

Assignment 1: Details MECS2031 Assignment 1: Analysis of Identity Interview, questionnaire or focus group (2000 words, 50%) and blog contribution (no word limit for blog contribution)

If you decide to do an INTERVIEW (extra details)

- Based on a semi-structured interview with at least one person in relation to how they perceive themselves (their identity) in relation to popular culture and the role it plays (or does not play) in construction of identity.

Ethics forms and consent forms

- Before you conduct the interview you will need to complete **ethics checklist** forms (both the checklist and application for approval for our records and to submit a form (or forms) via email). Please submit to b.mitra@worc.ac.uk and I will pass these on to the Ethics email address. Please put ethics form submissions in the subject title of the email. There is also a consent form on my website <http://www.mediaandculturalstudies.co.uk/ethics/>

Transcript

- You will need to analyse the transcript and explore if any popular culture(s) played a role in their identity.
- You will need to draw on excerpts from the interview transcript(s) in relation to theory and relevant ideas. You will need to put these into quotation marks and use the following reference (Interview, 2016).

The assignment

- You need to begin by defining identity – drawing on various definitions from academic sources, in relation to aspects of popular culture and what role they play in the construction of identity. However, I would wait until you have done the interview, so that you know what kind of identity or identities and popular culture you will be referring to in the essay.
- Make sure you do a pilot with the questions to ensure they are easily understood before you conduct your actual interview.
- In relation to the interview - you need to highlight such things as the age, gender, where the interview was conducted and how long it lasted, whether they were talkative or whether it was more difficult than expected.

Relating your interview material to theory

- You need to draw on relevant academic literature in your analysis and to explore whether your interviewee(s) agree with or challenge what has been written about that specific popular culture and identity. Thus you will be drawing on the interview transcript in order to make wider assertions where possible (and to be aware of the limitations in doing this).
- For example, it could simply be the case that they have multiple identities that pick and choose bits from popular culture – in which case you could then relate your material to multiple identities (drawing on academic sources to define multiple identities).
- Similarly, if they focus very much on one or two things it might be suggestive in terms of gender perhaps, or a certain subculture or fandom. It really depends on the material you get from the interview as to what the assignment will focus on.

Conclusion and then your reference list

- You will then need to come to some conclusion.

- You should draw on approximately 6 or 7 academic sources in an assignment of this size.

Appendix

- The transcript from the interview needs to be in an appendix (Make sure you use only initials or change the name so that the interviewee(s) cannot be identified). You need to include the consent form.

If you decide to use QUESTIONNAIRES – extra details

Ethics forms and consent form

- Before you conduct the questionnaires you will need to complete **ethics checklist** forms (both the checklist and application for approval for our records and to submit a form (or forms) via email). Please submit to b.mitra@worc.ac.uk. There is also a consent form – you can find all of these documents on my website <http://www.mediaandculturalstudies.co.uk/ethics/>

Topic for the questionnaire

- You can focus your questionnaire on a specific aspect of identity e.g. fan identity, music and identity sports and identity etc. to see if something is relevant. You can also hypothesise more easily with this version e.g. you can have the hypothesis that sport is important in the lives of students at Worcester University, or you could ask whether certain music genres are more popular than others. You could explore whether people have positive or negative responses to tattooing. You could ask how people access music is dependent on age.
- It is up to you what you decide to focus on, but having a question to answer is often helpful. The interview is more open and vague and depends on the answers you get from the respondent.

Questions

- Once you have decided to focus on something specific, you can then construct your questions for the questionnaire (please check your topic with myself) .
- You will need to draw on some relevant academic sources in relation to the topic you chose to focus on.

Pilot

- You will need to conduct a pilot using the questionnaire schedule with one or two people to check that your questions are not leading, and are clearly understood.
- This is an important process and you will need to mention whether you made any changes or revisited questions as a result of the pilot stage.

Method

- You will need to state how you went about conducting the questionnaires i.e. did you knock on doors, or conduct a random sample, or did you do this online, or use UW students.
- You will need to state how many questionnaires you expected to get (25 is a good number to aim for but don't worry if you have less than this) and how many responses you actually got.
- Depending on the number of questionnaires you need to decide how you are going to present your results.

Results

- You need to do more than putting all the results into tables, instead you need to think about which particular responses are significant and which ones are less so.

- I would not expect to see all the responses to all the questions in the actual assignment but I would expect you to have focused on the ones you think most relevant to your topic.
- If you have less than 25 responses for an answer, then you should not use percentages as these will not be significant. Instead, you will use the actual number of respondents.

Discussion

- You will then need to relate your results back to the academic sources you mentioned at the beginning. This is the most important part – the analysing why you obtained certain responses.

Conclusion and then your reference list

- You will then need to come to some conclusion.
- You should draw on approximately 6 or 7 academic sources in an assignment of this size.

Appendix

- You will still need to put the completed questionnaires in the appendix.
- If you did (hopefully) begin with some kind of question, you will then need to decide whether your hypothesis was correct or not and try to give reasons for this.

If you decide to conduct FOCUS GROUPS – extra details

You need the topic to be decided before conducting the focus group

- For example, you may want to focus on fashion or particular genres of film, social media, game playing etc.
- As long as the topic is a form of popular culture – which can be anything from music to manga!

ETHICS

- Remember to complete the ethics forms and gain consent Checklist (Email to b.mitra@worc.ac.uk)
- Available on my website Main website page <http://www.mediaandculturalstudies.co.uk/ethics/>

The focus group questions

- You will need to draw up a list of questions in a similar way to the interview schedule, but the questions will be much more focused on a specific topic that you will have decided beforehand.
- You should set some group rules for the focus group – that nothing that is said is repeated outside of the group, that only first names should be used and that everything discussed will remain in the focus group.
- You need an introductory activity – usually to do with the topic. For example, if you were focusing on something like Netflix, you could ask people in pairs to list the top three favourite favourite Netflix programmes. Or if you were looking at gaming, they could list their top three favourite games etc.
- You should then have a list of questions that relate to how your popular culture focus relates to identity (without mentioning the word identity).

Examples of questions and conduct

- You, as the moderator, should not join in the conversation.
- If focusing on something like clothing, you would have a list of questions about clothing e.g. Is there clothing that identities groups of people? Is there clothing you would not wear? Is there clothing you wear on particular occasions? Are there celebrities you identify with particular clothing?
- You ask these as the conversation flows and you need not stick to the order of the questions.

- The aim is to get a conversation going.

Typing up the focus group

- Once you have conducted the focus group you will then have to type up the focus group
- This will take a long time! Make sure you don't use actual names – just initials so as to keep the information confidential.

Analysing the findings

- You then have to analyse what your transcript suggests in relation to identity.
- You need a discussion in relation to theory. For example, did your findings suggest that there is specific clothing relating to them – and did they identify with particular groups or recognise others who did. Did they consider themselves not to be part of particular groups?

How many references to include

- You should draw on approximately 6 or 7 academic sources in an assignment of this size.
- You should only include references in the references list that you have referred to in the actual essay.
- Make sure you use the Harvard referencing style.

BLOG CONTRIBUTION (no word limit)

Reflection on the process of conducting the interview or questionnaires

- The blog contribution is a reflection on the process of conducting the interview, focus group or questionnaires. You will need to analyse the skills you have gained from conducting an interview or questionnaire and how these might be useful in the workplace setting.
- Please look at the grid at the end of the module outline to give you some ideas about what to include in relation to skills
- The guidance on how to submit your blog contribution on Blackboard is at the end of the module outline.
- Remember the blog is about your opinion – and this particularly blog is about reflecting on the experience of doing audience research.
- You might want to comment on what you found difficult and what you would do differently if you were to use this in the future.
- Deadline for the blog is the same as the essay 3rd January by 3pm.

Deadline for Assignment One

3rd January 2019 via Turnitin

Returning of Assignment One

Feedback by 31st January 2019

Three things to do regarding ethics:-

- Checklist (Email to b.mitra@worc.ac.uk)
- Application for approval (either for questionnaires or for interviews) (Email to b.mitra@worc.ac.uk)
- Consent form (No need to email but suffice to note that consent was obtained).
- Available on my website Main website page <http://www.mediaandculturalstudies.co.uk/ethics/>