

IGF-USA Subject Matter Survey Results

The IGF-USA Subject Matter Survey ran from **February 26** through **March 14**, receiving a total of **119 responses**, from a variety of stakeholders with varying levels of experience at the IGF-USA and global IGF. The median amount of time spent on the survey was **6 minutes 29 seconds**, with a **100% completion rate**. **38 respondents** left comments and suggestions for topics not covered in the survey.

Stakeholder Breakdown

- Government / Intergovernmental Organizations: 13 Responses
- Civil Society / Academia: 33 responses
- Technical Community: 18 responses
- Private Sector: 45 responses
- None / Other: 10 responses

Number of IGF-USA's Attended

- None: 47
- 1 IGF-USA: 20
- 2 IGF-USAs: 13
- 3 IGF-USAs: 11
- 4+ IGF-USAs: 28

Number of global IGFs Attended

- None: 74
- 1 IGFs: 14
- 2 IGFs: 3
- 3 IGFs: 9
- 4+ IGFs: 19

This document provides an analysis of the survey based on several different calculations using the same data. Each calculation is described below and has accompanying charts and tables.

Methods

Weighted Calculations based on Rank 1-15

This is the method used by Survey Monkey, which weights the score of each ranking in reverse order. For example, a #1 ranking has a weight of 15 and a #15 ranking has a weight of 1. Using this scale, the scores for each option are added together and divided by the total number of responses.

Weighted Calculations based on Rank 1-8

This method varies slightly from the “Weighted Calculations based on Rank 1-15” model. Similarly, it weights scores in reverse order, but only for options ranked 1 through 8. In this case a #1 ranking has a weight of 8, a #8 ranking has a weight of 1, and ranks #9-#15 have a weight of 0. The scores from each option are added and then divided by the total number of responses.

Number of Times Ranked #1

This method is straightforward. It adds up the total number of times that the option was ranked first by a respondent.

Number of Times Ranked in Top 3

This method is similar to the “Number of Times Ranked #1” method, except It adds up the total number of times that the option was ranked in the top 3 by a respondent. The scores are not weighted, meaning that being ranked #1 counts the same as being ranked #3 in the method.

Key Takeaways

There were several “Proposed Topics” that scored well across the board, 6 of which scored in the top 8 regardless of method:

- Data Governance and accountability
- Cybersecurity and safety
- TechLash in 2019
- Platform liability for user content and commerce
- Inclusion
- 5G enabling tech innovation

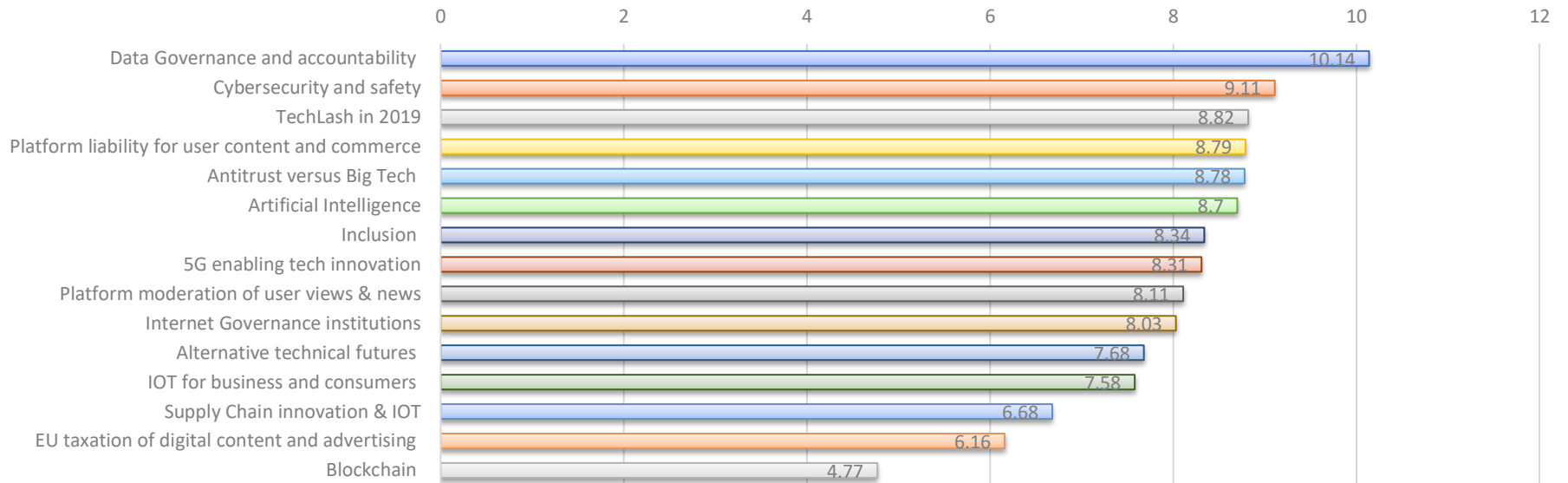
Similarly, there were several “Proposed Topics” that scored poorly across the board, failing to reach the top 8 under any method.

- Blockchain
- Supply Chain Innovation & IoT
- EU Taxation of digital content and advertising
- Alternative Technical Futures
- Platform moderation of user views & news

The following scored in the top 8 in at least 1 method

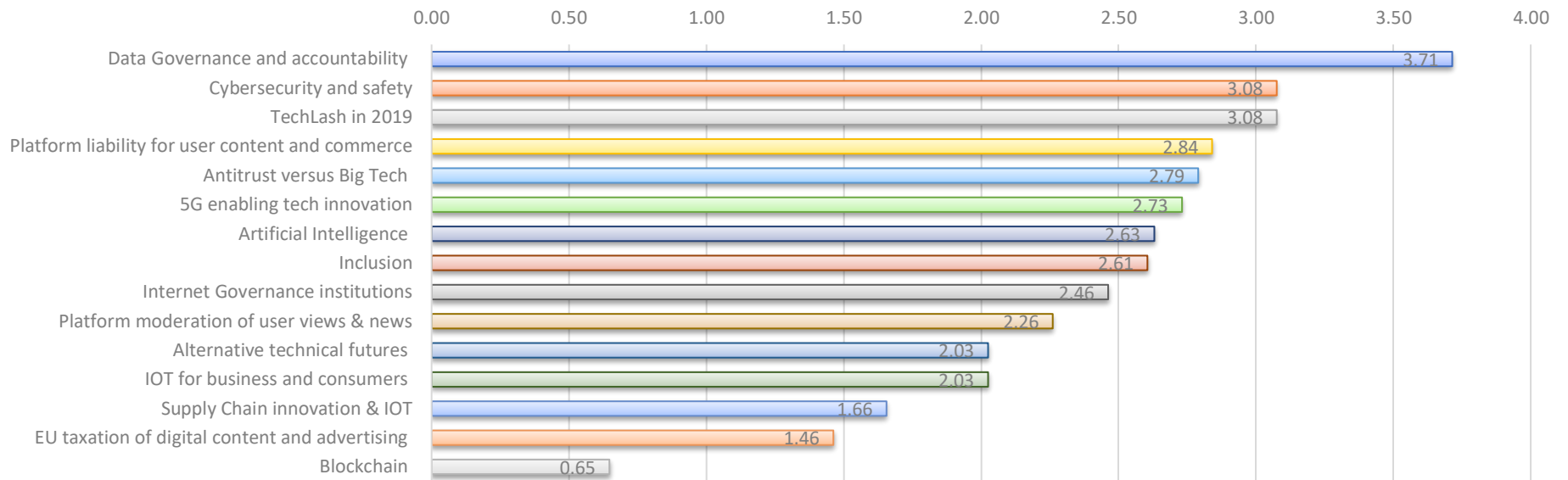
- Artificial Intelligence –3 Top 8 placements.
- Antitrust vs Big Tech – 3 Top 8 placements
- IoT for Business and Consumers – 1 top 8 placements
- Internet Governance Institutions – 1 top 8 placements

Weighted Calculations based on Rank 1-15



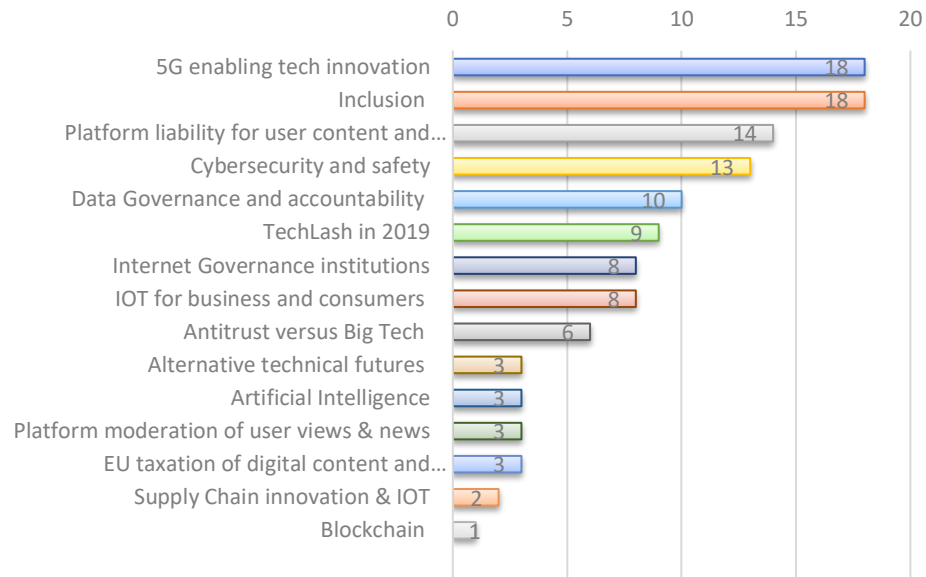
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Score
1	Data Governance and accountability	10	10	15	10	22	16	7	2	3	7	4	7	1	2	3	10.14
2	Cybersecurity and safety	13	11	9	11	10	5	8	5	10	7	8	10	3	4	5	9.11
3	TechLash in 2019	9	13	15	11	4	6	8	8	2	9	5	9	4	9	7	8.82
4	Platform liability for user content	14	7	11	7	10	5	5	11	11	3	13	6	4	10	2	8.79
5	Antitrust versus Big Tech	6	12	9	11	7	12	10	7	8	7	7	7	4	10	2	8.78
6	Artificial Intelligence	3	13	8	10	13	7	8	11	11	4	7	12	7	1	4	8.7
7	Inclusion	18	7	3	7	3	6	9	16	11	5	6	6	5	6	11	8.34
8	5G enabling tech innovation	18	10	8	1	9	3	5	3	8	11	15	7	6	7	8	8.31
9	Platform moderation of user views & news	3	5	12	13	4	8	9	15	7	8	11	3	11	6	4	8.11
10	Internet Governance institutions	8	5	8	14	4	11	10	7	7	6	4	6	13	9	7	8.03
11	Alternative technical futures	3	9	9	4	6	9	10	9	5	16	9	9	11	5	5	7.68
12	IOT for business and consumers	8	2	6	7	8	9	13	7	10	8	6	8	9	16	2	7.58
13	Supply Chain innovation & IOT	2	11	3	5	5	7	8	4	8	11	9	11	15	7	13	6.68
14	EU taxation of digital content	3	4	1	6	10	8	6	10	12	4	2	5	12	13	23	6.16
15	Blockchain	1	0	2	2	4	7	3	4	6	13	13	13	14	14	23	4.77

Weighted Calculations based on Rank 1-8



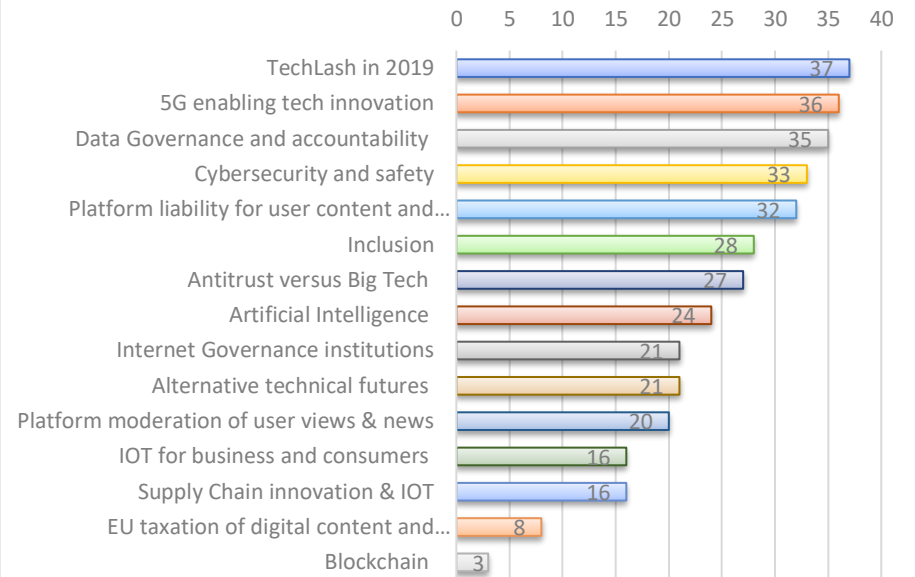
		1	2	3	4	5	6	7	8	Score
1	Data Governance and accountability	10	10	15	10	22	16	7	2	3.71
2	Cybersecurity and safety	13	11	9	11	10	5	8	5	3.08
3	TechLash in 2019	9	13	15	11	4	6	8	8	3.08
4	Platform liability for user content and commerce	14	7	11	7	10	5	5	11	2.84
5	Antitrust versus Big Tech	6	12	9	11	7	12	10	7	2.79
6	5G enabling tech innovation	18	10	8	1	9	3	5	3	2.73
7	Artificial Intelligence	3	13	8	10	13	7	8	11	2.63
8	Inclusion	18	7	3	7	3	6	9	16	2.61
9	Internet Governance institutions	8	5	8	14	4	11	10	7	2.46
10	Platform moderation of user views & news	3	5	12	13	4	8	9	15	2.26
11	Alternative technical futures	3	9	9	4	6	9	10	9	2.03
12	IOT for business and consumers	8	2	6	7	8	9	13	7	2.03
13	Supply Chain innovation & IOT	2	11	3	5	5	7	8	4	1.66
14	EU taxation of digital content and advertising	3	4	1	6	10	8	6	10	1.46
15	Blockchain	1	0	2	2	4	7	3	4	0.65

Number of times ranked #1



1	5G enabling tech innovation	18
2	Inclusion	18
3	Platform liability for user content and commerce	14
4	Cybersecurity and safety	13
5	Data Governance and accountability	10
6	TechLash in 2019	9
7	Internet Governance institutions	8
8	IOT for business and consumers	8
9	Antitrust versus Big Tech	6
10	Alternative technical futures	3
11	Artificial Intelligence	3
12	Platform moderation of user views & news	3
13	EU taxation of digital content and advertising	3
14	Supply Chain innovation & IOT	2
15	Blockchain	1

Number of Times Ranked in Top 3



1	TechLash in 2019	37
2	5G enabling tech innovation	36
3	Data Governance and accountability	35
4	Cybersecurity and safety	33
5	Platform liability for user content and commerce	32
6	Inclusion	28
7	Antitrust versus Big Tech	27
8	Artificial Intelligence	24
9	Internet Governance institutions	21
10	Alternative technical futures	21
11	Platform moderation of user views & news	20
12	IOT for business and consumers	16
13	Supply Chain innovation & IOT	16
14	EU taxation of digital content and advertising	8
15	Blockchain	3