

COMMENT BY: Anthony Clavien Scottsdale AZ Re FTC Changes to Information Collection Activities

The FTC offers essential consumer protection services with over 100-years of demonstrated results in providing social and regulatory integrity for American citizens. Anthony Clavien Scottsdale AZ holds some concerns that an entirely random FTC website user feed-back selection criteria may well cause a lowered representation of the organization's actual performance.

The nature of the FTC's mandate and it's extremely diverse clientele may create difficulty in measuring the reliability and utility of consumer feedback survey statistics. This may be due in part to the growing instances of unreasonable entitlement issues with today's younger generation, that in turn creates higher levels of dissatisfaction when third parties fail to meet these individuals expectations.

It would follow that a "random selection of consumers to take part in a brief survey to provide feedback about the [FTC] website" may result in a faulty data sample, which will, as a result, generate results and outcomes that do not track with reality. Would it be possible to give more weight to FTC customers who demonstrate reasonable levels of critical thinking? This can usually be identified by solid use of grammar, rhetoric, and logic in their feedback submissions.

If my thoughts are valid, I would not envy the FTC staff tasked with refining the selection benchmarks. The difficulty will be in identifying and weighing the value of FTC survey respondents who have unreasonable expectations. These individuals may genuinely believe that they have been wronged by businesses for which they submit FTC complaints. It is possible that this demographic is responsible for a disproportionately high quantity of unfounded FTC complainants. This could be as a result of ignorance or arrogance, or any number of causes, such as not reading or grasping a vendor's terms of service, or because they did not consider reasonably assumed risks that could traditionally come with any given product or service.

Analyzing and weighing such variables may be cost prohibitive; the risk vs. reward of the expenses associated with revising the selection benchmarks would need to be weighed against the practical utility of the existing FTC customer satisfaction survey.

Respectfully submitted,

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**RE: Bureau Info Collection Activities; Propositions, Submittings, and Authorizations D:
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