

**TELEPHONE INTERVIEW PROTOCOL**  
for

**Managers of Nonprofit or Public Sector Listservs**

**[Interviewer's notes]:**

[ID Code]:

[City Code]:

[Date]:

**Before we start, I'd like to explain what we'll be doing in the interview, which will take about 12 minutes, as well as to answer any questions you might have. Basically, I'll ask you questions about your perceptions concerning the use and impact of the listserv you manage. This interview will be kept strictly confidential and your identity will remain anonymous when we write up the aggregated results of the study. Upon completion of the study all records that contain personal identifiers will be shredded.**

**With your permission, I'd like to audio record our interview as it would help me better focus on our conversation [pause for response; if subject says no, then do not record interview. If yes, begin recording.]**

**Any questions before we begin?**

**Okay, my first question is about the group itself rather than the listserv:**

- 1) What do you call the group?
- 2) What is the main purpose of the group?
- 3) What are the main face-to-face activities of the group?
- 4) What is your role in the group?

**Next, I want to ask you about the group listserv:**

- 5) How did the listserv get started? Who initiated the idea?
- 6) Why are you the manager of the list?
- 7) What is the primary purpose of the list for your group?
- 8) Is this list established for a subset of the group (executive committee, etc.) or is it open to all members of the group?

- 9) Is this list moderated, or can any subscriber directly post a message to the list?
- 10) How do interested users subscribe, and send and receive messages via this list? (password required? Log in to specific web portal?)
- 11) What changes would you like to see to this mailing list?
- 12) What frustrations, if any, have you have experienced as the list manager?
- 13) How do members find out about this list?
- 14) Is there any instruction or training (formal or informal) for subscribers to the list? \_\_\_\_yes \_\_\_\_no

If no, go to question 15.

14a) If yes, what kind of instruction or help is available?

\_\_\_\_\_

14b) If yes, did this support lead to increases in subscribers?

\_\_\_\_yes \_\_\_\_no

**In this last set of questions, we would like to understand the impact of the list on you and the group.**

- 15) In what ways does communication via the list complement face to face activities of the organization?
- 16) Has volunteer activity among members increased, decreased or stayed the same due to the availability of this list or other Internet tools?  
\_\_\_\_decreased \_\_\_\_ stayed the same \_\_\_\_ increased
- 17) Do you think subscribers have become more involved in the activities or issues of the organization as a result of communication via this list?
- 18) What are the main advantages for you of communicating via this list?

19) Can you think of any ways that the list has effected the group that you have not already mentioned?

20) Are there any disadvantages of the list that you have not already mentioned?  
many

**That is all the questions I have. Is there anything else you would like to mention about the group or the listserv?**

**Can you refer me to another listserv in your community that we could include in the study? [If yes, write down name of listserv]  
Do you have know phone number or email of the listserv manager?**

**Thank you for taking the time to talk with us about your group and the listserv. Later today, I will send you some follow up short answer questions that take about 10 minutes to complete and return via email. All your responses will remain anonymous and will only be reported in aggregate with other listservs. I will also send you a short questionnaire that we ask you post on your listserv for your members to participate in the study.**

**Thank you again for your participation.**

**We will post the results of this study on the project web site in the next few weeks (<http://www.bev.net/project/research>).**