Appendix 1: MiHome Pictures

MiHome near Renmin University of China in Beijing

MiHome in Shenzhen
Appendix 2: Job description for subforum moderator special user team on MIUI Forum

What is subforum moderator special user team?

This special user team is responsible for building subforums, organizing activities, and dealing with misconducts. If you want to self-realize yourself, if you are willing to share and help, you can join us and take participation in the growth of MIUI every time and become “god” admired by MIUI fans.

What do we expect from you?

- Be a MIUI fan and use and love MIUI!

- Must-have requirements: already publish more than 100 posts and have more than 200 forum points

  - Enough time: 3-5 hours per day online on average

  - Able to help normal users solve their problem

  - Good at communication, able to work in teams and devote yourself

What can you get?

- You will get the chance to try MIUI during the inner test process

- You will get the highest reading authority in the forum

- You will be title as the subforum moderator

- You will get regular rewards from Xiaomi (one interviewee says that he gets Mi coins, Xiaomi products as rewards)

What do you need to do?

- Content operation of the subforum

- Subforum activity organization

- Recommend good content and deal with violation
Appendix 3 Interview Guide

Introduction

Hello, my name is Xiao Xiao and I am a master at The Chinese University of Hong Kong, China and Nova School of Business and Economics, Portugal. I am writing my thesis about Xiaomi and its fans. For this reason, I would like to ask you some questions, to which there are no right or wrong answers. Please feel free to say whatever you have in your mind.

To analyze our conversation later, I would like to record our interview. And this interview would remain anonymous and I would not contact you after this unless you make such a request.

Pre-recruiting Questions

Filter 1: Are you currently an user of Xiaomi phone?

Yes( go to filter 2)  No( not suitable)

Filter 2: Do you participate in at least one of the followings with Xiaomi?

1 Provide suggestions to Xiaomi through platforms including MIUI BBS
2 Participate in designing Xiaomi products
3 Participating in product features voting
4 Participate in managing Xiaomi online and offline platforms
5 Participate in helping organize Xiaomi online and offline activities
6 Try new Xiaomi products and give feedback or write product testing articles
7 Function as opinion leaders and organize activities
8 Help Xiaomi users solve problems through online and offline platforms

Yes( invite for interview)  No(not suitable)

Personal Info

Gender

Age

Location

Industry

Education

Salary

Interview Questions

Topic: Reason for choosing Xiaomi

When did you start using Xiaomi phone?

Before you choosed Xiaomi, which brands you used?

Why you made such a change?

Topic: Personal experience with Xiaomi

How many channels do you participate in?(Guide interviewee through different online and offline channels)
What co-creation activities do you participate in and what role do you play? (Guide interviewee through different ways of participate in co-creation with Xiaomi)

**Topic: How co-creation influences his or her consumer behavior**

How did you perceive the Xiaomi brand before you use it? What about now? If it were a person, what kind of person do you think it will be?

What was your expectation on Xiaomi product? And what are the differences between expectation and reality?

How would you describe your personal relationship with Xiaomi? Do you feel more connected to Xiaomi compared to other brands? Do you consider yourself a semi staff for Xiaomi?

Would you recommend Xiaomi to others? Why?

Do you have any other Xiaomi products other than phones? Why?

Are your willing to participate in those channels and co-creation activities in the future?

Do you feel a sense of self-realization and a sense of community?

Do you think using Xiaomi kind of represents what kind of person you are and your lifestyle?

If you were to buy a new smart phone, which brands do you have in mind? Which one do you think you will choose and why?