

Appendix A. Semi-Structured Interview Guide

Section 1: Participant Background

1. Can you briefly describe your role or involvement with Dongyang Woodcarving (DYWC)?
2. How many years of experience do you have in this field?
3. What type of work do you primarily engage in (e.g., crafting, research, trade, policy)?

Section 2: Understanding of Authenticity

4. How do you define “authentic” Dongyang Woodcarving?
5. What elements do you consider essential for maintaining authenticity (e.g., materials, techniques, symbolism)?
6. Do you think authenticity has changed over time? If yes, how?

Section 3: Symbolic Meaning and Cultural Value

7. What cultural or symbolic meanings are embedded in DYWC motifs?
8. Do you think these meanings are still understood by younger generations or consumers?
9. Have you observed any loss or transformation of symbolic meaning in recent years?

Section 4: Challenges and Threats

10. What are the main challenges facing the preservation of DYWC today?
11. How has market demand influenced design, production, or authenticity?
12. What impact has mechanisation (e.g., CNC carving) had on traditional craftsmanship?
13. Do you think the relocation of carvings from traditional buildings affects their meaning?

Section 5: Preservation and Safeguarding

14. What measures are currently in place to preserve DYWC?
15. What improvements or new strategies would you suggest?
16. What role should government, communities, and artisans play in safeguarding this heritage?

Section 6: Future Perspectives

17. How do you see the future of DYWC?
18. Can traditional practices coexist with modern technologies? If yes, how?

Appendix A: Interview Guide

The semi-structured interview guide used in this study included the following thematic areas:

1. Background Information
 - Role and experience in DYWC
 - Institutional or professional affiliation
2. Symbolic Meaning
 - How do you interpret the symbolic meaning of DYWC motifs?
 - What cultural values do these carvings represent?
3. Challenges to Authenticity
 - What changes have you observed in DYWC practices?
 - What factors threaten authenticity?
4. Conservation and Policy
 - How effective are current preservation efforts?
 - What improvements would you suggest?
5. Future Perspectives
 - How can DYWC be sustained in modern contexts?
 - What roles should different stakeholders play?