

# **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"> <li>• Deliver Draft Inception Report</li> </ul>	
3. Finalize Survey Plans and Questions	~June 13
<ul style="list-style-type: none"> <li>• Program Survey Questions</li> <li>• Pre-test Survey Instrument</li> </ul>	
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.**