

USERS

- Define mission without DNS
- Develop a stakeholder map
- Communication & public relations to educate or inform
- Stop trying to explain complicated technical stuff to normal people
- User understanding of ICANN role & value
- Users understanding of how & why they can get involved
- Registry/Registrar integration (pyramid sketch associated with this)
- Key is open + sustainable internet despite which tech is used
- User understanding of ICANN role & value
- Users understanding of how & why they can get involved
- ICANN should be as boring as possible – no need for engagement: it just works
- Do not engage – defeats the hierarchy of multi-stakeholder model
- Engagement vs. education, information
- For service providers – ICANN engage in existing forums that exist already
- Internet users don't need to know/care about ICANN
- Make users value their "place on internet"
- Make ICANN relevant to their lives
- Some may not want open but will be involved in ICANN
- Global legitimacy Aim to be famous
- ICANN could be "consumer protection" role & intake service for internet issues within remit for end users
- Who cares if DNS goes away? Just focus on connective interoperability
- Should be different groups in ICANN roles: Users/Service Providers
- What is our story about the future of open internet
- Hire more robots
- Be agnostic about DNS vs. other addressing option
- Allow more "clicktivism" in parallel with expert volunteers
- Massive disruption coming to service providers biz model
- Accredited registry svc providers to offer TLD ops as commodity
- No end-user group
- Should ICANN continue to make policies for registries, or should registries organize to make the policies with their users
- User engagement in ICANN policy making
- Education and skill
- Developing curricula
- Funds to support
- Online classes
- Usable for individuals/classes

- ICANN needs to understand the needs and experience of end users, internal users
- Input could be obtained through focus groups, perhaps through ISOC region
- Secret shopper approach, surveys and polls worth considering
- Social Media
- Lack of English by end users
- Lack of English is an impediment to using traditional engagement methods
- No mission creep
- Insider Community
- No outreach process
- Websites
- Acronyms – plain English seems like a barrier “techy’ world
- Ecosystem
- Contractor policies
- Registrants
- Better marketing “language,” very western centric.
- Appropriate model for gTLDs for smaller communities
- Protect end users by ICANN from misuse of gTLDs by verifying registrants involving “WHOIS”
- Protect the interests of users and working with registrants
- ALS needs to be strengthened to represent accurately the need of end users
- Enhance “WHOIS” and other mechanisms to improve transparency and protect end users
- Define and make publicly available information on all the stakeholders of the ecosystem
- ICANN has to understand the needs and wants of the end-users. Conducting market research would also act as a catalyst in creating DNS itself and engaging end-users
- Increasing the barrier to entry wide as the Digital Divide
- ICANN’s security in DNS role remains vital to user security and privacy
- (djchuang@gmail.com) First, a word of thanks for inviting input from the public base of end users, a few of which would want to know they have access to engage with ICANN occasionally. As you’ve noted, the Internet is becoming more like a utility (like electricity or water in developed countries) that people want to know “it just works.”
- (djchuang@gmail.com) Having the opportunity for input like these public commenting windows of time online is great. Additional live-event opportunities like webinars and an on-going blog or discussion board specifically designed to speak to registrants and normal people would be helpful to keep them engaged.
- Internet openly available for all. Relatively free access for all with some restrictions for children. Working with other groups to eliminate fraud, criminal activities, and reduce spam.
- Does "Whois.com" according to your ICANN agreement policy?