

U.S.-born Moderator Guide

2021 Pew Research Center Asian American Focus Groups Study

Note: The following instructions were given to moderators who led focus group discussions among *U.S.-born participants* in the Center’s 2021 Asian American Focus Group Study, conducted across the United States from Aug. 4 to Oct. 14, 2021. Due to the COVID-19 pandemic, all focus groups were conducted virtually. Each focus group had four participants and the discussions lasted for 120 minutes.

Study purpose: To understand the perceptions, opinions, beliefs, and attitudes of Asian Americans.

Intended Outcomes: To gather stories about immigration, identity, integration, discrimination, and representation among Asian Americans.

Reminders for observers:

1. Make sure to always mute yourself during the virtual meeting.
2. Every moment of every group is not productive. There are transition questions. Bridging new questions and guiding respondents to the right theme of the discussion.
3. The true value of a focus group is to highlight authentic perspectives, opinions, beliefs, and attitudes of the group.

ROADMAP OF ACTIVITIES PLANNED

Category of Information to Be Covered	Approx. Time Set Aside
Stage I. Welcome/Ground Rules/Self-introduction	8 min
Stage II. Experience Growing Up	10 min
Stage III. Community Ties & Economic Mobility	25 min
Stage IV: Writing Exercise on Identity	15 min
Stage V: Identity Discussion	20 min
Stage VI: Discrimination discussion	20 min

Stage VII: Asian American representation	15 min
Stage VIII: Final discussion	5 min
Closure	2 min
TOTAL TIME ALLOWED	120 min

Moderator's Guide

For areas where we note [co-ethnic] or [ethnic group], please replace them with the specific information of the focus group.

STAGE I

Welcome/Ground Rules/Self-introduction

[8 min]

INTRO	Hello, my name is _____, and I will be the moderator for today's discussion on immigration and living experiences for the next 120 minutes.
AGENDA	You will be doing several things today: participating in a group discussion, occasionally doing some "private writing" and looking at some materials. There are no right or wrong answers in the discussion.
Moderator Information	_____
ACKNOWLEDGEMENT	I want to thank everyone for joining this virtual meeting today.
DISCLOSURES	<ol style="list-style-type: none"> 1. FACILITY SETTING (virtual): <ul style="list-style-type: none"> • Feel free to unmute yourself and talk. If more than one of you want to talk at the same time, I will start with one person to go to the other. 2. The session is being recorded and this is just to help me remember all the details in our discussion. I may go "ah...there are a few great points in a segment, and I cannot recall all the details". This recording will allow me to write a more accurate report about today.

3. There are other research members observing this group. They are part of the research team and are there to help me along, in case I have missed anything.

PERMISSION

At any time, you can go use the restroom or get a drink. I ask that only one person steps away from their camera at one time.

GUIDELINES

There are some rules for this group to make an efficient session:

- Please speak one at a time.
- Please speak in a voice at least as loud as mine.
- Avoid other distractions. If your four-legged friends want to join the focus group, you can invite them to be next to you, if they don't interrupt your thought flows.
- I am interested in how each of you thinks on those questions. However, you don't have to answer every question.
- It is also OK to piggyback on others' comments.
- I would encourage everyone to be mindful of equal "airtime", so that no one talks too little or too much.
- Allow for different points of view, and there is no wrong answer.
- Say what is on your mind whether anyone else agrees with you.

INTROS

PLEASE INTRODUCE YOURSELF TO THE GROUP AND TELL US:

- First name **only** (or the name you like to be called)
- Tell me one thing you like about where you live currently.
- What was one food you really liked growing up?

Moderator's INTRO

STAGE IV

White Board Exercise on Identity

[15 min]

We know that there are many people who call themselves [ethnicity, i.e. Cambodian]. They share many things in common but also have their unique backgrounds. (**Moderator note:** Instruct participants to write answers into chat first and then you will hold a discussion. Keep responses hidden between participants so that they can write freely and then just share what they would like to.)

A. Jot down the first three [**Moderator:** this doesn't have to be exact] things that come to mind of what it means to be [ethnicity, i.e. Cambodian] in the United States like yourself.

B. Jot down the first three things that come to mind of what it means to be Asian in the United States.

<u>[Co-Ethnic]</u>	
<u>Asian</u>	

Discussion

9. What did you write in your first question? What does it mean to be [ethnicity] in the U.S.?

PROBE: What is the difference between the term “[ethnicity]” and “[ethnicity] American” to you?

PROBE: What does [ethnicity] culture/language/heritage mean to you? [**Moderator note:** PROBE more on how respondent define certain terms or emotions.]

10. What did you write in your second question? What does it mean to be Asian in the U.S.?

PROBE: What is the difference between the term “Asian” and “[ethnic group]” to you?

PROBE: What is the difference between the term “Asian” and “Asian American” to you?

PROBE: What does Asian culture/language/heritage mean to you? [**Moderator note:** PROBE more on how respondent define certain terms or emotions.]

STAGE V

Identity discussion

[20 min]

11. In the context of these terms we’ve been discussing, “Asian”, “Asian American”, “[ethnic group]”, “[ethnic group] American” how do you think of yourself?

PROBE: What are the situations or contexts in which you may identify more with one than the other, if any?

PROBE: How would you describe those who were born in [origin country] and came to the U.S.?

PROBE: What other identities do you strongly identify as? How about gender?

12. How do you feel about the term “Asian American”?

PROBE: When you think about “Asian”, what particular group or groups are you thinking about? (east Asian, south Asian or Southeast Asian)

PROBE: How do you feel when you see stories about Asian Americans in the news? [**Moderator note:** if the answers were about negative stories, PROBE for positive ones: How about positive news?” and vice versa. Want to understand when they see news about another Asian ethnic group if they think it affects them as well.]

PROBE: What are some of the benefits of being seen as Asian American rather than [ethnic group]? What are the disadvantages?

STAGE VIII**Final Discussion**

[5 min]

We have discussed many topics today: economic situation, immigration, discrimination, identity and representation. There are many more we cannot cover today but may be important to you and your community. Now imagine that you were to explain to a non-Asian person what it means to be [ethnic group] in the U.S. today. What would you tell them? Please take a moment to write this down in the chat and then we will share out.

Closure

[2 min]

As the end of our session approaches, I would like to thank you for sharing your stories and opinions on various issues we talked about today. I learned a lot about your unique experiences. This will help me to write my final report. Thanks again and have a wonderful day!