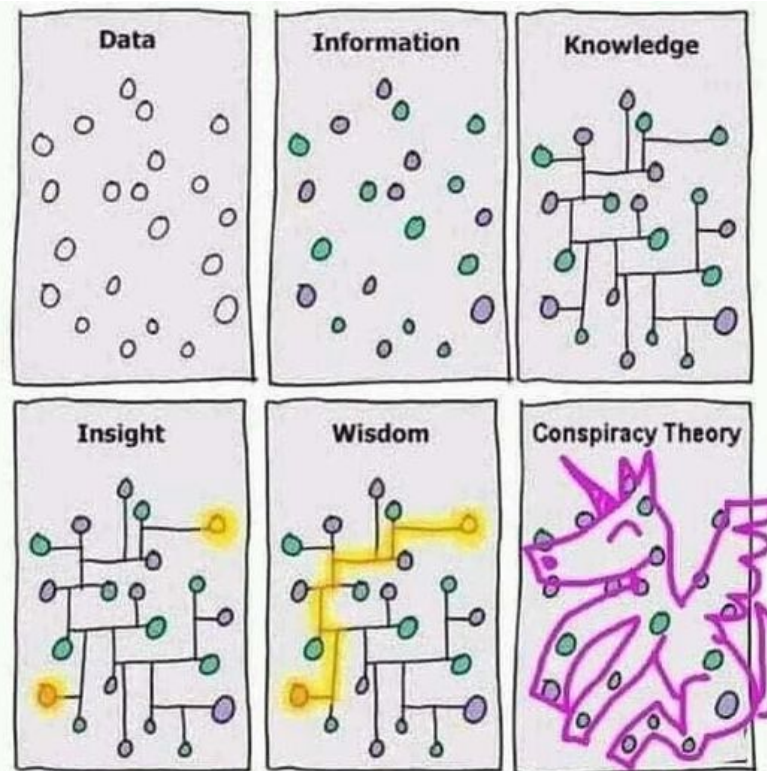


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## Focus Group Analysis

Professor Barbara Allen WCC 230 Tuesday/Thursday 3:10–4:55



"Just Right" Data Analysis

## About the Course

 [POSC Lab: Focus Group Analysis](#)

Please read.

 [Information About Student Support on Campus](#)

Many offices and departments are eager to support your students. This page has more information. You class deans and advisors are also sources of support.

 [Announcements](#)

## Assignments

 [Focus Group Study Concept and Initial Design](#)

 [Focus Group Study Recruitment Plan and RecruitmentScript](#)

 [Focus Group Study Organizing Documents](#)

A spreadsheet showing tasks and assignments with due dates

 [Focus Group Study Draft Questions](#)

 [Focus Group Study Notes and Final Transcripts](#)

 [Focus Group Study FINAL REPORT](#)

 [Additional Documentation of Your Work on this Project](#)

 [Example Scripts and Protocols](#)

In this folder you will find examples of recruitment flyers and scripts with screening questions, focus group protocol (questioning route) and transcript (from which you can deduce the protocol), and a pre/post test questionnaire.

 [Recruitment Script Drafts](#)

These are your drafts

 [Focus Group Power Point Slides](#)

Pdfs of slides

 [Focus Group Study Protocol 11022022](#) Uploaded 2/11/22, 08:44

This is the version that we will use for focus groups on 11/02 (Northfield) and 11/07 (Minneapolis) for our 2022 study of the media coverage of the demonstrations following the murder of George Floyd and the trial of Derek Chauvin.

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## 17 October – 23 October

Monday 17 October Mid Term Break

Tuesday October 18

Focus Group Analysis Topics: Course Overview, Focus Group Purpose, Participants, Types, and Number

**AFTER CLASS** look at all of the substantive topics and readings. Select a substantive topic for your study. Designing the study will be the focus of our next class.

## Substantive Topics and Readings 1

### What is "Bias?" When Does it Matter? Misinformation Campaigns

Lance Bennett. 2016. "[News Content: Four Information Biases That Matter](#)," *News: The Politics of Illusion* 10th Edition, New York: Longman. 28–57.

Diana C. Mutz. 2007. "[Effects of In-Your-Face Television Discourse on Perceptions of a Legitimate Opposition](#)," *American Political Science Review*. 101(4, November 2007) 621–635

Barbara Allen and Daniel Stevens. 2019. "[The Accuracy of Claims Made in Political Advertising](#)," *Truth in Advertising? Verbal, Visual, and Oral Lies in Political Advertising and How They Affect the Electorate*. Lexington Books. 157–201.

Barbara Allen and Daniel Stevens. 2019. "[The Effects of Ad Accuracy on Political Knowledge and Turnout](#)," *Truth in Advertising? Verbal, Visual, and Oral Lies in Political Advertising and How They Affect the Electorate*. Lexington Books. 273–320.

Susan Banducci and Daniel Stevens, "[Myth Versus Fact: Are We Living in a Post-Factual Democracy?](#)" In *EU Referendum Analysis 2016: Media, Voters, and the Campaign*. Daniel Jackson, Einar Thorsen, and Dominic Wring, Eds. The Centre for the Study of Journalism, Culture and Community, Bournemouth University. 22.  
<http://www.referendumanalysis.eu>

Thursday October 20

### Focus Group Analysis Topics: Designing the Study; Writing a Recruitment Script

READ: Krueger, Richard A. and Mary Anne Casey *Focus Groups: A Practical Guide for Applied Research* 5th Edition. Chapter 2 "[Planning the Focus Group Study](#)" pp. 19–37. and Chapter 4 "[Participants in a Focus Group](#)" pp. 77–101

Additional Resource: Krueger, Richard A.. [Analyzing and Reporting Focus Group Results](#), SAGE Publications, 1997. *ProQuest Ebook Central*, <https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598483>.

The book is available at Gould Library. Download (21 days) or read online. READ PAGES 3–38 (Chapters 1–4).

## Substantive Topics and Readings 2

### Media Representations of Identities

Herman Gray. 2013. "[Race, Media, and the Cultivation of Concern](#)" *Communication and Critical/Cultural Studies* 10:23 (June/September). 253–258.

Dwight E. Brooks and Lisa P. Hébert. 2006. "[Gender, Race, and Media Representation](#)," *Gender, Race, and Media Representations*. 16. 297–317.

Riva Tukachinsky 2015. "[Where We Have Been and Where We Can Go from Here: Looking to the future in research on media, race, and ethnicity](#)." *Journal of Social Issues*, 71(1): 186–199.

 [Discussion Forum 10/20/2022](#)

Post Questions, Comments, Insights for Discussion Here

24 October – 30 October

Monday October 24

**Turn in Study Concept/Design and Recruitment Script by 5:00 PM**

Tuesday October 25

Focus Group Analysis Topics: Developing Questions; Selecting and Recruiting Participants

**BEGIN RECRUITMENT TODAY**

READ: Krueger, Richard A. and Mary Anne Casey Focus Groups: A Practical Guide for Applied Research 5th Edition. Chapter 3 "[Developing a Questioning Route](#)" pp. 39–75.

Additional resource: Krueger, Richard A. [Developing Questions for Focus Groups](#). SAGE Publications, Incorporated, 1997. *ProQuest Ebook Central*, <https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598448>.

Get the book through the Gould Library. You may download for 21 days or read online.

pp. 1–78 (Chapters 1–12). Consult the Appendix for examples of questions.

PREPARE for Class: at least two questions for each category of questions (Chapter 4--there are five categories). We will workshop your questions with the goal of finishing a draft protocol.

**Substantive Topic and Readings 3**

**Election Ads and News Reinforcing Negativity and the US Case of "Regulation" (Not)**

Read: Travis Rideout and Annemarie Walter. 2015. "[How the News Media Amplify Negative Messages](#)," in Alessandro Nai and Annemarie Walter, eds. *New Perspectives on Negative Campaigning*. Colchester: ECPR Press. 265–283.

Wojciech Cwalina and Andrzej Falkowski. 2000. "[The Role of Advertising in Forming the Image of Politicians: Comparative Analysis of Poland, France, and Germany](#)," *Media Psychology*. 2 119–146.

Barbara Allen, Daniel Stevens, Gregory Marfleet, John Sullivan, and Dean Alger. 2007. "[Local News and Perceptions of the Rhetoric of Political Advertising](#)," *American Politics Research*. 35(4): 506–540.

Dan Stevens, Dean Alger, Barbara Allen, and John Sullivan. 2006. "[Local News Coverage in a Social Capital Capital](#): Election 2000 on Minnesota's Local News Stations," *Political Communication*, 23(1): 61–84.

Richard Kluver et al. 2019. "[Contesting Strategic Narratives in a Global Context](#): The World Watches the 2016 U.S. Election" *The International Journal of Press/Politics*. 24(1): 92–114. DOI: 10.1177/1940161218786426

Paul D'Angelo, Florin Büchel, and Frank Esser. 2014. "[Mediatization of Campaign Coverage](#): Metacoverage of U.S. Elections," in Frank Esser and Jesper Strömbäck eds., *Mediatization of Politics Understanding the Transformation of Western Democracy*, London Palgrave Macmillan. 156–180.

Thursday October 27

Focus Group Analysis Topics: Moderating Skills

**Questionnaire Protocol Due in Class for Further Discussion & Practice**

READ: Krueger, Richard A. and Mary Anne Casey Focus Groups: A Practical Guide for Applied Research 5th Edition. Chapter 5 "[Moderating Skills](#)" pp. 103-135.

Additional Resource: Krueger, Richard A.. *Moderating Focus Groups*, SAGE Publications, Incorporated, 1997. *ProQuest Ebook Central*, <https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598449>.

[The book is available through the library. You can download for 21 days or read online.](#)

READ PAGES 3–94(Chapters 2–12). See the "assessment" for your skills (Chapters 13–14).

Come to class prepared to practice the two roles of moderator and assistant moderator/note taker and assess your skills

## Substantive Topic and Readings 4

### Political Psychology Framing and Cognition: How Do Voters Approach the "Facts?"

James Druckman. 2001. "[On the Limits of Framing: Who Can Frame?](#)" *Journal of Politics* 63 (4, November): 1041–1066.

David Redlawsk. 2002. "[Hot Cognition or Cool Consideration?](#) Testing the Effects of Motivated Reasoning on Political Decision Making," *Journal of Politics*, 64(3, August): 1021–1044.

Dan Stevens, John Sullivan, Barbara Allen, and Dean Alger. 2008. "[What's Good for the Goose is Bad for the Gander: Negative Political Advertising, Partisanship and Turnout,](#)" *Journal of Politics*. 70, 2: 1–15.

Brendan Nyhan. and Jason Reifler. 2010. "[When Corrections Fail: The Persistence of Political Misperceptions.](#)" *Political Behavior*. 32: 303–30.

Barbara Allen, Eric Lawrence, Daniel Stevens, and John Sullivan. 2016. "[Partisanship and Perceptions of Fairness: Ignoring the Facts.](#)" *Journal of Experimental Political Science*. 3: 32–43.

#### [Discussion Forum 10/25/2022](#)

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#### [Discussion Forum 10/27/2022](#)

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## 31 October – 6 November

Tuesday November 1

Focus Group Analysis Topics: Hold Focus Groups this Week (Recruit 6–8 participants, Finalize Questions, Complete Arrangements, Practice Moderating a Group)

Study Design, Participant Selection and Recruitment Plan, Final Questionnaire Due in Class for Discussion

READ: Krueger, Richard A. and Mary Anne Casey Focus Groups: A Practical Guide for Applied Research 5th Edition. Chapter 6 "[Analyzing Focus Group Results](#)" pp. 137–161.

Additional Resource: Krueger, Richard A.. [Analyzing and Reporting Focus Group Results](https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598483), SAGE Publications, 1997. *ProQuest Ebook Central*, <https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598483>.

READ PAGES 41–101 (Chapters 5–9)

## Substantive Topic and Readings 5

### The New Mediators

Jenna Jacobson et al. 2019. "[Networked Influence: An Introduction](#)," *Social Media and Society*. July–September 2019: 1–5 DOI: 10.1177/2056305119865473

Dawn Nunziato. 2020. "[Misinformation Mayhem](#): Social Media Platforms' Efforts to Combat Medical and Political Misinformation," *First Amendment Law Review*. 19. <https://ssrn.com/abstract=3672257>

Adam Shehata and Jesper Stromback. 2017, "[Learning Political News from Social Media](#): Network Media Logic and Current Affairs News Learning in a High-Choice Media Environment," *Communication Research*. doi.org/10.1177/0093650217749354

Lisa-Maria Neudert et al. 2019. "[Sourcing and Automation of Political News and Information During Three European Elections](#)," *Social Media Society*. (July–September): 1–13 DOI: 10.1177/2056305119863147

Thursday November 3

### Focus Group Analysis Topics: Analyzing and Reporting Results

READ: Krueger, Richard A. and Mary Anne Casey *Focus Groups: A Practical Guide for Applied Research* 5th Edition. Chapter 7 "[Reporting](#)" pp. 163–172.

Additional Resource: Krueger, Richard A.. [Analyzing and Reporting Focus Group Results](https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598483), SAGE Publications, 1997. *ProQuest Ebook Central*, <https://ebookcentral-proquest-com.ezproxy.carleton.edu/lib/carleton-ebooks/detail.action?docID=1598483>.

READ PAGES 105–127 (Chapters 10–12)

## Substantive Topic and Readings 6

### New News, Fake News? (What is it? Where is it? What Effects?)

Luis Aguiar Martens, et al. "[The digital transformation of news media and the rise of disinformation and fake news](#)," *European Commission, Joint Research Centre JRC Digital Economy Working Paper* 2018-02.

Andrew Guess et al. 2019. "[Less than you think](#): Prevalence and predictors of fake news dissemination on Facebook," *Science Advances*. 5(1): 1-8. DOI: 10.1126/sciadv.aau4586

Soroush Vosoughi, Deb Roy, Sinan Aral. 2018. "[The Spread of True and False News Online](#)," *Science*. 359: 1146–1151.

Edda Humprecht and Florin Büchel. 2018. "[Where 'fake news' flourishes](#): a comparison across four Western democracies," *Information, Communication & Society*. DOI: 10.1080/1369118X.2018.

 [Discussion Forum 11/01/2022](#)

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 [Discussion Forum 11/03/2022](#)

Post Questions, Comments, Insights for Discussion Here

## 7 November – 13 November

Tuesday November 8

### Focus Group Analysis Topics: Workshop Format Finalize Project

#### Substantive Topics and Readings 7

#### Post Factual Democracy and Populism

Read: Nicole Ernst, Sven Engesser, Florin Büchel, Sina Blassnig & Frank Esser. 2017. "[Extreme parties and populism: an analysis of Facebook and Twitter across six countries](#)," *Information, Communication & Society*. 20:9, 1347-1364, DOI: 10.1080/1369118X.2017.1329333.

Léonie de Jonge. 2019. "[The Populist Radical Right and the Media in the Benelux: Friend or Foe?](#)" *The International Journal of Press/Politics*. 24(2): 189–209 DOI: 10.1177/1940161218821098

Sascha Becker et al. 2017. "[Who Voted for Brexit? A Comprehensive District-Level Analysis](#)," *CESifo Working Paper*, No. 6438.

Hanspeter Kriesi and Takis S. Pappas. 2015. "[Populism in Europe During Crisis: An Introduction](#)," in Hanspeter Kriesi and Takis S. Pappas, eds. *European Populism in the Shadow of the Great Recession*. 1–5.

Thursday 10 November

### Focus Group Analysis Topics: Workshop Format Finalize Project

#### Substantive Topics and Readings 8

#### New Media, New (Old) Questions

Read: Edda Humprecht and Florin Büchel. 2013. "[More of the Same or Marketplace of Opinions? A Cross-National Comparison of Diversity in Online News Reporting](#)," *The International Journal of Press/Politics*. 18(4) 436–461.

Richard Fletcher and Rasmus Kleis Nielsen. 2017. "[Are News Audiences Increasingly Fragmented? A Cross National Comparative Analysis of Cross-Platform News Audience](#)," *Journal of Communication*. 67(4) August, 476–498. doi.org/10.1111/jcom.12315

Anne Skorkjær Binderkrantz, Laura Chaqués Bonafont, and Darren R. Halpin. 2017. "[Diversity in the News? A Study of Interest Groups in the Media in the UK, Spain and Denmark](#)," *British Journal of Political Science*. 47 (2): 313–328.

#### [Discussion Forum 11/08/2022](#)

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#### [Discussion Forum 11/10/2022](#)

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14 November – 20 November

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Tuesday November 15  
Research Presentations  
Final Papers Due

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Office Hours

Office Hours MTWT by [appointment](#)

HAB 304

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