

Recruitment strategy

To recruit eligible participants from Reddit communities, we will first identify Reddit communities with rules based on whether they publicly post rules through Reddit's API and whether the rules are in English. We will download public rules pages for these eligible Reddit communities and sort them into groups based on similar rule text. Then, we will send recruitment messages to participate in our study to these Reddit communities' Moderator Mail system. Eligible participants will have been an admin or moderator of the Reddit community and have been active at some point in time in the Reddit community's moderation operations.

Recruitment message

The Community Data Science Collective (a research group based at Northwestern University's Department of Communication Studies and the University of Washington department of Communication) is seeking individuals involved in a number of different online communities to participate in a research study. This research is being led by Sohyeon Hwang, Benjamin Mako Hill, and Charles Kiene.

We would love to schedule a time to talk with you about your experience with <Your Community> and other related online communities. The overall purpose of this study is to examine and understand how online communities like yours make their rules and how the rules shape the experience of participants.

In order for us to interview you, you must be an adult who is familiar with online communities on Reddit and who is willing and able to record an interview in English with a researcher from our team. Interviews will be conducted remotely via voice or video chat depending on your preferences. While we may quote you in our study, we will not disclose any identifying information about you. We expect most interviews will be between 45 and 90 minutes.

If you are interested in taking part in this research study, please fill out this Google Form: <link to Reddit recruitment form>.

Participants will receive a \$20 Amazon gift card.

More information on our research project is available on our website:

<https://wiki.communitydata.science/><Link to documentation>

Regards,

Sohyeon Hwang, Benjamin Mako Hill & Charles Kiene (/u/UWCOMResearcher)