

NARALO SURVEY

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The Survey summary

[Please click here to download a copy of the survey.](#)

Please Note: The survey has been extended until 31 July 2012.

Dear All,

The [North American Regional At-Large Organization \(NARALO\) Survey Project](#) is now open. The survey was funded by ICANN, the International Corporation for Assigned Names and Numbers, which oversees the domain name system (DNS).

We have designed it to get a range of feedback from Internet users and people in the ICANN community to help us, in turn, provide insight for our own policy work in North America, and to assist policy development in ICANN.

The survey will open starting at 23:59 UTC on June 3 2012. It will close at 23:59 UTC on June 25. All information gathered will be confidential; no personally identifiable information will be kept, nor used for any purpose other than survey compilation.

The survey is divided into four sections and should take a total of 10 minutes to complete:

- Section One: Internet Use
- Section Two: About ICANN
- Section Three: Internet Concerns and Challenges
- Section Four: Recommendations and Suggestions

Your contributions will be helpful and we appreciate your time. Your insights will help to make a better Internet.

Thank you,

Beau Brendler and Glenn McKnight

Survey Project Coordinators

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Hola,

Gracias por su interés en la encuesta de la [Organización Norteamericana de At- Large \(NARALO\)](#). El proyecto de esta encuesta ha sido financiado por ICANN, la "International Corporation for Assigned Names and Numbers", la cual supervisa el sistema de nombres de dominio. (DNS).

Hemos diseñado la encuesta para obtener una amplia retroalimentación de los usuarios de internet, gente de la comunidad de ICANN, a los efectos de colaborar con el desarrollo de políticas de Internet en Norte América y para asistir en el desarrollo de políticas dentro de ICANN.

La encuesta se abrirá empezando el 21 de Mayo del 2012 a las 23:59 UTC. Cerrará a las 23:59 UTC el 25 de Junio.

Toda la información reunida será confidencial; la información identificable personalmente no será almacenada, ni usada para ningún propósito otro que la compilación de la encuesta.

La encuesta esta dividida en cuatro secciones y debe tomar un total de 10 minutos para completar:

- Sección Uno: Uso de Internet.
- Sección Dos: Acerca de la ICANN.
- Sección Tres: Preocupaciones y Desafíos en Internet.
- Sección Cuatro: Recomendaciones y Sugerencias. Sus aportes serán de gran ayuda para lograr un mejor Internet.

Desde ya, le agradecemos el tiempo dedicado a contestar esta encuesta.

Gracias,

Beau Brendler and Glenn McKnight

Survey Project Coordinators

Bonjour,

Nous vous remercions de l'intérêt que vous avez porté au sondage du [North American Regional At-Large Organization \(NARALO\)](#). Ce projet a été financé par ICANN, International Corporation for Assigned Names and Numbers, qui contrôlent les noms de domaine (DNS).

L'objectif est de recueillir l'avis des utilisateurs de l'internet et des membres de la communauté ICANN, afin qu'ils nous aident à leur tour, à fournir une perspective sur notre travail en Amérique du Nord et à assister au développement des politiques ICANN

Le sondage sera ouvert à 23 :59 UTC le 21 Mai 2012 et fermera à 23 :59 UTC le 25 Juin 2012. Toute information recueillie sera confidentielle, aucune information personnelle ne sera conservée ou utilisée pour autre usage que celui du sondage.

Le sondage est divisé en quatre sections et ne devrait pas prendre plus de dix minutes à compléter

- Section Une : Usage Internet
- Section Deux : au sujet d' ICANN
- Section Trois : Défis et Préoccupations liés à l'Internet
- Section Quatre : Recommandations et Suggestions

Votre aide sera d'une grande utilité et contribuera à l'amélioration de l'Internet. Nous apprécions le temps que vous y consacrerez.

Merci,

Beau Brendler and Glenn McKnight

Survey Project Coordinators

The NARALO Survey has been commissioned by ICANN and some of the NARALO members have stepped forward to complete the task, below is the team members and taking care of creating the scope of the project, questions, mechanics, analysis and timelines.

Team Members

SECTION ONE: DETAILS ON PROJECT

1.0 Scope of the Project

The team will assemble a set of probing questions to solicit public opinion and advice on how to help ICANN meet its mission.

2.0 Deliverables

- Creation of a set of survey questions
- Work with BIG PULSE and the ICANN account to configure the survey with a email lists to send out, collect and analyze the data
- Creation of a summary presentation/report of the findings

3.0 Comparative Analysis

The LARALO team led by Dev was complete in the fall of 2010. It was sent to the ALS in Latin America.

The 2010 At-Large Structure (ALS) Survey, which ran from 7 – 24 May 2010, aimed to get to know the ALSes better so the ALAC and At-Large staff can improve their support in order to increase engagement and participation. The survey, available in English, Spanish and French, was divided into three sections:

- 1) ALS Survey 2010,
- 2) ccNSO-ALS Survey, and
- 3) Survey on ICANN's Geographic Regions.

The information sought includes the current contact information for all ALS representatives and their alternates; to discover what policy areas the ALS Membership is most interested in; and to learn how they prefer to communicate with members of the At-Large community and ICANN At-Large Staff. Additionally, the survey will assist in learning more about the types of At-Large engagement the ALSes are interested in, including the preferred working group format, and whether their Membership is interested in representing the At-Large community at local and regional meetings and contributing to the implementation of the At-Large Improvements project.

Ron Sherwood, ccNSO liaison to the ALAC and Rudi Vansnick, ALAC liaison to the ccNSO, prepared the questions of the ALS-ccTLD survey. The survey is expected to help to identify the relationship between ccTLDs and ALSes, in part by identifying which ALSes are presently involved in local ccTLD activities.

The purpose of the third section, the community survey from the Review of ICANN Geographic Regions cross-community work group, is to assess the current applications and impacts of ICANN's Geographic Regions framework.

A summary of survey

[ALS Survey Analysis](#)

4.0 Approach

- Establish scope of project
- Determine the statistic relevant size of email audience
- Translation of the survey into French and Spanish

Here is the approach:

We need to ask a set of questions that are both

- a) evocative of useful data
- b) make sense to someone who doesn't know what ICANN is this doable? We're not exactly sure but we are going to try.

After creating a BigPulse document with the questions, we will need to market the survey ourselves – in other words, send the URL far and wide and try to get people to respond.

Here are the questions I suggest we ask (I'm leaving out the usual crosstabs such as age, gender, race, income etc. as a given).

- 27 of questions
- Three of sections
- Core Topic Areas
 - Policy
 - Powers
 - Concerns
 - Security
 - E-Crime
 - Cyber squatting
 - Spam
 - Phishing

Slideshow presentation on Survey at ICANN 43 in Costa Rica

Live Form at Google Doc

Survey finalized with 23 questions

5.0 Administrative

Invoices to Heidi Ullrich by email

Contract \$5,000

Progress Payments

Phase One: Creation

Research and Draft Question Formation- No more feedback on March 15, 2012

Online version using GOOGLE Doc

<https://docs.google.com/spreadsheet/viewform?formkey=dFdWdIVOVjVCMlByd1lldWFUckxvcUE6MQ#gid=0>

Presentation in Costa Rico Update

https://docs.google.com/presentation/d/18Fski1_iDkSkQWxNv4AvClt1_DRz8nWjZWeyi4lKhXl/edit#slide=id.gb5bff73_0_37

Invoicing

Invoice Glenn McKnight on Dec 21 for \$600(Paid)

Invoice #2 Glenn McKnight on Dec 27 \$1,350

Invoice Beau Bendler on March 12 \$2,650

Balance \$400

Phase Two: Distribution

Migration to Big Pulse

March 27th -request for Matt's Staff Support for survey

Need clarification for who is covering the Big Pulse costs

Phase Three: Analysis

6.0 Minutes

Jan 4th Discussion with Beau and Glenn on Survey questions

-Discussion on the quantity, quality and distribution strategy of the survey.

-We reviewed the questions and aim at garnering feedback on Monday's NARALO call

-After input we will be discussing the BIG Pulse elements for rollout

7.0 Presentations, Reports Meetings

- Dakar meeting held by Beau
- Naralo meeting on March 12, 2012

SECTION TWO: DRAFT QUESTIONS

1. On the Internet, do you know what Domain Names (the addresses for e-mails and web sites such as .COM, .ORG, .GOV,) are? If yes, then go on to ITEM.If no, then: Thanks for your time! We are glad you're interested in improving the domain name system.
2. Have you ever registered a domain name?
3. When you registered the Domain name, did you list your name and home address?
4. Did you list something else?
5. Did you buy "privacy protection," to place your identity information under the administration of a third party?
6. Did you know there is an international organization called ICANN that administers domain names?
7. Do you know ICANN does?
8. If you become the victim of a scam or theft or other crime on the Internet, to whom would you turn for help?
9. Would you contact ICANN? Yes, or No
10. Explain why or why not?
11. Do you believe using the Internet is risky or dangerous in any way?
12. Have you stopped using the Internet for any reason, such as for banking, bill paying, or buying goods?
13. Do you know anyone who has been a victim of identity theft?

14. What do you think is the greatest challenge facing the Internet?## Easy to steal the identity of other people## Easy to steal money from banks and other institutions## Easy to lie about who you are, can't trust anyone## Online auctions are too risky, you could lose money## Someone could steal the money I am trying to pay to my bank
15. Predators use it to stalk innocent children
- 1.