

Week 4: Popular cultures – Conducting Interviews and questionnaires

Have a look through the examples in relation to both the interviews and questionnaires

Why do you think these examples received an A grade?

What have they done well/not so well?

Can you include references that you have not referred to in the essay?

How did they draw upon the transcript from the interview (and this applies to those who will do the focus group)?

How did they draw upon the results from the questionnaires?

Where do you put your transcript? The questionnaire with the full results?

How do you think you will relate your research to theory?

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How many weeks have you till your essay is due?

What do you need to be doing during Progression Week?

How many references should you have in the reference list?

Think and discuss what you could do for assignment 1 – I will ask you to try and identify which research method you might use.

Decide whether you are going to do questionnaires or interviews – and get into groups (or I will put you into groups depending on which you decide to do).

Group Task 1: If focusing on the INTERVIEW

- In relation to the identity/interview assignment in your groups of two (or three) compile a list of questions that might be relevant to finding out whether popular culture is important for identity construction
- Think about the order of questions
- Think about how you will ask about popular culture without using this terminology
- Test some of the questions on each other – see if they work/don't work?
- Does anything need to be changed?
- What kind of things will help you to get your interviewee to talk?
- What is the difference between a semi-structured and a structured interview?
- Think about whom you will interview for this assignment.

Discussion

- Now try out a few of the questions on each other to see if they work.
- You will need to include a copy of the interview in your assignment (in the appendix) - thus you will need to type up your list of questions. How much time should you leave for this?
- Look at the example of assignment 1. In groups, think of a comment, question or something you want explained in relation to the example.

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Group Task 1: If focusing on the Questionnaires

- In relation to the questionnaire in your groups compile a list of questions that might be relevant to finding something out about a particular topic e.g. is playing sport important, is watching sport important, are there differences in how people access music depending on their age etc.
- You will need to focus on one topic
- Think about the order of questions and terminology.

Writing Questionnaires

1. Are you going to start with questions about age etc.
2. If you are unable to decide, then for the purpose of this exercise you can focus on what kinds of programmes people choose to watch (and you can then relate this to identity).
3. You need to think about whether you are going to use open or closed questions
4. How many of these do you want?
5. Are you going to ask people to name the programmes (write a list) or are you going to choose some programmes for them to tick?
6. Are you going to ask the why questions – why they watch or don't watch certain things?
7. Are you going to ask how often they watch something
8. Whether they watch something live or not?
9. How many open and closed questions are you going to use?

Group Task

- Once you have come up with a list of questions as a group you need to choose one person to fill in the questionnaire. If there are difficulties understanding the questions and these need to be explained, then you need to be aware that that question will need to be made simpler.
- This is a type of pilot that you need to do before you conduct the questionnaire.

Think about the following

- Is there anything that worked well/ or anything that did not work?
- What might be important to do (or not to do) regarding the questionnaire?
- Where are you going to put questions about age, gender etc.

Discussion

- You will need to include the questionnaires that were completed in your assignment (in the appendix).
- How will you use material from the questionnaires in your assignment?
- How will you identify themes?
- What theories might be relevant?
- Look at the questionnaire from my own research and in groups come up with a question, comment or something you want explained.
- Look at the example of assignment 1 based on a questionnaire and in groups, think of a comment, question or something you want explained in relation to the example.

FOCUS GROUPS

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Focus group prompt sheet for the MODERATOR ONLY

SPORT

These prompts are for the moderator to see. You do not have to use these, nor do you have to use them in this order. Please remember that those participating do not have to answer any questions they feel uncomfortable with. You aim to provoke discussion about the topic – sport in relation to identity.

- How often do you watch sport?
- What kind of sport do you like to see? Any particular sport more than others?
- Do you go to see live games? How often? Why/Why not?
- Do you support a particular team?
- Do you have a team shirt?
- Do you watch with others? Friends/family?
- How would you describe the importance of sport to you?
- Who would your sporting heroes be? Why?

Focus group prompt sheet for the MODERATOR ONLY (Please make sure that the moderator is different if you have already done this exercise)

Music and identity

These prompts are for the moderator to see. You do not have to use these, nor do you have to use them in this order. Please remember that those participating do not have to answer any questions they feel uncomfortable with. You aim to provoke discussion about the topic – music in relation to identity.

Please do try and add to these questions

- What kind of music do you listen to?
- Is it the same music as your parents?
- Is it the same music as your friends?
- Is there music that you think is good/bad?
- Is there music that you think is overrated?
- Do you buy any particular kinds of music?
- Do you go to see them live?
- Do you go with particular people?

Focus group prompt sheet for the MODERATOR ONLY

Fashion and identity

These prompts are for the moderator to see. You do not have to use these, nor do you have to use them in this order. Please remember that those participating do not have to answer any questions they feel uncomfortable with. You aim to provoke discussion about the topic – clothing/fashion in relation to identity.

Please do try and add to these questions

- Are there particular shops that you wouldn't buy clothing from?
- Are there particular shops that you tend to go to?
- Is there clothing that identifies certain groups of people?
- Is there clothing that you would not wear?
- Is there clothing you would wear on particular occasions?
- Is there clothing identified with the city?
- Are there certain celebrities you would identify with particular fashion/clothing
- Any examples?