
Email to recruit subject matter experts for first study:

Subject: Participating in a study about predictive model communication

Hello,

The visual analytics team within *redacted* is conducting interviews with subject matter experts (SMEs) in order to improve how we communicate model performance, and I was wondering if you would be willing to participate. We're setting up one hour interviews with subject matter experts across a diverse set of domains within *redacted* to discuss their experiences interpreting and communicating model performance. The audio of the interviews will be recorded and transcribed and quotes may be used in a publication.

We're looking for SMEs that don't build the models themselves, but have some experience using a regression model (looking at its predictions, deciding whether to use it, etc.) at some point in their career. A regression model is any predictive model that takes in data and outputs a number (as opposed to outputting a yes/no decision which would be a classification model). A classic example is that a weather station uses a regression model to predict the daily temperature. If you feel like you don't have any experience using a regression model, please let us know.

We won't ask you to speak about any specifics about IP, but just broadly about your experience - what went wrong, how it could have gone better. Transcriptions of the interview will be anonymized and specifics will be removed, and if a publication comes out of our interviews, it will be reviewed by the *redacted* team to ensure no sensitive information comes out of these interviews.

If you are interested in participating, please reply all to this email and *redacted*, CC'd here, will be in touch to schedule an hour of your time over the next 2 weeks or so. And if you have any questions or concerns, please feel free to let *redacted* or *redacted* know and they'd be happy to chat about it.

Thank you so much!

Email to recruit data scientists for first study::

Subject: Scheduling an interview to discuss predictive model communication

Hello,

The visual analytics team within *redacted* is conducting interviews with data scientists across many use cases, and I was wondering if you would be willing to participate. We're setting up one hour interviews with data scientists within *redacted* to discuss their experiences communicating regression model performance. The audio of the interviews will be recorded and transcribed and quotes may be used in a publication.

If you have worked with or assessed a regression model previously, and you are interested in participating, please reply all to this email and *redacted*, CC'd here, will be in touch to schedule an hour of your time over the next 2 weeks or so. And if you have any questions or concerns, please feel free to let *redacted* or *redacted* know and they'd be happy to chat about it.

We'd be happy to share more information about the study once the interviews are completed. Thanks!