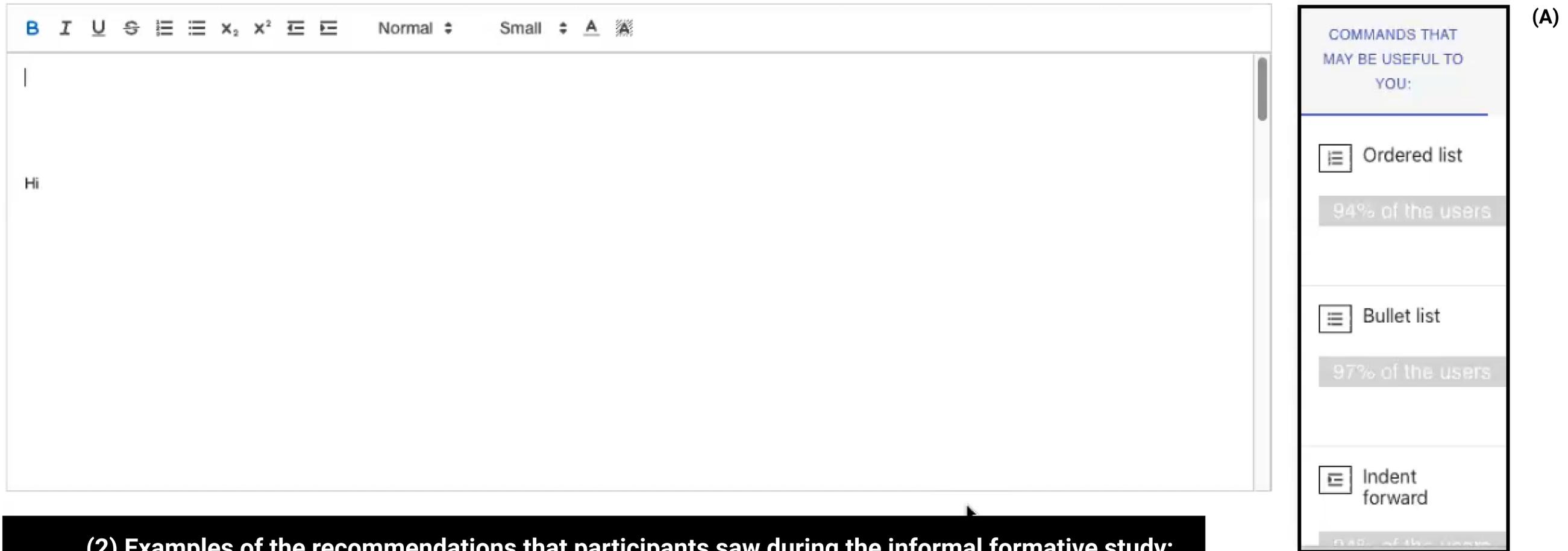


(1) Example of the web interface that participants saw during the informal formative study



The screenshot shows a web interface with a text editor on the left and a sidebar on the right. The text editor has a toolbar with icons for bold (B), italic (I), underline (U), strikethrough, bulleted list, numbered list, subscript (x₂), superscript (x²), indent left, and indent right. The text area contains the text "Hi". The sidebar is titled "COMMANDS THAT MAY BE USEFUL TO YOU:" and contains three recommendation messages:

- Ordered list**: 94% of the users
- Bullet list**: 97% of the users
- Indent forward**: 94% of the users

(A)

(2) Examples of the recommendations that participants saw during the informal formative study:

(B) Crowd-powered recommendations

 Indent backwards

95% of the users

(C) Collaborator-based recommendations/ individuals are not identifiable

 Indent backwards

5 

(D) Collaborator-based recommendations/ individuals are identifiable

 Indent backwards

S C M

(1) The web interface that participants saw during the informal formative study. In the panel on the right (A) participants saw the different recommendation messages

(2) Examples of the recommendations that participants saw. The recommendations differ in terms of i) the user community from which the recommendations are derived from crowd-powered recommendations (B) or from the user's collaborators on a shared document (B & C) and ii) whether the user's collaborators are directly identifiable in individual recommendations (C) or not (B)