Sampling Procedure and Interview Process of the ICANN Survey

Online Annex for the article 'Legitimacy in Multistakeholder Global Governance at ICANN'

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Global Governance

We define 'ICANN insiders' as all individuals who registered to attend at least three of the nine ICANN public meetings between October 2015 and June 2018. This threshold allowed us to identify persons who are quite well acquainted with the current workings of ICANN's multistakeholder regime, as distinct from more casual attendees as well as former participants who are no longer active. We drew the names of these current 'regulars' from the public registration lists of ICANN meetings. Our survey population therefore misses the (relatively few) people who ask that their attendance of ICANN meetings not be publicized (and whose names were therefore not available to us under data protection rules).

This approach gave us an ICANN insider population of 1474 individuals, comprised of 30 board members, 188 staff persons, and 1256 community participants. We invited all 30 board directors to take the survey interview (N=30, with a coverage rate of 100%). We also invited all 182 of the 188 staff members for whom we could retrieve contact details (N=182, with a coverage rate of 96.8%). In addition, we took a random sample of 898 of the 1256 community members, of whom we were able (with extensive searches for contact information) to invite 741 (N=741, with a coverage rate of 82.4%). Persons who were more difficult to reach included government officials without publicly listed contact information, individuals who changed jobs without a forwarding address, and people taking retirement.

To locate 'informed outsiders' we turned to the Internet Governance Forum (IGF), an annual global gathering that is convened under the auspices of the United Nations in order to discuss a full range of issues connected with Internet content, data and infrastructure. We reviewed the public registration lists of the global IGFs in 2015, 2016 and 2017 to identify individuals who attended at least one of these three meetings. We then narrowed down this list to include only individuals who had registered to attend the 2018 meeting in Paris and who had attended none of the past nine ICANN meetings. This approach yielded an 'informed outsider' population of 415 individuals, from which we drew a random sample of 297. We were able to contact 180 of them (coverage rate of 60.6%) and interviewed 62, distributed across world regions, social groups, and stakeholder groups, as specified below in Table 1.[1]

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[1] Most 'informed outsider' respondents identify as a member of academia, civil society or government. Business and technical sectors are low among the 'informed outsiders', since most individuals from these groups who attend the IGF are also active in ICANN.

To administer the ICANN survey we used the software programme Qualtrics, which can be used on tablet computers both online and offline. All interviews were done under conditions of anonymity and confidentiality in order to put respondents at greater ease and to encourage fully frank answers. Each completed questionnaire and accompanying transcript was assigned a random number, and interview recordings were erased after transcription by research assistants who cannot identify the voices.

The survey was administered in English, which is the main working language in ICANN. No survey translations were provided, mainly due to the risk of semantic, conceptual and normative inconsistencies across languages. However, Dutch-, French- and Spanish-speaking interviewers were available to clarify any unclear survey items, and several respondents gave their open-ended answers in these other languages. Two respondents with other primary languages brought along an interpreter for assistance.

We pre-tested the ICANN survey questionnaire by means of 10 cognitive interviews to detect unclear and potentially sensitive question formulations, to check whether answer options are mutually exclusive and exhaustive, to identify unclear directions in survey scales, and to determine whether respondents understand a given question in the same way.

We conducted 57% of the 529 interviews face-to-face at the ICANN63 meeting in Barcelona (October 2018), the IGF13 meeting in Paris (November 2018), the third Eastern European Domain Name System Forum in Moscow (December 2018), ICANN Headquarters in Los Angeles (January 2019), the ICANN64 meeting in Kobe (March 2019), and the ICANN65 meeting in Marrakech (June 2019), using tablet computers. We conducted the other 43% of interviews remotely via Skype, WhatsApp, and telephone.

Table 1 Distribution of respondents ICANN survey

	ICANN Board	ICANN Staff	ICANN Community	Informed Outsiders	Totals
Totals	30	132	305	62	529
Stakeholder group					
Academia	0		19	19	38
Business: DNS	6		91	0	97
Business: Other	2		42	1	45
Civil society	5		51	33	89
Government	3		40	9	52
Technical community	10		50	0	60
Other/unreported	4		12	0	16

Regional group

Caribbean	0	1	7	1	9
Latin America	2	8	23	7	40
North America	9	61	70	9	149
Europe	11	32	106	27	176
Middle East/North Africa	2	7	12	6	27
Sub-Saharan Africa	1	6	31	4	42
Russia and Central Asia	0	2	6	0	8
East Asia	3	5	7	2	17
South Asia	0	2	15	0	17
South East Asia	1	3	8	2	14
Oceania (incl Australasia)	1	4	15	1	21
Other/unreported	0	1	5	3	9

Gender

Female	8	56	81	29	174
Male	21	72	222	30	345
Other/unreported	1	4	2	3	10

Age

<30 years	0	2	20	9	31
31-40 years	1	38	55	28	122
41-50 years	9	48	96	13	166
51-60 years	10	30	77	7	124
61-70 years	8	11	46	3	68
>70 years	2	1	9	1	13
Other/unreported	0	2	2	1	529

Language skills

Native speaker	14	71	129	18	232
Non-native, strong	12	49	111	33	205
Non-native, medium	4	11	54	9	78
Non-native, basic	0	0	7	1	8
No English skills	0	0	1	0	1
Other/unreported	0	1	3	1	5

Ethnicity/race

Asian	4	13	30	5	52
Black or African descent	0	5	33	4	42
Hispanic	2	8	8	4	22
Indigenous	0	0	1	0	1
Middle Eastern	3	6	7	5	21
White	13	85	184	35	317
Mixed	2	3	11	3	19

| Other/unreported | 6 | 12 | 31 | 6 | 55 |