Informed consent

1) Have you read the informed consent agreement, and do you have any questions about its contents? Remind the participant that s/he can refuse to answer any question, and can exercise the option to withdraw from this interview by notifying me at any time.

2) You are given the option to remain anonymous, in which case documents related to this research will refer to you with a pseudonym (or without any title). Would you prefer to be referred to using a pseudonym or your real name?

___ Pseudonym  ___ Real name

Remind the participant that they may change their mind at any time during this research, in which case they may notify me by email or other means.

Note: If you like, I can send you any quotations I use from this interview before I publish, so you can verify you are quoted accurately.

___ Wants to receive quotations  |  ___ Doesn’t want to receive quotations

3) Please confirm whether you agree to the conditions described in the consent form.

Introductory questions

4) What IndieWeb-related activities do you perform? (e.g. contributing to software or standards; posting on IndieWeb’s IRC)

5) About how many hours per week do you spend on IndieWeb-related activities? Includes design/code, writing about IndieWeb, and chatting on IRC etc.

6) Where and when do you usually work on IndieWeb projects (e.g. evening at home, office during work hours, etc.)

   a) Are there any factors that prevent you from working on IndieWeb projects as much as you would like?

7) What is your day job? Is it related to the work you do with the IndieWeb?

   a) Can you talk a bit about how your day job(s) have related to IndieWeb over the past few years?

   Probes:
   - Does your work experience contribute to your ability to work on IndieWeb projects?
   - Does IndieWeb fulfill a different need than your professional work?
   - Are you able to work on IndieWeb projects during your work day?

Community structure questions

8) How did you first get involved with IndieWeb?

9) Are there specific people who have had large influence on your thinking about IndieWeb?
10) Do you think you have influenced IndieWeb’s direction?
   
a) If so, how? (technical, principles, culture, other?)

11) Have members of IndieWeb’s community motivated you to change the direction of your projects? (e.g. to change design patterns, take on a new project, cancel a project)

12) Have you had disagreements with members of IndieWeb’s community? (e.g. IRC, wiki, in-person events)
   a) What was the argument about?
   b) What happened?
   c) How was it resolved?

13) Is there anything you wish were different about IndieWeb?
   (1) Disagree with direction (cultural, technical, etc.)
   (2) Do you ever feel intimidated or excluded?
   
b) If so, do you feel like you can influence this?

14) Is there anything you think could make this community more open and accessible for you or for other people?
   a) E.g. gender, race, culture, expertise

**Questions about the definition of values by individuals and among IndieWeb’s community:**

15) What motivates you to participate in these projects?
   a) Are these motivations fulfilled?

   **Probes:**
   - Make money?
     o Do you think it’s okay for IndieWeb projects to make money?
   - Make something useful for yourself?
   - Have fun?
   - Advance career?
   - Make the world a better place?

16) Do you believe the design of the Web is an ethical issue? If so, what are the ethical stakes?
   a) If so, how should the Web work to be more ethical?

17) Next, I’d like to list a number of different goals that might be pursued by building standards or other tools (i.e. through building a tech stack). I’d like to tell me two things about each:
   a) Whether this goal is important to you.
   b) Whether you believe it is important to IndieWeb’s community.

   1- Not important
   2- Somewhat important
   3- Very important
   X – no opinion or don’t know
<table>
<thead>
<tr>
<th>Important to me</th>
<th>Important to IndieWeb community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owning my data (and ask what this means)</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Controlling where and how your posts and other published content is displayed to other platform/web users</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Controlling how my personal data is used by web platforms (e.g. demographic data, ‘likes’, contact list, GPS location)</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Being able to delete all traces of my web content</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Being connected to people on platforms like Twitter, Github, Facebook etc.</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Having my web content reach a large audience</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Having my web content reach a specific audience</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Discovering web content posted by people with similar interests as me (e.g. recommendation systems, shared posts by friends, searching by hashtags)</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Preventing web content from being censored (by governments or platforms etc.)</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Protecting people from harassment</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Decreasing spread of misinformation</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Making the web accessible to people with disabilities</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Making the web accessible to people with low technical skills.</td>
<td>1 2 3 X</td>
</tr>
<tr>
<td>Making the web accessible to people suffering under poverty</td>
<td>1 2 3 X</td>
</tr>
</tbody>
</table>

**Others?**

- Especially if there are goals related to your values or ethical beliefs

*Note: The categories in this list will be refined as early data analysis identifies and clarifies value-driven goals that are important to the IndieWeb.*

**If there are any differences in scores between columns** (i.e. the interviewee indicates that they care about an issue more or less than the IndieWeb community at large), then ask the following questions about those items:

- Why do you think the IndieWeb community cares more/less about this issue than you do?
- Does this difference of opinion affect the types of work you do related to IndieWeb? If so, how?

**Outcomes:**
18) Of the goals you just identified as important to you:
   a) Which have you been successful in achieving through your technical work? What technical decisions support those goals?
   b) Which have been unsuccessful. Why?
   c) Have you ever had to compromise these goals to maintain compatibility with third-party platforms or other systems?

**Demographic questions**
I’d like to ask some demographic questions if that’s okay. Again, if you prefer not to answer any of these questions that’d totally fine.

19) What is the highest level of education you’ve completed?
20) How do you identify your race?
21) How do identify your gender?
22) How old are you? (You can be approximate if you prefer – preferably at least to the decade)
23) In what city and country do you live?

**Concluding questions**
24) Is there anyone that you know of personally that you would recommend as a participant for this study, or someone that could offer a different perspective? Please feel free to pass on my information to them and have them contact me at jack.jamieson@mail.utoronto.ca.

25) Is there anything I didn’t ask that you think is important?