

Appendix A: Primary Data Sources Cited

- Participant-observation and fieldnotes 1993 – 2005
- 12 formal interviews with Cyborganic members conducted in 1996 for the IFTF study on telecommunities. Interview questions are presented in Appendix B.
- Group history of Cyborganic elicited December 19, 1996.
- 7 interviews conducted with Cyborganic members in 2004
- 10 responses to the 2005 follow-up questionnaire presented in Appendix F.
- Mailing list archive of the TND list 1995-1997
- Mailing list archives of the cc list and its predecessors 1994-2002
- Prospectus for CHANCE: Center for High Technology, Arts, and Cultural Exchange (1990)
- Cyborganic Brochure (1993), presented in Appendix E
- Archive of the Cyborganic Gardens website (including TND Dispatches and The Cyborganic Propaganda leaflets)
- Cyborganic business plans

Appendix B: Interview Guide for 1996 Study of Intranets & Telecommunities

General Guidelines

Start with "how" and "what" questions, leave "why" questions until later in the interview. This gives people a chance to start with straightforward questions and build to ones that require some reflection. Employ native terms you hear right away in follow-up questions.

Profile

- For each interview subject, get the following information:
- Name (or pseudonym if anonymity preferred)
- Gender
- Age
- Occupation (type of work done)

Background

- How long have you been a Cyborganic member?
- Could you describe a typical day for you, from start to finish, highlighting the ways the Cyborganic network might be involved or come into play?
- Can you tell me about the community's history--how it got started?
 - If they don't know, ask who to go to for a deeper sense of group history?
 - What is the purpose behind it, its reason for being?
 - Is the history, or are past activities, archived or recorded anywhere?
 - Is knowing about the history important to you? Why or why not?

Structure

- Assuming I know nothing at all about Cyborganic, could you give me a guided tour of all it includes? Just sort of draw me a mental map of all the different parts. If it's helpful, you might want to use a piece of paper to sketch an overview of what Cyborganic consists of.
- Using whatever map informant has drawn, ask about the functions of various areas. For example, Cyborganic uses the following modes of communication:
 - spacebar
 - real-time chat

- cc.list
- mailing list for the entire community
- sf.list, nyc.list
- regional mailing lists
- Cyborganic Gardens
- website
- Thursday Night Dinners (TNDs)
- weekly IRL gatherings
- tnd-sf.list
- mailing list for info on SF TNDs
- tnd-nyc.list
- mailing list for info on NYC TNDs

For each area/mode, ask:

- Where do you spend the most time? the least time?
- How is it valuable/useful to you?
- Is it an individual or group area--do you go there by yourself or meet others?
- What sort of activities occur there?
- What is the purpose of this area?
- What is the mood or tone of each?
- Relative pros or cons?
- Tell me what communal resources people share?

Meaning/Identity with the Whole

- What's valuable or meaningful to you about being a member of (the community)? [Use whatever term they use to refer to the group].
- What would you say being a member of this community means to you?
- Probe why and how? Could you give me an example?
- What kinds of relationships have you developed in this community?
- What keeps you involved? Why? What do you think keeps others involved?
- Is this just for fun, or for work, or a part of who you are?
- What other communities do you feel a part of?

- How is this community similar/different?
- Why do you think (SGI/HP/Cyborganic) set this up?
- Do you have a sense that the community shares a picture/idea of where it's headed in the future?

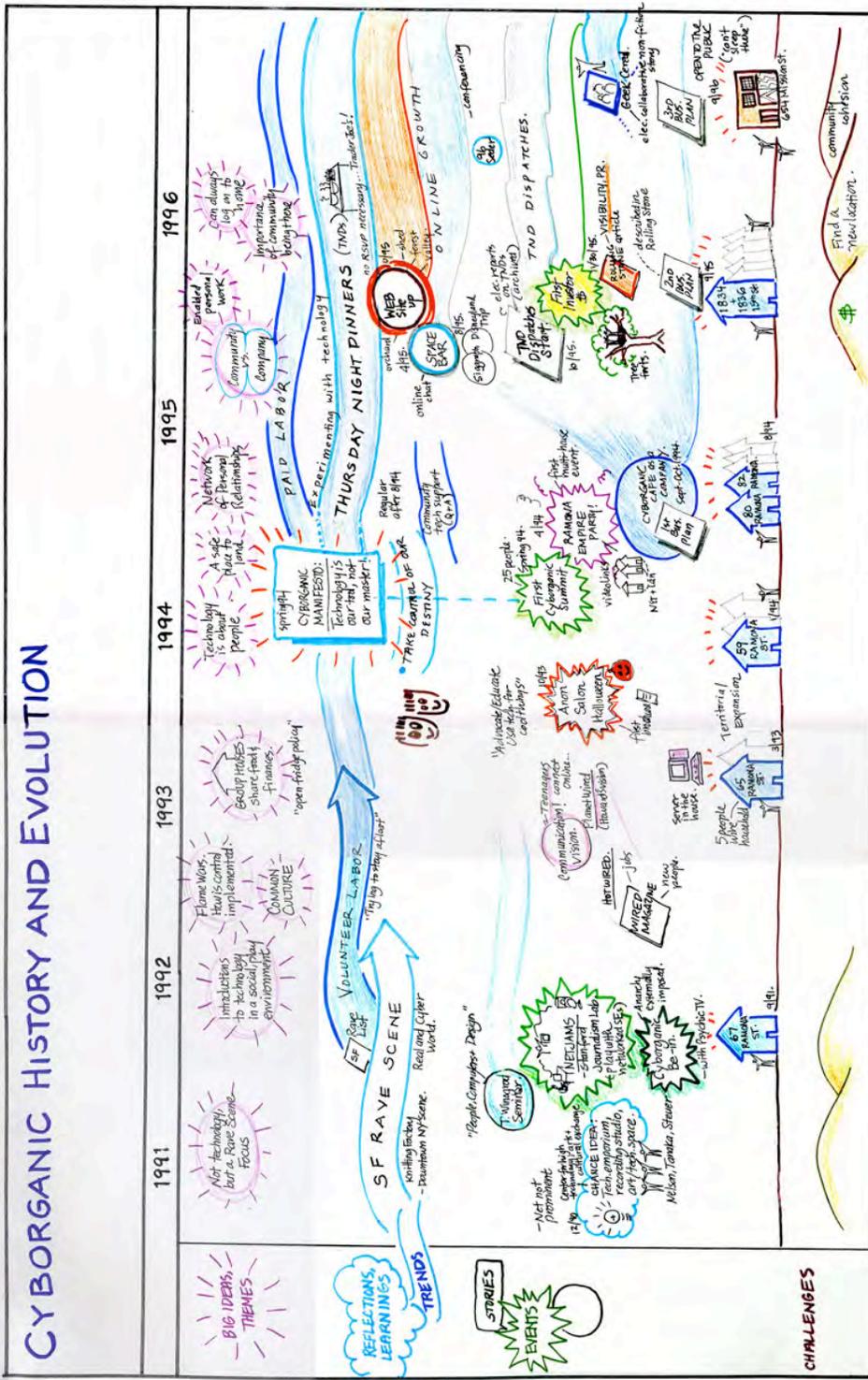
Rules/Sanctions

- Do you feel trust among the members? What do you think it's based on?
- What would happen if I came into one of the communication areas, say a chat room or discussion forum, and started acting inappropriately, what would happen to me?
- What constitutes acting inappropriately?
- Are there rules or guidelines for how people should behave to each other? FAQs, group principles....etc.?
- Can you think of any times when trust has been eroded?
- Is there much concern about security?

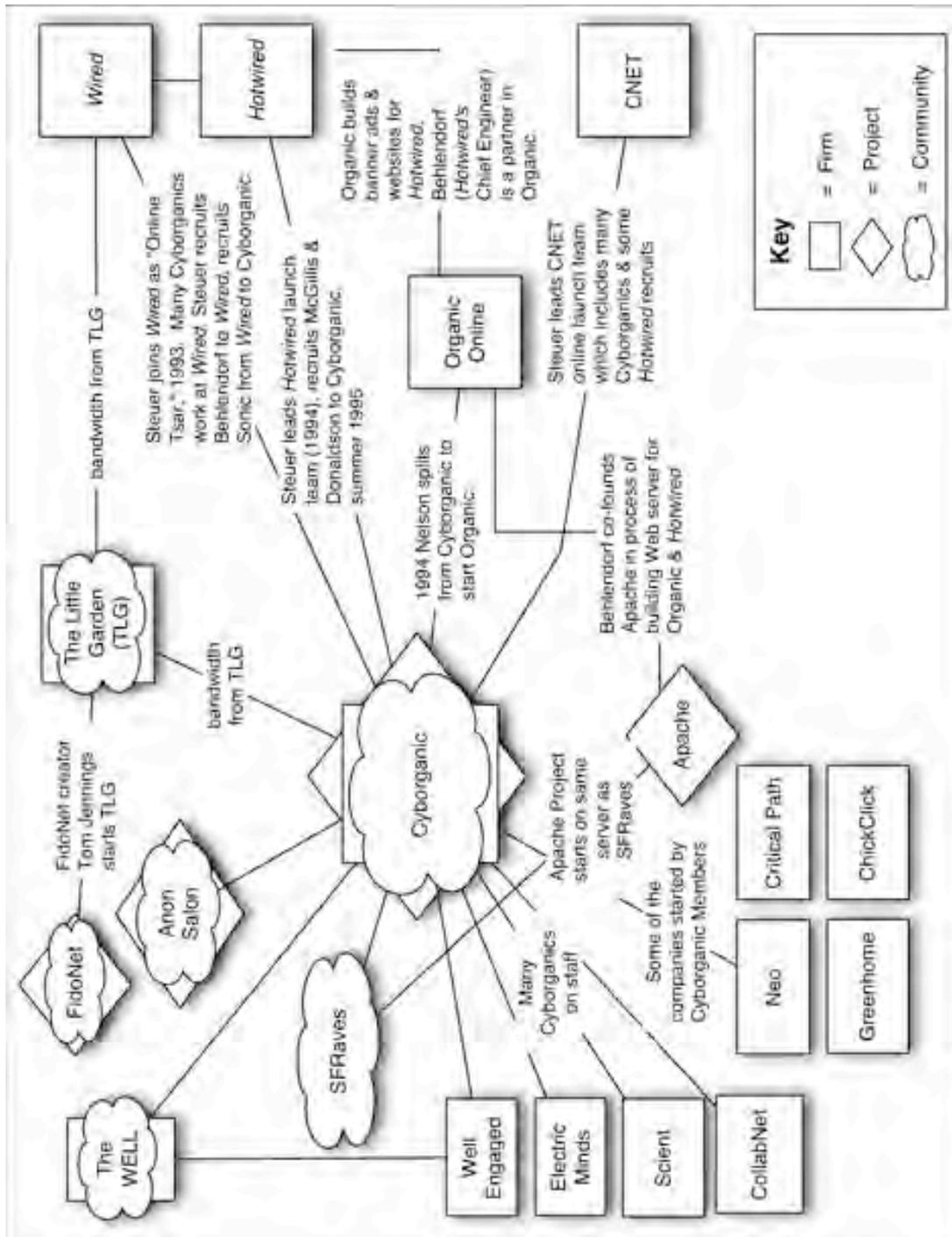
Roles/Responsibilities/Reputation

- If I'm a new person in the group, how do I find out what I need to know? To whom do I go?
- Are there people who are known for being especially helpful to newbies? Or, for being especially rude/impatient?
- Say you needed something from the group, like an answer to a question, would you know whom to go to? Why and how would you approach that person?
- How would you find out, if you didn't know?
- Would you say there are formal roles in the group, or only informal ones?
- What do you see as your role?

Appendix C: Cyborganic History and Evolution (1991-1996)



Appendix D: Cyborganic Network of Firms, Projects, & Communities (1993-1999)



Appendix E: Cyborganic Brouchure, October 1993

From Here

From here, the Cyborganic Café will be located in "Multimedia Gulch", in the South-of-Market area of San Francisco. The top ten advantages to this location are:

- Highest per capita ownership of computers with modems in the country
- Easy access to hardware and software companies
- Large pool of local design and programming talent
- A well-established community of media artists
- A public that has already proven receptive to media art
- Being computer savvy is part of popular culture
- Online interaction (the WELL, SFNet, Netcom) has proven to be a viable and potent social force.
- Proximity to computer magazine publishers.
- San Francisco is the city most like Cyberspace.
- San Francisco has already hosted a number of computer-inspired cultural events including *Cyberthon* (sponsored by Whole Earth Review), the Digital Be-In (sponsored by Verbum magazine), the Hackers Conference (sponsored in part by Apple Computer, Silicon Graphics, and other Bay Area companies), and the Net Jams (sponsored by Stanford University).

To Here

a CYBORGANIC journey

Cyborganic Crew

On a foggy day, late in the autumn of '87, Jonathan Steuer, caught his first glimpse of something *Cyborganic*. He imagined a public place where people gathered amidst high technology and turned it to the most delightful & organic ends. A place where people met, made friends and took up the tools of our digital future.

Pursuing this vision to San Francisco's cyberscene, he enlisted his friend and fellow scholar of postmodern society, Jennifer Cool, in the Cyborganic mission.

Together, Jonathan and Jennifer bring expertise in networking, social science, media production and tavern tending to the task before them—developing and launching the *Cyborganic Café*.

Look for us South-of-Market in the Spring of '94!

For more information, and/or a copy of the Cyborganic Café business plan, send email to: cafe-info@cyborganic.com or leave voice mail at 415-255-1120

Cyborganic

interlaces neural & digital makes virtual time impact real-space means friendly, not user-friendly turns technology to human ends, not vice versa nurtures cheap connectivity for the general public knows the computer is a communications tool is the future of networking

Appendix F: Cyborganic Research Questionnaire 2005

Send responses via email with the subject line: Cyborganic Research 2005-2006

Privacy & Attribution Policy:

None of your responses will be shared, published or reproduced without your explicit permission. Please indicate whether you give permission for your anonymized answers to be quoted, in part or in full, in my work on Cyborganic and network society.

If you would prefer your responses NOT be anonymized, and would instead like your name included wherever you are quoted, please indicate that at the top of your responses to the following questions.

Research Questions

- 1 When and how did you first begin using the Internet?
- 2 Try and think back to those early days and describe what sort of expectations of the Internet you had. Did you think of it in terms of digital culture or the information age, or did you have some other concept of what was going at the time? Do tell.
- 3 When and how did you first get involved with Cyborganic? By which specific individuals were you first linked to Cyborganic?
- 4 What do you think motivated most people to participate in Cyborganic? How did they mostly participate and why, in your opinion?
- 5 Do you think of Cyborganic as a particularly San Francisco thing? Could it have happened else where? Where? What ties, if any, do you see to the rest of the City and region? To its history? What links to other geographic regions can you trace?
- 6 When you first got involved, did you have any specific expectations of hopes about Cyborganic? Or of some other wider or different group? If you did, describe, explain. If you didn't, what motivated your participation?
- 7 Are you still involved with Cyborganic in any way? If so, describe or explain. If not, when and how did your involvement end?
- 8 Can you name, off the top of your head, all the individuals you're still in touch with who you know through Cyborganic? Let's say "in touch" here means you have a current email for them and know what city they live in.

- 9 Describe your professional involvement, if any, with the Internet or technology industry, telling when you began and whether you still work in this sector. Can you describe what it was like working in the industry in the early or mid-1990s versus today? Major changes, major constants, how you see what you're doing? Your role? Send your resume, or a link to it, as a handy way to answer the first part of this question.
- 10 What, if anything, did you learn through or via Cyborganic? I'm interested both in technical knowledge (computer, net, and other professional stuff) as well as any other category of stuff you might have learned about in your involvement with Cyborganic.
- 11 Cyborganic, which became The Cyborganic Corporation in 1995, was popularly known as the Cyborganic community. How do you think of it and can you say anything about the community/corporation dynamic?
- 12 Where are your web pages currently hosted? What about your email?
- 13 Are you currently on any mailing lists like the Cyborganic cc-list? If so, can you name or describe them briefly?

Profile & Demographic Information

Privacy Policy:

None of this demographic data will ever be referenced, published, or otherwise shared on an individually identifiable basis. It will only be used to give an overall profile of the people associated with Cyborganic, for example, the average age, residential, and marital status of respondents.

- Your name
- The identity of interviewees will not be revealed, but it is helpful for my research, especially where it enables me to interpret what you say in the wider context of what I know.
- Cyborganic login (if you had one)
- Spacebar login (if you had one)
- Did you ever use Cyborganic for web hosting? For email? If yes, from when until when?
- Birth year
- Gender
- Occupation
- Marital status
- If married, in what year?
- Do you have kids? If so, how many?
- Do you own a home?
- What city do you live in today?