

Interview Guide

for “Bridging the Communication Gap: Evaluating AI Labeling Practices for Trustworthy AI Development”

[Short introduction]

[Presentation of study and interview process -> no right, no wrong!]

[Informed consent / rights of the interviewees]

- Anonymity (only voice is recognizable)
- The right to stop the interview at any time without reason
- Request for consent to recording
- Request written consent (see informed consent))

[Start recording]

Key question (prompt)	Check/Memo (Topic)	Concrete (follow-up) question	Maintenance questions
Introduce yourself briefly	Background of the interviewee/ introduction	Which company do you work for? What is your highest level of education?	
Briefly describe your role and experience of working with AI or ML systems	Specific background	Experience with AI? How do you work with AI technology? (products, models?)	
Describe your daily work processes (in the context of AI product development and deployment)	Specific background		
What are the biggest challenges in everyday processes?	Perceived difficulties and obstacles		
What could make your work easier?	Perceived difficulties and obstacles	What kind of information about an AI product would be most useful before using it?	What could be helpful to you?

[Bridge to Reporting/Documentation]

We also thought of a solution

[Share Screen, Presentation Labels]

Key question (prompt)	Check/Memo (Topic)	Concrete (follow-up) question	Maintenance questions
What is your first reaction to such a label?	Reaction to Labels	In what way do you see a bridge to your work?	

[Presentation of several models and labels]

Key question (prompt)	Check/Memo (Topic)	Concrete (follow-up) question	Maintenance questions
Can you summarise what you see?	Interaction with labels [Exploration]	How do you interpret this information? Insights regarding sustainability / resources?	
How do you understand the information presented on the label?	Detailed questions about labels and their application	Can you compare the labels?	What do you find helpful/what is difficult to understand?
How could the label be designed differently?	Potential suggestions for improving the label	What information should be on the label?	
What other forms of communication do you know?	Comparison with other forms of communication	Which have you already worked with? Which ones do you use?	

[Showing label alternatives]

Key question (prompt)	Check/Memo (Topic)	Concrete (follow-up) question	Maintenance questions
What advantages and disadvantages do you see here compared to the labels?	Comparison with other forms of communication	How useful do you find the individual forms of communication?	

[Bridge towards Trust]

Key question (prompt)	Check/Memo (Topic)	Concrete (follow-up) question	Maintenance questions
Who should issue such a label?	Trustworthiness of the labels		Manufacturer? Third party?
(How) Would you find a general certification in the sense of AI quality seals (helpful)?	Questions about the trustworthiness of the labels	Would the label need to be adapted to your knowledge background?	Why?

[Stop recording]

Can you provide us with further participants for our study?

Do you have any questions, additions or comments?