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
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


http://www.referendumanalysis.eu

Thursday October 20

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


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


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


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)


Thursday October 27

Focus Group Analysis Topics: Moderating Skills

Questionnaire Protocol Due in Class for Further Discussion & Practice


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.

Substantive Topic and Readings 4

Political Psychology Framing and Cognition: How Do Voters Approach the “Facts?”


Discussion Forum 10/25/2022

Post Questions, Comments, Insights for Discussion Here

Discussion Forum 10/27/2022

Post Questions, Comments, Insights for Discussion Here

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 PAGES 41-101 (Chapters 5–9)

**Substantive Topic and Readings 5**

**The New Mediators**


**Thursday November 3**

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


READ PAGES 105–127 (Chapters 10–12)

**Substantive Topic and Readings 6**

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


Post Questions, Comments, Insights for Discussion Here

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**Discussion Forum 11/01/2022**

**Discussion Forum 11/03/2022**
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


Thursday 10 November

Focus Group Analysis Topics: Workshop Format Finalize Project

Substantive Topics and Readings 8

New Media, New (Old) Questions


14 November – 20 November

Tuesday November 15
Research Presentations
Final Papers Due

Office Hours

Office Hours MTWT by appointment

HAB 304

Zoom link

You are logged in as Barbara Allen: Student (Return to my normal role)

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