

COMMENT BY: Gary Jodat of Jodat Law Group Reviews Feedback to FTC Regarding Proposed changes to Data Collection Activities - 22 March, 2018.

The FTC provides vital customer protection services with more than one hundred years of rich history in social and regulatory due process for United States citizens. I hold some concerns that a strictly random FTC web site user feed back selection criteria could result in a low-quality impression for the bureau's standards.

Due to the nature of the FTC's mandate and it's broad client base, it might be expected that the reliability and utility of the existing user surveys concerning the FTC website could be difficult to analyze. Due in part to the rising situations of "entitlement issues" in today's younger generations, that in turn exhibits increased instances of frustration in systems and processes that don't completely match these kinds of individuals expectations and often subjective views.

It's possible that a "random selection of consumers to take part in a brief survey to provide feedback about the [FTC] website" may quite likely produce flawed sample data, which will subsequently generate conclusions that do not match with actual FTC performance. This is why I propose that corrections be made to the selection benchmarks for the user surveys so that more weight is given to FTC users, who display noticeable levels of critical thinking skills, which is typically accompanied with good logic, rhetoric, and grammar.

If my concerns are valid, then the test will be to consider the value of FTC survey respondents with a lack of understanding. These individuals may genuinely feel that they have been wronged by companies for which the FTC has mandated supervision. This demographic subset likely embodies a disproportionately high number of unwarranted FTC complaints. As a result of arrogance or ignorance, some of these individuals might publish erroneous accusations for any number of reasons, including such things as not reading or grasping a vendor's terms of service, or because they did not consider assumed risks that could commonly come with any given product or solution.

On the other hand, trying to evaluate and weigh such factors is likely to be costly. As such, the risk versus reward of the bills associated with changing the selection requirements would need to be considered against the functional utility of the FTC customer survey in portion or as a whole.

I hope this is helpful,

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