

Supplementary Material

Appendix A. Interviews and Focus Groups Protocol Details

Introduction (30 minutes or less). Welcoming, organization, background of the facilitators (Gisela Wachinger and Yolanda Wiersma), names of the group members, confidentiality, asking for agreement for note taking, audio record and transcription (names will be coded by numbers).

Free discussion about the participants, their motivation and general experience on NLNature (approx. 30 minutes):

Leading question:

1. Why do you participate on NLNature?

Possible additional questions:

1. How did you discover the website?
2. What is your main reason for using the website?
3. What are the most useful aspects of the website?
4. How do you enjoy being in the outdoors?
5. How much time do you spend being in the outdoors?
6. If you looked for information on the website, did you get it?
7. If you asked questions, did somebody answer?
8. What are the groups of animals/plants you are interested in?
9. Do you report sightings from hiking, fishing, your profession?
10. Do you target a specific taxonomic group?
11. Why did you chose this group?

Questions about NLNature to ascertain the utility of the design (approx. 30 minutes):

1. What do you mean, when you think of quality of information? What kind of quality would be needed?
2. How do you participate? (How often? Are you systematic? Do you log sightings, or participate mainly through commenting?)
3. What features of the site do you use?
4. What information do you get out of the website?
5. Is it easy to search/to find stuff?
6. What is your perception of the quality of the provided information?
7. Do you think you have to report the species?
8. How do you feel about the fact that you don't have to identify the species?
9. Are attributes useful?
10. Why do you not contribute the attributes?
11. What do you think is important to describe about your favourite group?

12. Do you have suggestions for making the website better?
13. When we think about redesigning the website, what can we do?
14. What else can we improve?

Free discussion about problem framing and agenda setting of future projects like NLNature (approx. 30 minutes):

Leading question:

1. What are the main topics you think science should address in the context of NLNature

Possible additional questions:

1. What do you think about how the data on NLNature are used or might be used?
2. What is your definition of a “natural area”?
3. What is the name “NLNature” all about? What is your understanding of the term “nature” within the name of the website that you are contributing to?
4. What is your impression of “wilderness”?
5. What would you think are the main sources of environmental problems?
6. What do you think is the most pressing issue facing plants and animals in your area/in the province?
7. What is your background/profession?
8. Do you participate in other online citizen science projects, and if so, how does their participation and experience compare to NLNature?
9. How does the nature of participation in NLNature compare to participation by citizens in other projects?
10. Do you perceive yourself as a scientist?

Wrap-up, feedback, thanks and goodbye