[background conversation]

Beau Brendler:	Okay, can we start please? Thank you all for coming. My name's Beau Brendler and I'm the Chairman for NARALO – the North American regional organization. As some of you have known over the years, I don't really like to sit behind chairs – I like to get up and walk around so fortunately we have a mic here so that we don't have to worry about the transcription being interrupted.
	We can go ahead and start the slides now unless we're running it from that screen? This size? No, it's okay. I mean can everybody see that? So it's going to run like this? So I'll just stand over here by the slide then.
	I asked the folks here to put this time together, and I'm very appreciative for them to have done so. And the reason I have done it, next slide, is this NARALO survey is kind of about setting some future precedents for policy and also funding. Now, when I say that I don't mean necessarily to sound like I'm tooting the horn of the North American region; in fact, I'm sort of setting up a situation in which there's a little bit of pressure because I don't think that necessarily any of the regional organizations yet have been funded to do something like a survey in this capacity. Next slide.
	So we've been given some money. We've been given a budget of $5000 to do this, and in the course of doing it we thought about

needing ALS data capture. I don't know how familiar everybody is with the acronyms – I think everyone is, right? We're all kind of speaking the internal language here, so we need to capture data from ALSes kind of in the same way that Dev did for his project. But we also feel that we need to go beyond them into the general public in some manner, and we'll get more into that a little bit later.

We're also going to need to publicize the survey, both before the survey's actually taken and then after the results come out hopefully, if the results warrant publicity. And because of those challenges we need to ask very carefully-worded questions, which is harder than it looks and we'll come to that later. By the way, the reason why this presentation is so heavy, it's like 16 or 17 megabytes so everybody was worried that I was going to do a two-hour presentation. That's not the case, actually – it's because I loaded this photographs of bits and pieces of Africa that I took to illustrate the slides and they're huge. So that's actually not from Senegal; that's from East Africa. That's a fish hawk. Next slide.

Two surveys, two cohorts, and two storks in Kenya. We think a carefully-worded survey will give us two different sets of data that will complement if not resemble each other. What does that mean? Well, I think in order to have a more engaging policy discussion with ICANN we need to have more or as much data as possible. I was actually quite inspired by the data presentation that Evan put together off the cuff at how effective some data generation could be with a relatively small but interested group of people – this one

in particular relating to the hotel that many of you are staying at, which my heart goes out to you. So the more data we have the better. Next slide.

Next slide, thank you. You can't really see that there but this slide is called "Dividing the Workload." We're illustrating that with a shot of the grill in the Carnivore Restaurant in Kenya where we were. How we're dividing this up is we've asked Allan Skuce who I believe is on the call – if he wants to add anything he can, and we'd be delighted to talk to him. He's going to handle the part of the survey that's focused on the ALSes using the Big Pulse, and then the broader survey I'm going to work on with Glen McKnight who will be around this week, but he's with the NomCom so he's not actually arriving in the hotel for another couple days. Next slide.

Next slide, thank you. So external survey challenges: I see my photo of various creatures picking apart an elephant carcass in the Mesai Mara – it didn't come out very well but that was sort of meant to symbolize how do we even define the parameters of a survey that goes outside the ALSes?   What audience is representative? What kinds of questions do we ask? How do we define the terms? How do we publicize the survey and to whom so that we can get people to take it? And how do we get enough respondents to make it meaningful? Next slide.

Now, here's the tough part – formulating the questions. And I think you can ask a basic set of questions for ALSes that will make sense to us, to insiders, but when you try to start conceptualizing

asking questions to say the general public about ICANN it's a little bit difficult. How do you ask it – "What is ICANN and how does it matter to you?" Or do you go with an angle like "Have you ever been a victim of internet fraud? Ever had a problem with ID theft? Do you own a domain?   Do you know how to buy a domain?" Next slide.

"Have you ever heard of WOHIS? Have you ever used it? Tried to register your surname only to find it taken?" – some other choices like that. "Were you sold on a privacy protection service?" I know that when you look at one of the main registrars' domain signup pages they really kind of give you a tight push on buying privacy protection. Is that good? Well, it may be good for a registrant; it may not necessarily be good for the general public. So how do we separate that out and define it or do we even do that? Next slide.

And then how do we reach respondents? I referred to this earlier. How do we reach respondents once we actually have the questions formulated; in other words, what sources do we go to or turn to to try to publicize the existence of this survey and get people to take it? Here, we have a captive audience in the sense that everybody's interested in the hotel problem so everyone wants to take the survey, so is there a way to come up with a similar situation – I'm just being figurative here or iterative – to try to capture an interested party to take a survey? Next slide.

So this is the discussion part. It can be very freeform, it can be very off-the-cuff and it's intended to be related to the idea of how

to ask the survey questions, how they should be asked and what should be asked in order to come up with meaningful questions that we can then present to ICANN and say "Okay, this is what the people of, or this is what this group of people from the North American region want from ICANN – we have the proof."

So does everybody kind of get where I'm going with this? Do you have any questions? I know this is a pretty terrible time to have a conference or have a meeting, right at the end of the day. No participation. Should we even ask the general public? I hear a yes. Why?

Garth Bruen: This is Garth Bruen from NARALO. Absolutely we need to get the internet users' perspective. They are the consumers of information and of the internet, and we don't really have any kind of customer service at the moment. It's lacking in customer service and customer service starts with feedback from the customers, so we need their input. Thanks.

Beau Brendler: Is there any agreement or disagreement with that? So we should talk to the general public says Garth. Darlene?

Darlene Thompson: My only comment is that if we should decide to talk to the general public we're almost going to have to do an educational campaign at the same time, because if we start asking too open-ended

questions we're going to start getting really weird answers and things that are outside of ICANN's remit, like "What should be fixed?" "Uh, I get too much spam" – you know, things that we can't control. So we're going to have to be very careful how we coach the questions.

Beau Brendler: Response from Garth.

Garth Bruen: Yeah, I have a response to Darlene's comment. While I don't disagree in principle, I think the users' experience, whatever that experience is, is an important source of information. And I think that their ignorance of the mechanics of the internet should never be seen as a drawback for us. I mean we should just get their feeling, their sense on things, and that's a barometer on how everything is working. And we can educate them at the same time as well, but start with just their gut feeling.

Beau Brendler: That's good. So leaving value judgments aside for a second, then, do we have a notion that maybe we should just ask the survey questions that we feel we want to know about and see if ICANN fits in there as opposed to trying to formulate questions that include ICANN in them? Or is that approach too risky? Matt?

Matt Ashtiani:	Hi, Matt Ashtiani for the record. I have a question from a remote participant – Joly MacFie. Joly asks "There is a possibility that the NARALO survey could be coordinated with a similar effort from the Internet Society – Internet Society Global Internet Users Survey." He then gives a link and asks "Perhaps we can piggyback?"
Beau Brendler:	That sounds like a really good idea. I'd like to take a look at that URL. Just off the top of my head is there any concern about ICANN money and ISOC money being possibly blended for a joint effort? I don't know. We could probably resolve that later but that's a really good suggestion. That could help across all the fronts of the challenges that we've been talking about.

Any other questions or insights on this? Okay, next slide, please. Oh wait – sorry. Was there a question? No. Okay.

So this is really kind of the end of this presentation; it wasn't intended to be very long. We do have a Wiki page; we also have a gateway for information that Glenn McKnight set up. That's the URL of it so you can go there.   And if you have any ideas or thoughts specifically for questions that you would like to know, that you would like to contribute to the survey, chances are we'll use them.

Dev, I wanted to just put you on the spot for a minute if I may. You went through an ALS survey just recently. What lessons… I know you kind of went through the lessons learned at our last

meeting in Singapore somewhat, right? But what advice would you give us at this point? And I know your survey was confined strictly to ALSes in your region, right?

Dev Anand Teelucksingh: Thanks, Beau – Dev Anand Teelucksingh, LACRALO Secretariat. Well, I have to say that the phrasing of the questions is extremely important; otherwise you're going to get garbage in, garbage out, right? What happened during the survey was that a lot of the earlier ALS survey questions were not interpreted correctly and we just got a whole bunch of data that in the end we just couldn't really make any sense of it. And so the opportunity there was lost to get any meaningful conclusions there.

So I think that phrasing the questions as easy as possible – your challenge here I think is that you're going to talk to the general public which I think is a challenge, because the general public is probably not going to be aware of registry, registrar. It depends on what the questions are. I haven't looked at the survey project and trying to understand the goals yet so that really is I think going to be a key challenge. As Darlene says, you may have to then do an education campaign with that, for that.

Also, if you're looking to generate statistics and so forth, obviously the more freeform answers makes it harder to try to analyze that if you wanted to come up with final numbers and so forth. It's very hard. When we had freeform questions in the survey again, very difficult and also, well I don't know – is this going to be a

multilingual survey? Are you going to target different languages or just strictly English?

Beau Brendler: We thought about doing English, French, and Spanish.

Dev Anand Teelucksingh: Hmm, well then you've got to try to get that translated. And again, how you phrase those questions is very important because certain questions, when they were translated were completely misinterpreted by other languages. So you have to make sure how those questions are phrased and as I say, it's easier said than done I know.

Beau Brendler: Okay, well I appreciate that. Garth?

Garth Bruen: This is Garth again. I'm going to cite my wife who is actually a market research professional with 15 years' experience, and the uninformed consumers are actually the people that they want to take surveys. They dismiss people from focus groups who have too much inside knowledge of a particular product. They don't want those people to be feeding information in. They really, really, really want the person on the street who doesn't have a lot of inside information, so in terms of developing a proper survey the questions need to be carefully crafted.

And definitely there are pre-survey research methods that are required to make sure that the survey is going to work, and you also have to analyze at the end whether or not the survey worked the way that you imagined it did. But I don't think that pre-education before the survey is the right way to go.

Beau Brendler: Response?

Dev Anand Teelucksingh: Probably not a direct response but I think also what you have to look at is the length of the survey. If you make it too long fatigue is just going to set in, and I think people are not even going to complete the survey to be honest if they see "Well, I've got other things to do."

Beau Brendler: Yeah, it's about 22 questions plus cross tabs I think is the official limit for fatigue.

Dev Anand Teelucksingh: Wow. I don't know whether it's possible to like get a set of recipients to say "Are you willing to take this survey?" and then over a period of time just start the questions. Maybe you can categorize the survey questions and just break it down a little bit, but just trying to get everybody to do one big huge sheet of questions, it might be difficult to get meaningful responses.

Beau Brendler:	Oh, sorry – you had your hand up? Okay, Darlene and then Ganesh, and then I have a response provided I don't forget it between now and then. Go ahead, Darlene.
Darlene Thompson:	I was just going to point out that Dev has been talking about a very specific survey that was just to the ALSes – this was an At-Large survey, this wasn't just to the common Joe on the ground – and we still got a lot of useless answers. So we're going to have to be very careful on how we're going to have to coach this, and we also have to keep in mind very firmly I think "What do we want to get out of it?"
	So of course we can't educate them so that we're getting the answers that we want but we also have to be very, very careful how we do put it or else it's just going to be a whole pile of useless data that we won't be able to use, and it'll be a colossal waste of time.
Beau Brendler:	Well, I think it's got to be defined in very specific terms much as the hotel survey is defined, so get that information down – the objective is get the hotel changed; whereas ours is specifically make a policy recommendation. That's the concern, is that if you have a set of questions that you ask the general public, what do you do about the situation in which you get a bunch of people who just

don't know what ICANN is? So you generalize the questions to be about registering a domain possibly, or generalize them to some kind of crime issue? I'm sorry, I stepped on your… Go ahead.

Ganesh Kumar: Thank you, Beau, and I support Garth's statement about you need to be structured and ensure everybody's alluding to the same. As a person who went through dissertation for a doctoral thesis there is a method to the madness, because on most of the surveys we make the mistake – and I think we talked about it in the ALAC meeting. We take it very easy, at the end of the day we collect statistics and we kind of wonder what the data represents because it doesn't seem to have any sort of insights popping out.

I think that's a trap that we could avoid because if you look at the way that people do their research in market research, you've got to understand first there are two types of surveys – whether they are inductive, meaning you're exploring what you need to measure; and deductive, meaning you have an idea.   And when the marketing research firms go to the market they know of certain concepts – they just don't know what, and they are trying to get the surveys in a quantitative form.

So I think you could possibly split the survey and talk to various people to get what really needs to be measured. And that could be a qualitative interaction with several folks, and there are ways to do it and we can talk about them offline; and then go to the market with very, very simple questions, not technical. You are talking to

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the normal person over there so I think we could approach it in a much more structured manner. It will take some more time, it won't take much more money but it will take some more time, but you'll get some good insights back if you are careful.

Beau Brendler: Thank you. Yeah, the money is sort of a blessing and a curse. It's nice and we appreciate the gift, but it's also very small when you're talking about survey research. Did you have a response?

Garth Bruen: Yeah, I think we're getting somewhere and the first question on the survey should be "How do you interact with the internet?" And depending on that answer we understand the value of their further responses. We need to identify who the consumer is first.

Beau Brendler: Okay. Would you just go one more slide? I can't remember if I put one at the… Oh, it's just that one. Yeah, we all needed to see that. I'm sorry, did I miss anyone? No, I didn't miss anybody? Okay. Is there a remote participation question?

Matt Ashtiani: There is and I'll say it to you, and if you believe it's on topic then we can proceed; if you wish to…

Beau Brendler: No, that's alright – go ahead.

Matt Ashtiani: This comes from 3DNB.com. He or she asks "ICANN is ten times bigger than anyone can imagine. Do users want to pay for surveys in all these meetings?"

Beau Brendler: That's an interesting question. I'm not sure what it's asking: "ICANN is ten times bigger than anyone can imagine. Do users want to pay for surveys at all these meetings?" Oh, it's a suggestion for a question, ah, I see: "Q.) ICANN is ten times bigger than anyone can imagine." I don't know – are users paying for us to be here? I suppose they are in a sense, yeah. It is existential, I agree with Joly but certainly worth keeping on hand for meditative purposes, I think.

Alright. So unless anybody has anything to add can we segue into the NARALO meeting itself? We can't. We need to wait for people to arrive. So how many of us would like to see me jabber on here for another 16 minutes or rather just chill out and have some water, or go to the bathroom – break. Who wants to vote for break? Okay.

Chairman says "Break."

[background conversation]

[End of Transcript]