Semi-structured Interview

To validate and provide names for (i.e., label) the roles, we conducted structured feedback sessions with six moderators split across two sessions and conducted over Skype. Each session contained three elements.

It began with a 5-min introduction to the task of naming roles. In addition to our verbal explanation, we also provided detailed instructions in text. Specifically, we used plain language to describe typical behaviors for each role (i.e., top ranked features in Table 2) and example messages from three representative users occupying that role.

We then gave moderators around 40 min to read the typical behaviors and representative messages associated with each role and use keywords to label it. We asked them to use the role's typical behaviors as the main basis for labeling roles and use the messages to help facilitate their decisions. We provided information about the 11 roles and and a free text-labeling interface in a separate Google slide for each moderator. Thus moderators shared instructions and information about the roles, but could label them independently without being influenced by others' role names.

At the end of the session, the first author summarized the names the three moderators in a session gave and led a discussion about why they made their choices, whether they agreed with each other, and what would be an acceptable name for each role. This section lasted for about 35 minutes.

The Google slide used for this annotation can be found here:
https://goo.gl/Ws1PdD