Notes

Universal Acceptance – Measurement and Monitoring

Monday, 27 July 20:00 UTC

Prepared by
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- Attendance:
  - More than twenty people attended through the Adobe Connect room or the dial in facility
- Mark McFadden went through the presentation given during the ICANN53 meeting in Buenos Aires.
  - There was an expectation among many going into Argentina that most of the measures would be 'hard', quantitative. During the workshop in Argentina there was clearly a desire to have 'softer' measure that track the impact on people.
  - One of the first tasks of the M&M group is to come up a reasonable and realistic set of measures that can be repeated over time and with enough structure and framework that they can adjust for changes in the environment.

    The process is expected to be open and transparent and repeatable. A cycle of Metric Assessment, Measurement, Reporting, Public Comment and starting the cycle over again.
    - One group of measures will be 'hard' metrics which are measurable and repeatable in a controlled 'laboratory' environment. This might be how a particular browser responds to a specific instance.
    - Another group of measures will be 'soft' and may address issues such as the public perception of TLDs.
  - Mark McFadden to initiate two discussion on the UA M&M Mailing list: One to determine a set of 'hard' measures and the other to determine a set of 'soft' measures.
- Existing Measures
  - There are a number of existing measures in place and there doesn't appear to be a need to duplicate or replace this work already done by others, including EuRID/UNESCO and SaudiNic.
  - There's also the recently released ICANN sponsored review of consumer perception of TLDs. This is one exercise to check 'softer' measures. Participants were urged to review this report.
- ICANN/APNIC TLD Accessibility Project
  - Geoff Houston of APNIC Labs reported on a test recently completed by APNIC labs on behalf of ICANN. The Report is still in draft form and has not yet been released.
  - The preliminary indicators are that IDNs, in their punycode (xn--) form, have a higher preponderance of 'failure' than others. (Unicode characters were <u>not</u> tested.)
  - The report may be able to identify problems with particular browsers or operating systems, but this analysis has not yet been completed.

- Other comments
  - There was a desire to be able to identify ecosystem components (browsers, e-mail platforms, operating systems, etc) that will have a big impact so that engagement can accelerate the enhancement of these ecosystem components.
- Next Call
  - The next call is scheduled for 10 August 2015 @ 20:00 UTC.
  - We'll seek presentations from at least some of the existing parties who are measuring similar space
    - Karen Lentz of ICANN
    - EurID/UNESCO
    - SaudiNic
  - We will also try to get clarity on some realistic measures and measurement procedures.
- Actions
  - Don to prepare notes
  - Don to find out if the report from the APNIC/ICANN experiment can be released
  - Mark to initiate two e-mail discussions – one on Hard Metrics and the other on Soft Metrics.