

## Appendix C: Discussion guide

Greeting, consent for recording, brief introduction.

Opportunity to ask any initial questions?

1. Would you mind telling me a bit about yourself?

*Probes*

Where are you from?

Job

Hobbies, besides this...

2. Do you have a history in environmental 'activism'?

What kinds of activities have you done in the past?

How often?

What was your role in these groups?

Do you still participate in these?

What kind of fulfilment do these bring?

2. So how did you become part of the Litterati (or environmental behaviour)?

Perhaps you could outline your "Journey"

*Probe:*

When did it start

Did anyone influence you (work, family, friends)

What were the:

Key influences

Key moments

What was your motivation for getting involved in Litterati?

Has this changed at all, if so how?

3. Could you describe in detail your Litterati (or similar) activity and involvement?

*(For instance I often take photos when I am out walking my dog, I try to collect as much as I can carry, and I try to come up with a clever tag line/nice looking photos)*

Is it something planned? If so, what is it?

Opportunistic?

Thoughts/feelings?

Goals when taking photos?

What do your friends/family think about your activity?

What kind of influence has Litterati had on other aspects of your life, if any?

4. Given what you know about Litterati, what would your overall assessment of it be?

What do you think they have been particularly effective with?

Any issues?

Opinions on similar organisations

Sense of community (Litterati or other online communities)?

Do you feel closer to certain members compared to others?

If don't participate in Litterati, would you consider it, why or why not?

5. What have you gotten out of participating in Litterati (or environmental behaviour)?

Feelings

Friendships

Skills

6. What kind of sacrifices have you made?

Lifestyle

Comfort

Convenience

7. What are your plans for further environmental behaviour?

More Litterati photos?

Engagement in other groups?

Lifestyle changes?

8. Is there anything else you wish to discuss or add?