## **Appendix 1: Interview Guide**

Note the second iteration of questions found below was developed based on the trajectory and responses of the first few (<5) interviews, and better reflected the conversations which occurred.

*Company Interviews*

Application of social impact frameworks

1. Tell me a little about your role.
2. What role do you play in your company’s strategy for achieving social impact?
   1. Is there a framework you use to consider the impact of your product on socially desirable outcomes? Does the framework include health specifically?
   2. How do you use this framework in setting strategy (at what level - company, product)? Are there certain criteria that you derive from the framework that you apply to your strategic planning process?
3. How do you measure the success and/or impact of your strategy on socially desirable outcomes?
   1. Prompts: What are your key performance indicators? Do any relate to health specifically?
   2. How do you collect these data?

The field’s progress

*Thank you for sharing this context, now I’d like to ask you about consideration of social impact and stakeholder value more generally.*

1. What do you foresee as the next foray in social impact and stakeholder value in the technology sector?
2. In this context, what is the role of frameworks for, and measurement of, social impact?

Perspective on health metrics

1. Do you see health as an important component of these frameworks?
   1. [Yes]: If so, how? (*Note: what kind of health?)*
   2. [No]: If not, could you see a role for health in these frameworks and what would that look like?
2. Prominent frameworks presently allude to consumer health as it pertains to product quality and safety. Can you think of other ways that technology products impact health and health behaviors? For example, through a product your company makes.
   1. Probe: For example, you might think about the influence on physical activity, eating habits, spending time with others, sleep, time spent outside
3. What metrics might you use to measure corporate impact on consumer health?
4. How might additional health metrics influence your product strategy?
   1. [If positive] What might it mean to you to use health metrics? What decisions might it influence?
   2. [If negative] What information might prompt you to integrate health metrics? What might it take to make adding health metrics to prominent frameworks compelling?
   3. [Follow up] What might you need from the metrics to be able to do so? (Content, frequency, source, metric type – quantitative/qualitative, level of evidence)
5. What might motivate companies to want to use, and respond to, measurement of health impact?
   1. Probe: regulatory requirement? Or something else, e.g. consumer expectation, competitor adoption, outcome threshold, metric design? Are there any barriers to doing so today (data availability, cost)?
   2. Would investor demand influence companies to use health metrics in their corporate social responsibility efforts?
6. Which types of companies would most benefit from measurement of health impact?
7. Should measurement of health impact differ by company, sector? How?

*Investor Interviews*

Application of ESG

1. Tell me a little about your role
2. What role do you play in your firm’s socially responsible investing strategy?
   1. Is there a framework you use to consider the impact of your investments on health, or other socially desirable outcomes?
   2. How does this framework play into your strategy? Are there certain criteria that you apply?
3. How do you measure the success and/or impact of your socially responsible strategy?
   1. Prompts: What are your key performance indicators and how do you collect these data?

The field’s progress

*Thank you for sharing this context, now I’d like to ask you about consideration of social impact and stakeholder value more generally.*

1. What do you foresee as the next foray in considering social impact and stakeholder value as part of investment strategy?
   1. Prompts: Wider adoption of certain frameworks like ESG? New criteria? New applications? Broader reach – to whom, where? Describe.
2. In this context, what is the role of frameworks for, and measurement of, social impact?

Perspective on health metrics *[Orient to technology sector, examples]*

1. Do you see health as an important component of these frameworks?
   1. [Yes]: If so, how? (*Note: what kind of health?)*
   2. [No]: If not, could you see a role for health in these frameworks and what would that look like?
2. Prominent frameworks presently allude to consumer health as it pertains to product quality and safety. Can you think of other ways that products, specifically technology, impact health and health behaviors?
   1. Probe: for example, the influence on physical activity, eating habits, spending time with others, sleep, time spent outside (companies like Netflix, Lyft, Doordash, Facebook)
3. What metrics might you use to measure this impact on consumer health?
4. How might additional health metrics influence your investment strategy?
   1. [If positive] What might it mean to you to use them? What decisions might it influence?
   2. [If negative] What information might prompt you to integrate health metrics? What might it take to make adding health metrics to socially responsible investment frameworks compelling?
   3. [Follow up] What would you need from the metrics to be able to do so? (Content, frequency, source, metric type – quantitative/qualitative, level of evidence)
5. What might motivate investors to want to use, and respond to, measurement of health impact?
   1. Probe: regulatory requirement? Or something else, e.g. consumer expectation, competitor adoption, outcome threshold, metric design?
   2. [Follow up] What are next steps to drive this adoption and implementation?
   3. Might company adoption influence investors to use health metrics in their socially responsible investment products?
6. Which types of companies might most benefit from measurement of health impact?
   1. Should measurement of health impact differ by company, sector? How?

*Rewrite (iteration #2):*

1. Tell me a little about your role.
2. What role do you play in your company’s strategy for achieving social impact?
   * How might you be thinking about health as part of your work in social impact?
3. How do you measure the success and/or impact of your strategy on socially desirable outcomes?
   * Is health a part of that measurement? Who are these measures reported to?
4. What do you foresee as the next foray in social impact and stakeholder value in the technology sector?
5. In this context, what is the role of frameworks for, and measurement of, social impact?

* Do you see health as an important component of these frameworks?

1. What do you understand to be the impact of consumer-facing technology products on health and health behaviors? For example, through a product your company makes.
2. What metrics might you use to measure this impact? Or, which metrics might be most useful to do so?
3. How might additional health metrics influence your product strategy?
4. What might motivate companies to want to use, and respond to, measurement of health impact?
   * Are there barriers to doing so?
5. Final thoughts