ccTLD Community Wiki Evaluation Report

Executive Summary

In October 2011 the ccNSO Council decided to creatw a Confluence Wikispace as a closed space for the ccTLD community. It was decided that the activity should be evaluated at the Prague meeting. According to the low interest in the space so far and the replies to the evaluation survey, the ccNSO Secretariat recommends that the ccTLD wiki project should be placed in hibernation and be resumed if the general interest should increase in the future.

Introduction and background

Based on the interviews made for the new ccNSO website in 2009, the ccNSO Council decided at its meeting on 4 October 2011 to start using the Confluence Wiki tool as a closed space for the ccTLD community. The idea was to use the wiki as an extension to avoid closing any part of the actual website but at the same time give the community a password protected area where community members could share relevant information.

> From the minutes on 4 October 2011:
>
> "7. Closed Wiki Section ccTLD community
>
> The Chair noted that Gabriella Schittek had provided an explanatory paper on the ccTLD community wiki space, including a suggestion to move forward with the closed space and asked the Councillors for questions or comments.
>
> Roelof Meijer asked whether the users of the wiki space would be instructed to keep the content of the space confidential. Gabriella replied that a disclaimer could be included in the space to ensure confidentiality.
>
> Gabriella Schittek also noted that Kristina Nordström would hold a workshop in Dakar in order for the ccTLD community to learn more about the wiki space, as well as the Adobe Connect meeting tool.
>
> The Chair reminded the Council that the wiki space would undergo a 6 months trial period and Bart Boswinkel confirmed that the system would be evaluated at the Prague meeting.
>
> It was agreed to proceed on this basis."

The ccNSO Secretariat was tasked to prepare and create the wiki according to the implementation plan consisting of four steps.

The implementation of the wiki space was executed according to the pre-drafted 4-phase implementation plan (see below). First, the space was created and announced and the ccTLD community members were encouraged to apply for membership (Phase 1 and 2). A little over 50 people were added to the space.

Once the space had been set up and the members had been added the community was encouraged to start using the space by adding documents, blog posts and comments (Phase 3). This is where the project halted since no community member decided to share any information in the space.

In summary, following measures were taken to promote use of the ccTLD Community Wikispace:

- Email announcements and reminders to the full community of the wiki launch
- Initial population of the space, such as relevant ccTLD documents and example blog posts etc
- Individual approaches asking people to share valuable information in order to get the space started
- Creation of a ccTLD Address Book
- Information given at ccTLD members meeting in Costa Rica 2012
- Two workshops informing about the wiki and how to use it (Dakar 2011 and Costa Rica 2012)
- Decision to start posting ALAC and GNSO Liaison Reports on the wiki

Despite these efforts to promote use of the wiki, the only visible activity that has taken place from the community side since the space opened in early November 2011 (8 months ago) is a liking of an example blog post written by the ccNSO Secretariat to give an idea of how it could look.

Survey Results

According to the implementation plan (phase 4), a survey on ccTLD Community wiki use was conducted from 14 May to 4 June 2012 in order to evaluate the interest in the tool so far as well as to decide future steps.

The survey received in total 32 replies out of the around 200 people that were invited to take part in it. In itself that could be seen as an indication that the interest in the wiki space is rather low. 6 of the people that replied also indicated that they never visit the space.

Another 20 indicated that they visit the space when there is an announcement linking to it, which shows that the space is a perceived as a platform for secretariat related information rather than a collaborative area where they go on their own initiative.

A majority of the responses indicated the general information (documents and links) to be the most interesting part of the wiki. However, this information was put there as a base for the wiki for the community to build on and there is nothing unique that cannot also be found at the ccNSO website or has been shared on the email lists. One person did mention that even though this information can be found elsewhere it is better organised on the wiki. 10 people would like to see more ccTLD relevant documents and 7 would like to see best practice advice from fellow ccTLD managers, but despite encouragement from the Secretariat, no one has been willing to share any information of this kind.

A few people expressed a positive attitude towards the wiki and 19 people indicated that it is worth keeping, however considering the small part of the entire community that

number represents and the fact that the people who are positive still does not participate actively, it is not enough to serve the initial purpose of the workspace. 9 people indicated that they don't know if it's worth keeping and one person does not think it is.

Survey results:
http://www.zoomerang.com/Shared/SharedResultsSurveyResultsPage.aspx?ID=L2B2BVZBGBQ2

Recommendations for the Future

It does not seem as if the community is currently interested in a collaborative platform such as the Confluence wiki. Despite repeated efforts by the ccNSO Secretariat to engage members in actively using the space, it has remained more or less untouched. The same pattern can be seen for the ccNSO working group wiki spaces, which are merely used as document archives and never updated or edited by any of the working group members, with one or two exceptions.

Based on the facts presented above the ccNSO Secretariat recommends that the ccTLD Community wiki should be placed in hibernation. It does not need to be closed or removed but the interest is currently much too low to spend any further resources on promotion efforts. The Secretariat suggests that the ccTLD Community should be informed about the hibernation and that the project can be resumed at any point in time if new interest should arise among the community members.

Kristina Nordström,
On behalf of the ccNSO Secretariat

ccTLD Community Confluence Wiki Space Implementation Plan

Phase 1 – Preparations

- **Set up** wiki space with help from the ICANN tech department
- **Fill** space with basic material to give people an idea of the use

- Relevant links
- ccTLD Overviews
- Informational material

- **Teach** the community basic features of the space.

- Workshop in Dakar
- Hand-outs (written instructions to Adobe and Confluence)

Phase 2 – Launch

- **Announce** launch of the wiki space to ccTLD members including an invitation to try the features of the space. During this time the space will remain open (9 November-15 December).
- **Add** members (individually) with help from the ICANN tech department (December-March).
- **Follow-up** Workshop in Costa Rica (March 2012).

Phase 3 – Use

- **Assist** community in populating the space with relevant material and encourage them to use existing features (November 2011-June 2012).

- Add new relevant material
- Suggest individual areas of use to ccTLDs (liaison reports etc)
- Send email reminders and encourage use of the space

Phase 4 – Evaluation

- **Conduct** a survey to gather wiki space feedback from the ccTLD community (spring 2012).

- Frequency of the use
- Benefits of the space
- Areas of improvement
- Future preferences

- **Discuss** the result at the Prague meeting (ccTLD community and Council).
- **Decide** how to move forward (Council).