

Supplementary materials B1: Interview topic guide

Author note:

This document contains supplementary materials for the article titled:

“Norm repair as an extension to the deliberative dialogue model”

The document reports the interview topic guide used for conducting interviews with Reddit moderators.

Warm-up

- When did you start using Reddit?
- Since when have you been a moderator?
- Which Subreddit(s) do you moderate?
- How do you use Reddit outside of your moderation duties?
- What do you enjoy about Reddit?
- Is Reddit the platform you engage with the most?
- What are the sort of rules you enforce?

Block 1: Moderation experience

- **What does the “day-to-day business” of moderating look like?**
 - If: “Sharing responsibility with others”:
 - What is your relationship like with other moderators? How do you manage these relationships?
 - Is there a hierarchy in the group?
 - Do you sometimes discuss what the appropriate line to take is? How do you resolve disputes?
 - If: “Mostly administrative”
 - Which guidance do you follow?
 - Where did you learn about this guidance?
 - Has anything about the rules you follow changed over time?
 - If: Reference to technology or tools
 - Can you tell me a bit more about the moderation tool Reddit gives you?
 - Which of them do you use and how?
 - Which of them do you not use and why?
 - Are there any other tools?
- **Can you tell me about a time when you felt your moderation made a positive impact on a conversation?**
 - Who was involved?
 - Did your moderation improve quality or reduce harm?
- **Can you tell me about a time when things did not go well?**
 - Who was involved?
 - Was it anybody’s ‘fault’?
 - What would you do differently/have you changed your moderation strategy because of this?
- **Do you always agree with the rules or have you ever felt you “have to moderate”?**
- **What is your main goal when moderating?**
 - If: “depends on the subreddit”:
 - What rules are shared across subreddits?
 - How does Reddiquette influence a subreddit’s rules?
 - Who decides the subreddit rules?
 - If: ensuring the quality of a subreddit:
 - What makes a high quality subreddit?
 - How do rules shape the quality of the subreddit?

- How does Rediquette shape the quality of the subreddit?
- If “maintaining Rediquette” (**prompt if not mentioned!**):
 - How does Rediquette influence the subreddit’s rules?
 - How does maintaining Rediquette differ from the subreddit’s rules?

Block 2: Netiquette & Dialogue Quality

- **Why do we need moderation online?**
 - If: preventing uncivil/antisocial behavior / maintaining civility:
 - What constitutes uncivil/antisocial behavior? Who decides this?
 - Can you give me some examples?
 - Does uncivil/antisocial behavior change from subreddit to subreddit?
 - If: ensuring dialogue quality:
 - What makes a high quality subreddit?
 - How do rules shape the quality of the subreddit?
 - How does Rediquette shape the quality of the subreddit?
 - How can we make moderating for this goal easier? (Education?)
 - What makes online dialogue different from offline dialogue?
 - Do we need more moderation online than offline? Why or why not?
- **What would happen if there were NO moderation online?**
 - How does moderation affect free speech? (if not already mentioned).
- **Will technology ever replace human moderators?**
 - If no:
 - What do we need humans for in moderation?
 - What is the role of technology in moderation? (how could it be improved?)
 - If yes:
 - How would technology achieve this?

Wrap-up

- Is there anything you want to add?
- What is the biggest opportunity that would make online conversations better from your point of view?
- What is the biggest danger that would make online conversations worse from your point of view?
- Education status?