Gage Focus Group Interview Protocol
Developed by Concolor Research INC
https://www.concolorresearch.com/

Focus Group #
Date
Time

Participants

Introduction
Thanks for joining us today! Just a few Zoom logistics before we get started. First, we recommend that everyone select "Gallery View" in the top right corner of your screen so that you can easily see everyone on the call. We will also be using Zoom's chat feature to share the focus group questions as we go, so please click the chat icon on the bottom of the screen to show the chat window. You can also use the chat to message one of us with any questions or comments along the way. Finally, we encourage everyone to mute if they are not speaking. We'll remind you to unmute as needed.

We are collaborating with 500 Women Scientists to assess the use and impact of the Gage Platform. We want to understand how people are using the platform and whether it is leading to an increase in the representation of women scientists in the media, on panels, at conferences, and beyond.

We are excited to talk with you today about your experience as a member of the platform. If possible, we are also hoping to be introduced to the person who contacted you so that we can get a better understanding of how the platform was used and hear the perspectives of people using the platform to access more women scientists.

Is it OK with you if we record this interview?

If at any time anyone wants me to stop the recording, please let me know.

(Turn on recording.)
(Add Questions to Chat as we go)

1. Introduction
Please introduce yourself.
- What is your name?
- Where do you live / work (city, country)?
- What is your role / position and place of work (institution)?
- What is your scientific discipline and career stage?

2. Goals for joining the platform
Tell us first about how you became involved with the Request Platform.
- How did you learn about the Request platform?
- How long have you been involved with it?
- What were your goals or intentions in joining the Gage platform?
- Are you also involved with 500 Women Scientists?

3. Description of Contact (turn into a slide for focus groups)
Now we want to hear about the time you were contacted (Member of the media, conference organizer, school, etc.). Here are some of the details we are looking for:
- Who contacted you? (Member of the media, conference organizer, school, etc.).
- How did this person get in touch with you (email, phone call, twitter DM, Linkedin)? How did they learn about you and/or the platform? (if you know)
- What did the back and forth conversation look like? Email exchange, phone call, video conference, etc
- What was the outcome of the contact? (e.g., news article, podcast, spoke on a panel, quoted in a media article, video conference into a classroom)
- What were your expectations for the contact? What actually occurred?
- Did the organization/person who contacted you offer any sort of compensation for your time? Did you ask for compensation?

For probing:
        - Was there any follow up from the initial contact? Were you contacted again by the same person or organization?

Follow up: Can you share screenshots or links related to this interaction? (email us the link to article, podcast, conference website, etc)

Request
Thank you for sharing your stories. One of the main things we want to accomplish is to create case studies of platform use. We would also like to talk to the people who contacted you to hear about their goals and experiences. We are wondering if you will share the contact information of the person who contacted you OR introduce us via email. We will send a follow up email after this to ask for that information. Let us know if you have any questions or concerns about this!

4. Recommendations
We want to increase outreach to get more women on the platform and more people using the platform overall.
- Where do women scientists in your area or field learn about things like this platform?
- Where would you suggest we share it?
- What materials/resources might help with the outreach?

What recommendations do you have for the platform team? What could be done to make your experience better?

5. Increased Representation of Women (if time)
One goal of 500WS is to increase the opportunities for women's voices in STEM, for example in the media and on conference panels.
- What are the **major conference(s) and/or journals** in your field/or location where we might look into?
- What are some **major media publications** in your field or other locations / avenues for communication where you would like to see increased representation of women?

6. Anything else
Is there anything I missed that you would like to share about your experience?