instruments with those groups.

Data Collection & Data Analysis

- Monitor response rates and issue reminders as needed to elicit responses.
 - Provide weekly updates to ICANN on survey response rates for each target group.
- Analysis plan of preliminary data:
 - Discuss plans with ICANN and the Data Sub Team.
 - Perform preliminary analyses that identify meaningful trends and results.
- Analysis of final data after survey closes:
 - Conduct a final set of analyses on the data.
 - With input from ICANN staff and the Data Sub Team, develop the draft report of findings.
 - Provide draft report of survey findings.

Finalize Report

- Discuss draft report of survey findings with ICANN, and incorporate suggested changes.
- The final report will leverage our experience analyzing survey data to summarize the results in a reader-friendly format. It will include:
 - A detailed summary of the survey results.
 - A description of the survey design.
 - An overview of the methodologies used to identify and reach out to each of the five groups.
 - Raw survey data (as an Appendix).

Discussion Points

- General survey best practices include, but are not limited to:
 - Surveys should not take longer than ~25 minutes to complete.
 - The number of open-ended response questions should be minimized.
 - Questions should not be worded in a way to potentially bias respondents.
- Based on the above best practices, we would recommend:
 - Limiting each survey to the 20 most important questions.
 - Reducing the number of open-ended questions using multiple choice, ranking, etc.
 - Rephrasing any questions that could generate biased responses.

Thank you. We look forward to your questions.