

HPRC MacLennan Research Instrument Poverty in Entertainment Media

The role of entertainment media in the persistence of Canadian and American poverty

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Focus group discussion points/questions

The focus group discussion will take the form usually as a conversation rather than a direct question and answer session. There will be a few questions to direct the conversation.

In the first few minutes the moderator will establish the music, television, and films that the participants have previously listened to or viewed that meet the research inclusion criteria. The participants will also know their common ground as audiences or fans.

Then the research project will be explained to focus that the is not a wide-ranging discussion of the programs, but instead focused on the depictions of poverty and people living in poverty in media and stereotypes if they have noticed them.

Then the conversation will start by asking what the participants thought about the depictions of poverty and people living in poverty in the programs/music/film. The focus groups will be grouped according to media products so that they have common viewing or listening experiences whenever possible.

Then they will be asked to give examples.

Then they will be asked if they noticed any stereotypes.

They will be asked to give examples.

Then they will be asked if they believe that these depictions are fair based on their knowledge of poverty in Canada and the United States.

The participants will be asked why.

The research team is completing a content analysis as a foundation for this research so we will have examples at the ready if none come to mind for the participants and they will be offered for discussion. A summary of the above discussion points/questions will be placed on the research project website so that anyone participating may review the planned discussion in the focus groups in advance.