

# **Representation of Cultural Diversity on Canadian Television: Research Plan**

**February 2003**

# Agenda

- Research Team
- The Context
- Research Phases
  1. Review of Literature & Research
  2. Best Practices & Initiatives
  3. One-on-one Interviews
  4. Focus Groups
  5. Content Analysis



# Research Team

## The Research Team

- Taking the lead role on this project is Solutions Research Group Consultants Inc. (SRG) – a Toronto-based market research consulting firm with experience in the media and communications sectors since 1995.
- SRG's core expertise is quantitative and qualitative research design and analysis.
- Joining SRG is Johnston & Buchan, an Ottawa-based law firm specializing in regulatory issues relating to the Canadian broadcasting industry. Johnston & Buchan will help with the background research needed to fulfill research terms of reference.

# The Research Team

- The Core Project Team

Kaan Yigit

Jeff Vidler

Grace Tong

Aidan O'Neill

Marcel Proulx

Stacey Atkin

- The Project Team has extensive experience in primary and secondary research related to cultural and racial diversity.



# The Context

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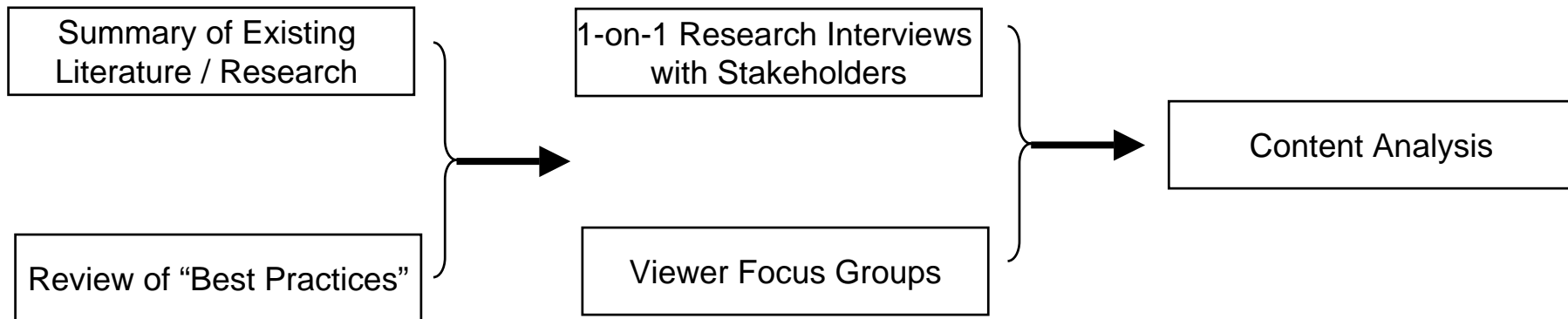
- The 2001 Census confirms the changing face of Canada...
  - Aboriginal people's share of Canada's population is on the rise: 1.3 million people report having at least some aboriginal ancestry.
  - Canada is home to almost 4 million individuals who identified themselves as visible minorities. The visible minority population is growing much faster than the total population.
  - 5.3 million individuals, about one out of every six people in Canada have a mother tongue other than English or French.
  - The proportion of Canada's population who were born outside the country has reached its highest in 70 years in 2001.

# Research Phases

# The Research Phases

- Approach:
  - A research framework with five phases:
    1. Summary of Existing Research and Literature
    2. Review of “Best Practices” and Practical Initiatives
    3. One-on-one Research Interviews with Stakeholders
    4. Viewer Focus Groups
    5. Content Analysis

# How the Research Phases Will Work Together



# 1. Summary of Existing Research & Literature

- Goal:
  - To bring together existing literature and research relating to cultural and racial diversity in the media.
- Scope:
  - A thorough review and analysis of literature and research relating to the representation of cultural and racial diversity on television in Canada and in other jurisdictions.
- The guiding principles:
  - Learn about research conducted about television and diversity (including content analyses); and
  - Identify issues in the representation of cultural and racial diversity in media.
- The findings will help shape and inform subsequent phases of research.

# 1. Summary of Existing Research & Literature (cont'd)

- Progress to date:
  - In the process of analyzing over 20 major studies and content analyses on cultural diversity, for example:
    - *Fall Colours Studies & Prime Time in Black & White (US)*
    - *Studies for the UK Broadcast Standards Commission*
    - *Commission for Racial Equality Study in the UK on Ethnic Minority Group Representation on Popular Television*
    - *Tuning into Diversity: Immigrants and Ethnic Minorities in Mass Media: Representation and Policies (Italy, incl. case studies for Italy, France and Netherlands)*
    - *Broadcast in Colour, Cultural Diversity and Television Programming in Four Countries (the U.S. the U.K., Australia and New Zealand).*

# 1. Summary of Existing Research & Literature (cont'd)

- Also reviewing Canadian research & precedents, for example:
  - *Silent on the Set: Cultural Diversity and Race in English Canadian TV Drama (2002)*
  - *Front and Centre: Minority Representation on Television Media Watch (1994)*
  - *The Portrayal of Canadian Cultural Diversity on Canadian Network Television (Secretary of State for Multiculturalism, 1988)*
- Starting the issue-identification process via review of academic and other published literature on representation of cultural and racial diversity.

## 2. Review of “Best Practices”

- This research phase will identify the “best practices” and initiatives in a “case-study” format.
- Results from this phase will assist the Canadian Television industry in the development of policies and practices to reach the objective of better reflecting cultural and racial diversity.
- Key issues include:
  - On-Screen Portrayal
  - Behind the Scenes Representation
  - Corporate Accountability
  - Community Outreach

## 2. Review of “Best Practices” (cont’d)

- The case study approach for “Best Practices” will consist of a review of selected companies in the following segments:
  - Broadcasting companies outside of Canada (US/International);
  - Companies outside of Broadcasting sector in Canada; and
  - Companies outside of Broadcasting (US/International).
- The selection criteria for the case studies include objective third-party ratings, expert opinion and secondary research.
- In addition, current practices of Canadian broadcasters and their plans related to cultural and racial diversity will also be summarized.

## 2. Review of “Best Practices” (cont’d)

- Progress to date:
  - In the process of reviewing literature, reports and resources related to identifying “best practices” companies.
  - Made initial contacts in and outside of Canada to identify existing objective criteria and develop leads, for example:
    - *Human Resources Development Canada (HRDC)  
Employment Equity Review and Workplace Equity*
    - *Canadian Human Rights Commission*
    - *National Association of Broadcasters (NAB) – US*
    - *Media Entertainment and Arts Alliance – Australia*
  - Developed a preliminary list of companies to be contacted for interviews and materials for discussion.

### **3. One-on-one Research Interviews with Stakeholders**

- Part discovery and part consultation, this research phase will obtain attitudinal information from a wide range of stakeholder groups and their representatives.
- Fifty (50) interviews conducted by senior team members with:
  - Representatives of aboriginal and ethnocultural organizations/associations;
  - Broadcasting industry representatives/organizations;
  - Producers, writers, actors; and
  - Agencies and advertisers.
- Key issues to be probed:
  - Views on the current presence and portrayal of cultural diversity;
  - Priorities for research and further study; and
  - Suggested solutions.

### **3. One-on-one Research Interviews with Stakeholders (cont'd)**

- Progress to date:
  - Identifying key stakeholders through secondary research and consultation with the Task Force.

## 4. Viewer Focus Groups

- Goal:
  - To probe perceptions relating to the presence and portrayal of cultural and racial diversity on Canadian television among Canadians from diverse backgrounds.
- A total of 20 focus groups, conducted among:
  - Aboriginal, cultural and racial groups;
  - Both English- and French-speaking Canadians; and
  - In a mix of large Urban and smaller centres, balanced regionally.
- Discussion agenda to include:
  - Attitudes related to cultural diversity on Canadian television;
  - Responses to samples of programs that portray cultural diversity;
  - Definitions of stereotyped programming and negative portrayal.

## 5. Content Analysis – The Approach

- Goal:
  - To provide baseline measures of presence and portrayal of cultural and racial diversity on television.
- Scope:
  - A sample of 320-340 hours of television programming
  - Canadian-produced programming
  - Aired by private broadcasters
- Analysis framework must:
  - provide reliable measures of representation and portrayal;
  - be designed in a way that facilitates replication to measure progress; and
  - stand up to scrutiny by various stakeholders.

## 5. Content Analysis – The Process

1. Review learning from Phase 1 with respect to survey protocol (sample frame, measurement criteria, and coding process).
2. Use viewer and stakeholder focus groups (Phases 3 and 4) to help provide a filter for measurement and coding criteria
3. Develop sample frame of programming – to ensure a representative baseline sample (see next slide)

## 5. Content Analysis – Sample Frame Considerations

Final programming sample should be representative of:

- ✓ Key Programming
  - Genres
- ✓ Language
  - English
  - French
- ✓ Origin
  - Network
  - Local
  - Specialty
- ✓ Market / audience size

## 5. Content Analysis – The Process (cont'd)

4. Collect input on final protocol
5. Select coders (representing a wide range of diverse cultural backgrounds)
6. Secure content for review
7. Train coders
8. View and code content, cross-coding for verification, reliability
9. Prepare topline results, present to CDTF
10. Analysis, preparation and delivery of final report

## 5. Content Analysis – (cont'd)

- Progress to date:
  - In the process of developing sample frame recommendations.
  - Reviewing and comparing content analyses identified in Phase 1 to ensure a balanced and comprehensive approach.