

Gage External User Interview Protocol
Developed by Concolor Research INC
<https://www.concolorresearch.com/>

Introduction:

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 user of the platform. We want to understand your specific experience working with _____ (scientist) and your experience with the platform overall. We are also interested in understanding how you find experts to [consult for media stories] [participate in panels/conferences].

I am _____, a social scientist and I will be conducting the interview today. Is it OK with you if we record this interview?

If at any time you want me to stop the recording, please let me know.

(Turn on recording.)

Introduction

1. Please introduce yourself.
 - a. What is your name?
 - b. What is your role/Where do you work?
 - c. How and when did you learn about 500WS? The Gage platform?

Specific Instance of using the Gage Platform

2. Speaking specifically about the time you reached out to _____ regarding _____, what was your goal in searching for a woman scientist?
3. What type of information did you look for in people's profiles ?
4. How many people did you reach out to in order to get a response/the number of responses you needed? Were they all in the Gage platform?
5. [If they were in contact with more than one person] How did you decide which woman scientist would be the best fit for your goal(s)?
6. Then what happened? How did it go? What went well about the _____ (panel, interview, etc)?
7. Were your goals met?
8. (Tailored question about repeat interactions) Will this be a repeat event? Would you invite the person again?

NOTE: Can you share anything from the event, article, podcast, etc. that we could share when telling this story?

General Platform Experience

9. How would you describe your experience using the platform?
10. What changes or recommendations do you have for platform creators to increase its usability or accessibility?

Contact Experts

11. How do you usually find experts to consult/speakers to invite?
12. When reaching out to experts, do you consider the diversity of experts with respect to gender, race/ethnicity, geographical region?
 - a. What about your organization's commitment to diversity? OR is this something that is a value to you personally or your organization?
13. How often do you use platforms like Gage? What other platforms do you use?
14. How do people like you learn about resources like the Gage platform?
15. What other suggestions do you have about increasing awareness of the platform?

Anything else

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