

April 30, 2014

RE: Media Research on GAY

Dear ICANN and the Economist Intelligence Unit evaluators,

I submit the following research findings in support of dotgay LLC's community application (Application ID# 1-1713-23699), and to further support dotgay LLC's statements that the term "gay" commonly refers to:

"male or female homosexuals, bisexual, transgender, queer, intersex, ally and many other terminology - in a variety of languages - that has been used at various points to refer most simply to those individuals who do not participate in mainstream cultural practices pertaining to gender identity, expression and adult consensual sexual relationships."

I am Dr. David Gudelunas. I am an Associate Professor of Communication at Fairfield University and also serve as Chair of the Department of Communication and the Co-Director of the program in Women, Gender and Sexuality Studies. I completed my MA and Ph.D. at the Annenberg School for Communication at the University of Pennsylvania and have been a researcher and professor for over a decade. I have published a book and numerous peer-reviewed articles on the intersections of media, technology and sexuality and am frequently called on as an expert on related issues by the national and international media and not-for-profit groups. I have made over 100 academic presentations and have served as the Chair of the National Communication Association's Caucus on Sexuality.

As I understand from the CPE scorecard, community applicants are required to show a nexus between their proposed string and the community they have identified. To score 3 points for 2-A Nexus the applicant must show that "the string matches the name of the community or is a well-known short-form or abbreviation of the community" and to score 1 point for 2-B Uniqueness the applicant must show that the "string has no other significant meaning beyond identifying the community described in the application." Neither of these qualifiers indicates that the string is required to be "the best" or the "least imposing" as it relates to the community, especially since communities are capable of wearing several handles of identification simultaneously.

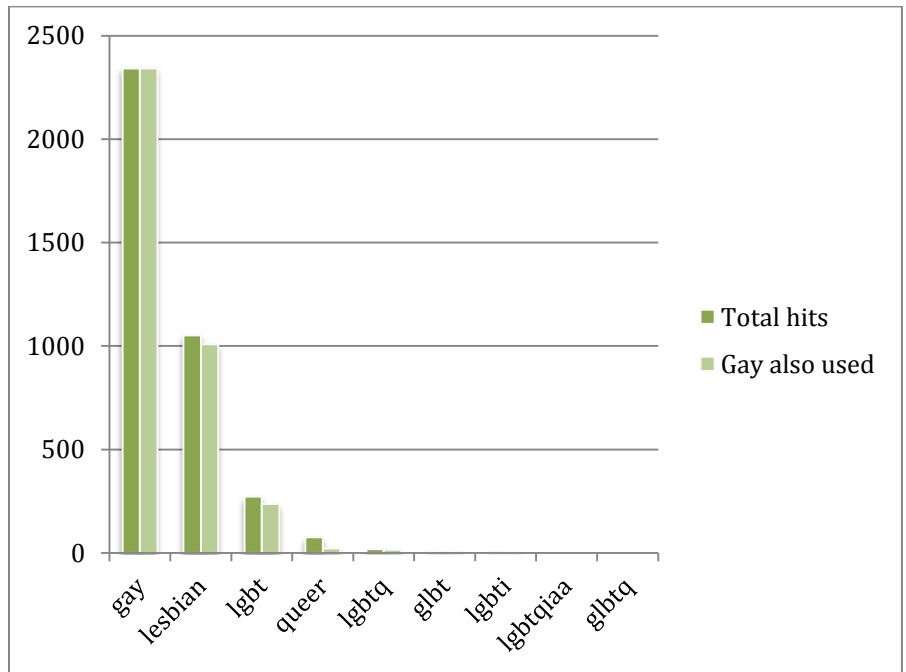
Using Lexis/Nexis which has full text searching capabilities for over 15,100 global newspapers, blogs, newsletters and newscast transcripts (including the largest and most influential newspapers globally), I looked at the spectrum of words used to refer to individuals whose gender identities and sexual orientation are outside the norms defined for heterosexual behavior of the larger society. My search included "gay," "lesbian," "queer," "LGBTQ," "LGBT," "GLBT," "GLBTQ," "LGBTI" and "LGBTQIAA." At random, two one week sample frames were drawn (April 1-8, 2008 and April 1-8, 2013). Results showed that overwhelmingly gender and sexual minorities refer to themselves and are referred to by journalists and

other parties as “gay” more than any other term. For both samples, duplicated stories were removed from the sample and any references to “gay” as a proper name. Notably, for both sample periods, apart from someone’s surname, “Gay” never referred to anything other than an individual or community as it pertains to gender identity and sexual orientation.

This sample of news and commentary from Lexis/Nexis provides a snapshot of not just how journalists use language, but rather how language helps structure reality. The sources that have been culled together for this analysis represent the best possible non-biased representation of how people, on a global level, use language. This is not just a study in media, this is a look at how language and communication reflects reality. In other words, this is an honest non-biased look at how people globally refer to non-heterosexuals and the language that is used most often and without variance to refer to non-heterosexuals.

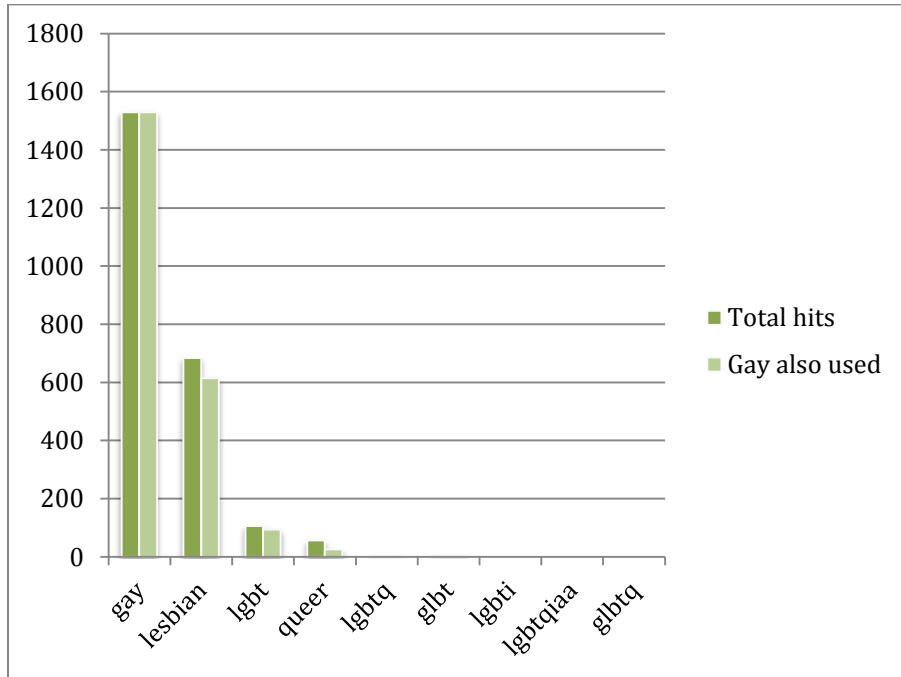
In the first random sample period (April 1-8, 2013), “gay” was used 2,342 times, “LGBT” 272 times, “lesbian” 1008 times, “queer” 76 times and “LGBTQ” 19 times. “LGBTQIAA” and “GLBTQ” were not used at all, demonstrating that “gay” remains a default generic term for the community. An overwhelming amount of the time these terms beyond gay were used in articles that also used gay. Said another way, “LGBT” was used in only 35 articles that did not also use the term “gay,” “lesbian” in 43 articles, “queer” in 55, and “LGBTQ” in 3. Data shows, thus, that “gay” is both the most frequently used term when referring to non-heterosexual gender identity and sexual orientation and is used as an umbrella term to cover the diversity. Of course, this can be explained by the common use of phrases like “gay marriage” and “gay rights” that drive the high number of times “gay” appears without any other descriptive phrases. “Gay and lesbian” marriage, as an example, was never used while “gay marriage” was used numerous times in articles that referred to same sex marriage.

Exhibit A: Lexis/Nexis: Article Search by Word (April 1-8, 2013)



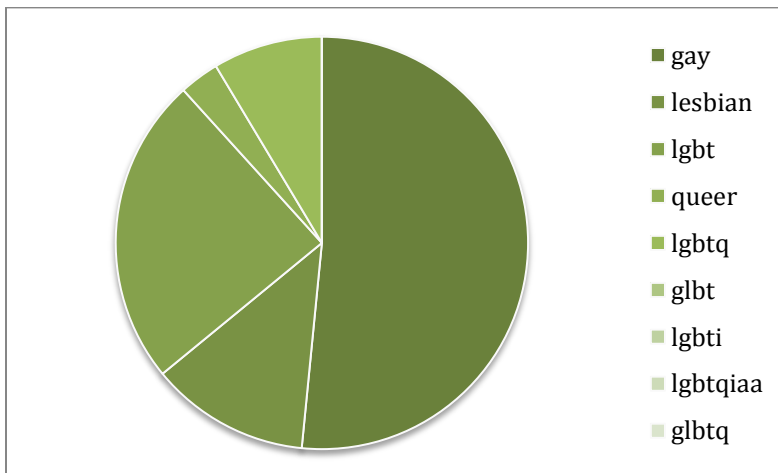
Interestingly, the same search conducted during the same one week period 5 years earlier returned almost identical results. While the total number of articles that referenced “gay” was significantly less (1,530), there were corresponding decreases for the other terms as well so that “gay” maintained a clear dominance in terms of frequency of use.

Exhibit B: Lexis/Nexis: Article Search by Word (April 1-8, 2008)



The fact that “gay” is a commonly used term to reference an entire community of individuals is further buttressed by the fact that a separate search of the terms within one word of the word “community” shows that “gay community” was used more than twice as much as the next most prevalent descriptor – “LGBT community” which appears just 31 times. Importantly, “lesbian community” as a phrase is the next most prevalent neighbor to the word “community” and this happens just 16 times. When used, all 16 examples are actually “gay and lesbian community.” “Queer community” is used in just 4 articles and “LGBTQ” in 11. Taken together, then, while there is some discrepancy in how journalists and sources refer to a community of non-heterosexual gender and sexual minorities, the term “gay community” is more than twice as likely to be used than any other phraseology. In short, the word “gay” this is overwhelmingly the most common.

Exhibit C: Lexis/Nexis: Article Search within one word of “community” (April 1-8, 2013)



The use of the term gay was also not limited to exclusively US contexts. Though Lexis-Nexis does over-index in US based publications, the use of the term “gay” as an umbrella term for sexual orientation and gender identity is global. From the 2013 sample discussed above where gay is used as a term to refer to sexuality and identity, just over 50% of the articles came from North America (and this is in line with the overall universe of the Lexis/Nexis database). Of the remaining 50%, all major world continents were represented: Africa (4%), Australia (10%), Europe (22%), South America (4%), Asia (7%) and the Middle East (3%). What is important to note here is that the other terms tested were used almost exclusively in North America. The data shows that 70% of the articles that used “LGBT,” as an example were from North America. Similarly “queer” was more prominent in North American publications (80%) by far. This indicates that on a global level of language, gay is by far the most preferred term by journalists to refer to sexual orientation and gender identity.

In summary, I present the following research as conclusive evidence that “gay” is not only a clear match of the string and the name of the community, but that “gay” also has a clear and common use for identifying the community. Without ever needing to explain how or why the term “gay” continues to be the term most “commonly” associated with the community of people described in dotgay LLC’s application, or if it is “the best” or “least imposing,” it cannot be disputed that it is a term most commonly understood by its members and “others” as defined by the EIU Evaluation Guidelines.

As ICANN considers whether the string “gay” matches the name of the “gay community,” it warrants restating that what appears as obvious to most can also be supported as “fact” when statistical research is analyzed.

Best regards,

A handwritten signature in black ink, appearing to read 'DAG', with a long horizontal line extending to the right.

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