Topic: How researchers and research leaders can expand the reach of our message and generalize its usefulness to diverse audiences

Method: In-person 60-minute interview with audio recording (only available to the article writer and to be destroyed once the article is published)

Interview Questions
can be reshuffled depending on the flow of the interview.

1. Frauke, you and I are both bilingual and bicultural. How has your background motivated you to make scientific communication more relevant and understandable?

2. You are one of the most prolific scholars in our field and today we're sitting at Berkeley's Simons Institute for the Theory of Computing where you're a Visiting Fellow. To reach a broader, diverse audience, what are the lines of communication you maintain or keep open to share research results?

Probe: How important is it to generalize research findings to which the public can relate?

3. You've been a podcaster on the German language #DigDeep for nearly a decade. What got you interested in using digital media to disseminate information?

Probe: How do non-scholarly channels like podcasts cater to different learning preferences and reach a broader audience?

4. There are so many content creation tools these days: short and long videos, blogs and social publishing, op-eds, open access journals, and various types of social media platforms. Would you recommend a multimedia approach for information dissemination?

Probe: I've often heard researchers or research leaders say they are "not good at marketing." What other dissemination resources can they rely on?

5. In the past, cross-fertilization among disciplines was not as common. Now, statistics, computer science, psychology, sociology, economics, law, etc. are "talking" to each other, partly out of necessity. How do we minimize risks due to "cultural differences" from each discipline and foster innovations?

Probe: How do we continue to encourage diverse perspectives to ensure that we're using appropriate methods and right tools?

6. The Survey Practice journal exemplifies how research findings can be useful to practitioners. Its open-access e-journal format and the applied focus make the articles accessible and practical and this special issue centers cross-cultural and multilingual research. What more can and should we do to broaden the reach of cross-cultural and multilingual research?

Probe: What practical recommendations do you have for Survey Practice's readership so they can apply the research findings from these articles to their day-to-day work?

Version Control

ID	Date	Version	Activity	Author
1	10/21/2024	_v1	Created draft	Mandy Sha
2	10/23/2024	_v2	Revised draft based on Eva Aizpurua comments	Mandy Sha
3	11/7/2024	_v3	Reformatted guide for the interview with Frauke Kreuter	Mandy Sha