
Appendix A: Table of participants

Participant	Employer type	US Region	Position type	Time in the industry
1	Local radio/TV website	West	Reporter	Around 20 years
2	Local newspaper/website	Midwest	Reporter	Around 10 years
3	Local radio/TV website	West	Reporter	More than 30 years
4	Issue-oriented news website	Northeast	Editor	Around 10 years
5	Local newspaper/website	Northeast	Reporter	Around 2 years
6	Local radio/TV website	West	Reporter	More than 40 years
7	National news website	Northeast	Editor	Around 25 years
8	Local radio/TV website	Midwest	Editor	Around 10 years
9	Local newspaper/website	Midwest	Reporter	N/A
10	Local newspaper/website	South	Reporter	Around 10 years
11	Local radio/TV website	Midwest	Reporter	Around 10 years
12	Local newspaper/website	Midwest	Reporter	Around 10 years
13	Local newspaper/website	Midwest	Reporter	Around 10 years
14	Local newspaper/website	South	Reporter	Less than 5 years
15	Local newspaper/website	West	Reporter	More than 30 years
16	Local newspaper/website	South	Reporter	Less than 5 years
17	National news agency	Northeast	Editor	Less than 5 years
18	Local newspaper/website	South	Editor	About 10 years

Appendix B: List of Interview Questions Organized by Analytical Focus

Daily journalistic practices and audience interactions

- Do you consider the business implications of your reporting and the reach to the audience?
- Do you ever consider using or suggesting specific key terms or frame stories in particular ways to make the story more recognizable by search algorithms?
- Were you trained to tailor content specifically to search engines or Google? Where and when did that training take place? In the newsroom or in a formal education environment?
- Google sometimes organizes courses or materials that help journalists do their work, including making their work more visible. Have you ever taken a course like this or read this type of material? What do you think about it?
- Does your newsroom have professionals dedicated to work with search engine optimization? If so, how is the relationship between those professionals and the rest of the newsroom?
- Do you expect the work done by you or your news organization to be easily found via Google if a user searches for specific terms?

Societal implications of Google's influence

- What do you think about the role Google plays in the way audiences find journalism?
- Do you think Google's values match with news media values?
- Do you believe that Google can be ideologically biased? If so, do you think this bias impacts political coverage in general? Or yours specifically?
- Does the fact that Google intermediates so much of the attention to news raises any ethical concerns around journalism?

Reflections on algorithm audit findings

- Google provides attention to a limited set of news sources. How do you feel about the algorithm making that selection?
 - One of our studies has found that users' personal choices in queries (such as qualifying a candidate with adjectives) do not deeply impact the search results (mainstreaming effect). Do you have any thoughts about that?
 - When we compare Google's agenda and the news agenda, sometimes Google can counteract the agenda of the news, and sometimes highlights or decreases the visibility of some topics that the news media covers. How do you feel about that?
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