

Appendix D: Interviewee information

Informants	Entry	Tactics	Competitive construct	Themes	GSE score
Name: David Instagram ID: ullafayetteservice Sex: Male Age: 55 Occupation: Dean and Professor Location: Lafayette, LA, USA	Through work	Visual appeal Humour	Cooperative	Validation through visibility Permission to act Reinforcement through community	34
Name: Elaine Instagram ID: RubbishwalksCPM (twitter) Sex: Female Age: 33 Occupation: Research Location: Chippenham, UK	Started her own version	Derisive humour	Agonistic Calculated	Sacrifice of time Something of her own Permission to act Because I can	28
Name: Chris Instagram ID: None Sex: Male Age: 35-39 Occupation: PhD student Location: Dundee, Scotland	Not on Litterati Has done his own in the past	NA	NA	Prestige driven in discussion Having knowledge and backing it up important Efficacy	37
Name: Fred Instagram ID: fredmurs Sex: Male Age: 51 Occupation: Sales Location: Portland, OR, USA	Upworthy	Time Visual appeal Reciprocity	Cooperative	Sense of community Enjoyment and efficacy Creativity Reciprocity Time	28
Name: Gareth Instagram ID: gd4561a Sex: Male Age: 43 Occupation: Psychotherapist Location: Chester, Cheshire, UK	Upworthy	Visual appeal Location	Cooperative	Permission to act Sense of community Visibility Sacrifice of time Proximal concern	32
Name: Jeff Instagram ID: Litterati Sex: Male Age: 42 Occupation: Litterati founder Location: Oakland, CA, USA	Started on his own, daughter inspired him	Humour Time Reciprocity	Calculated cooperation	Activism Influence Community Visibility Value	34

Name: Joe Instagram ID: plebeianjoe Sex: Male Age: 37 Occupation: Nurse Location: Fredericksburg, VA, USA	Internet search	Time Humour Visual Appeal Reciprocity	Copying Agonistic Cooperation	Heroism Value Visibility	37
Name: Leigh Anne Instagram ID: 3moonstudio Sex: Female Age: 37 Occupation: Family business Location: PA, USA	Social media	Humour Volume lack of time	Cooperative	Validation through visibility Proximal concern Community	32
Name: Lisa Instagram ID: none Sex: Female Age: 34 Occupation: Researcher/lecturer Location: Northern Ireland, UK	Work	NA	NA	Community Enjoyment and efficacy Proximal concern Knowledge	28
Name: Louise Instagram ID: louise_dee33 Sex: Female Age: 38 Occupation: Cognitive Behavioural Therapist Location: Widnes, Cheshire, UK	Gareth	Humour	Copying	Enjoyment and efficacy Creativity Activism Volume	30
Name: Martha Instagram ID: mmerson (Twitter) Sex: Female Age: 50 Occupation: Professional Development lead Location: Boston, MA, USA	Workshop	Derision	Agonistic	Community Enjoyment and efficacy Proximal concern Activism	29
Name: Nate Instagram ID: slwrp Sex: Male Age: 40 - 45 Occupation: Educator Location: Berkley, CA, USA	Work	Visual appeal	Cooperative	Community Validation Knowledge	32
Name: Robert Instagram ID: walthersonlitter Sex: Male Age: 34 Occupation: Global investment Location: Baltimore, MD, USA	Community group	Time (limited)	Cooperative	Community Proximal concern Visibility	34

