

Interview Data Collection for the Case Study of Crowdsourcing in the COVID-19 Response in China

Overview of interviewees and their work responsibilities during the outbreak

Crowdsourcing stakeholders	Position of interviewees	No.	What they do
Crowdsourcer	Civil servant	2	Epidemic prevention propaganda, statistics, development of strategies, call for the public
	Community worker	3	Epidemiological surveys, maintaining public order, temperature testing, checking “three codes and a record” ¹
	Social worker	1	Epidemiological surveys, maintaining public order, temperature testing, checking “three codes and a record”
	Leader of social group (including public welfare volunteer groups, labor unions, religious groups, veteran associations)	9	Raising and making donations, allocating resources, checking “three codes and a record”, psychological counseling
Platform	Manger of a crowdsourcing company	1	Recruiting and managing volunteers and worker
Crowd	Medical worker	1	PCR testing, vaccination
	Firefighter	1	Disinfection, sterilization
	Student volunteer	8	Distributing supplies, maintaining order, statistics
	Civic volunteer	6	Making donations, maintaining public order, temperature testing, checking “three codes and a record”

List of Interview Questions

1. Questions for all interviewees

- Which province/city you live (or stay)?/ City or rural area?
- What did you do during the outbreak (early in 2020 and onwards)?
- What did you gain from this experience?

2. Questions for interviewees identified as a crowdsourcer or platform

- Why did you organize the crowdsourcing campaign for anti-epidemic?
- Through what channel(s) did you organize the crowdsourcing campaign?
- How did you motivate the crowd /volunteers to participate in your crowdsourcing campaign?
- How did you match the crowd /volunteers based on their interests and qualifications with the needed tasks?

¹ The “three codes and a record” refers to the health code, trip code, vaccination code, and PCR record.

- How do you manage the crowd/volunteers in your crowdsourcing campaign and boost their retention?
- What concerns or challenges have you identified when using crowdsourcing to respond to the COVID-19 outbreak, such as poor communication, collaboration, lack of supplies, etc.?
- How did you or what suggestions address the issues?

3. Questions for interviewees identified as crowd

- Why did you participate in anti-epidemic efforts?
- Through what channel(s) did you participate in the anti-epidemic work?
- What other channels do you suggest for leveraging crowd power?
- What concerns or challenges have you encountered in participating in the anti-epidemic activities? How did you overcome them?
- What advice do you have for recruiting, motivating, or managing the crowd/volunteers?