

Understanding Rare Populations Using Focus Groups

Pew Research Center's 2021 Asian American Focus Group Study

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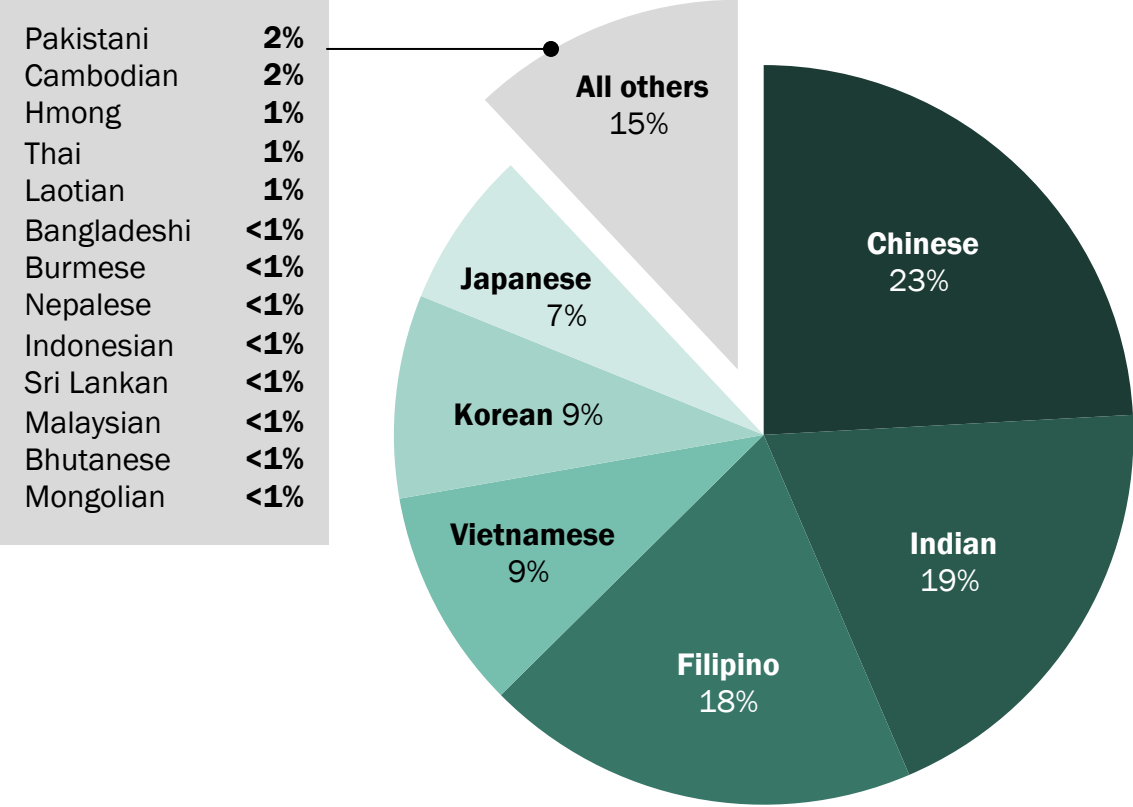
Research Associate, Race and Ethnicity Research

The Challenge

**HOW TO ACCOUNT FOR DIVERSITY OF VOICES
OF SMALL OR RARE POPULATIONS**

Six origin groups make up 85% of all Asian Americans

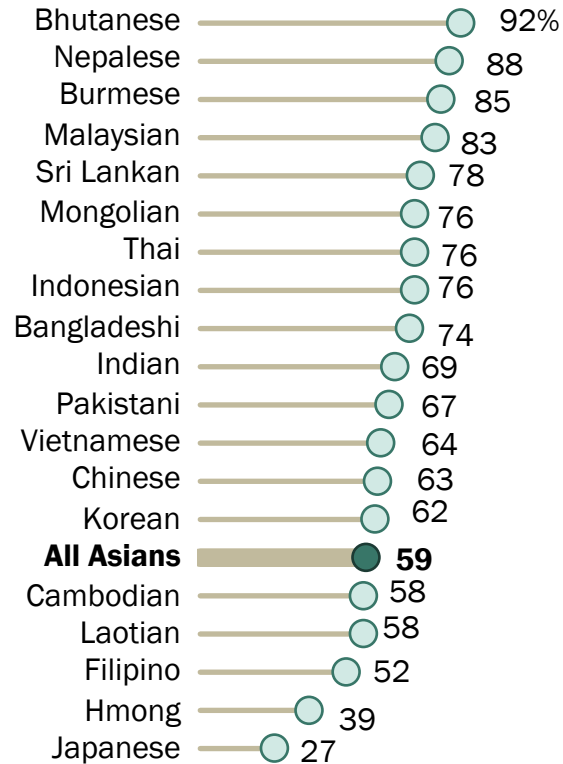
% of origin group among all Asian Americans, 2015



Source: Pew Research Center analysis of 2015 American Community Survey 1-year estimates (American FactFinder).

Immigrant shares by Asian origin groups

% foreign born among Asian origin groups in the U.S., 2015



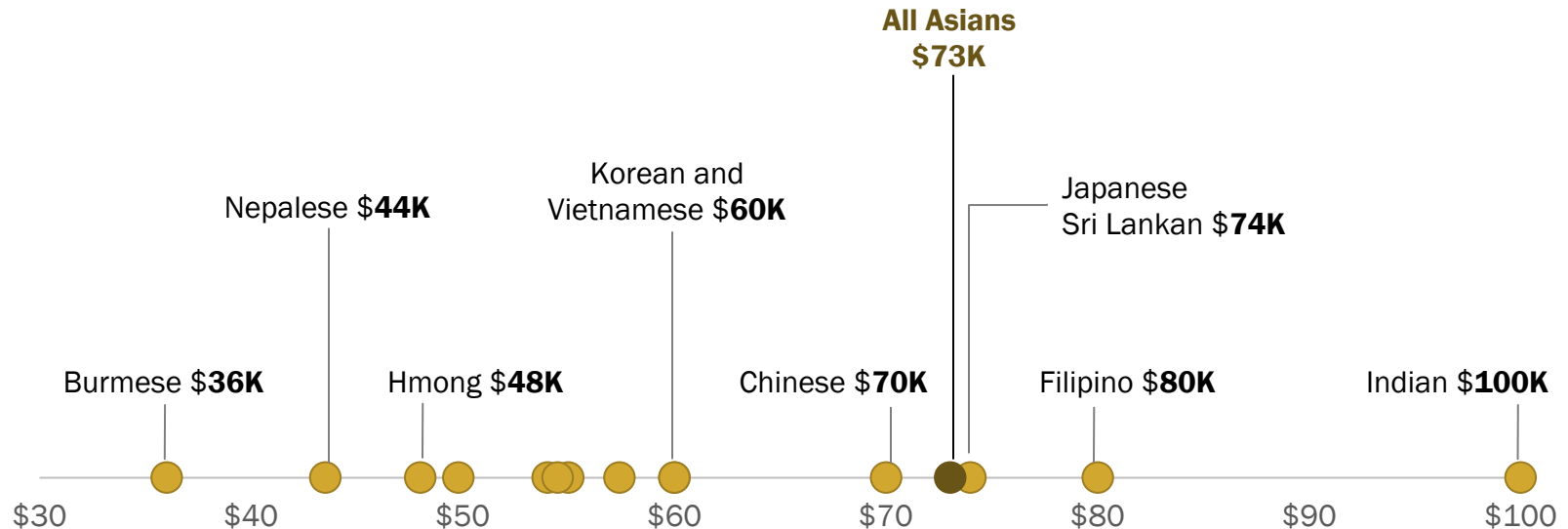
Notes: Chinese also includes those identifying as Taiwanese. See methodology for more.

Source: Pew Research Center analysis of 2013-2015 American Community Survey (IPUMS).

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Most Asian origin groups have household incomes that fall below that of U.S. Asians overall

Median annual household income in thousands (2015), by origin group



Notes: Bhutanese, Malaysian and Mongolian estimates not shown due to small sample size. The household population excludes persons living in institutions, college dormitories and other group quarters. Households are classified by the race or detailed Asian group of the head. Incomes are not adjusted for household size. See methodology for more detail.

Source: Pew Research Center analysis of 2013-2015 American Community Survey (IPUMS).

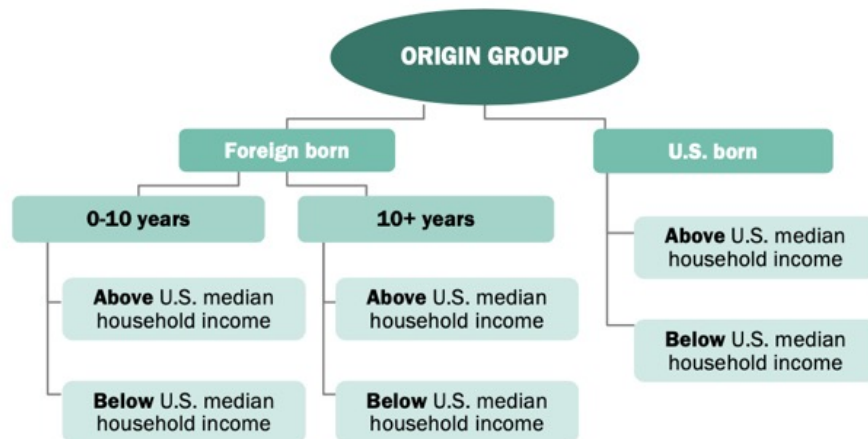
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2021 Asian American Focus Groups

RESEARCH DESIGN

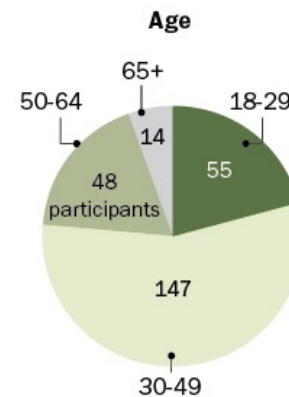
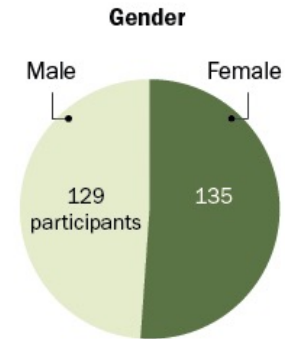
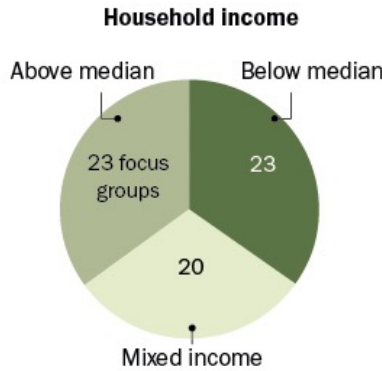
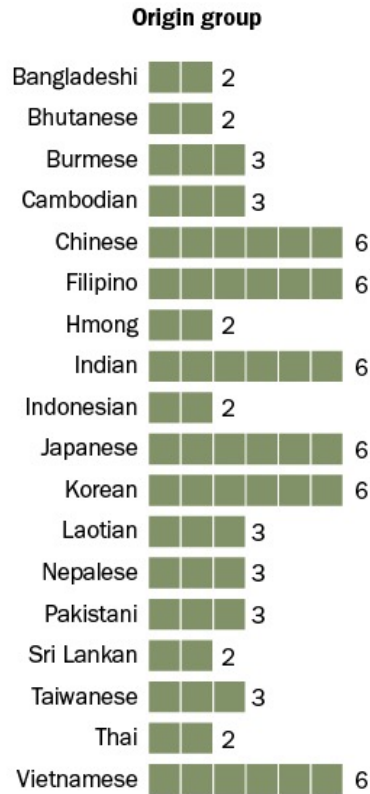
Stratification

- 18 Asian origin groups
- 18 Asian ethnic languages & English
- 66 Focus Groups: 17 US-born and 49 Foreign-born



Pew Research Center conducted 66 focus groups, interviewing 264 individuals, across 18 Asian origin groups

Count of focus groups or participants by origin group, income, nativity, gender, age and generation



2021 Asian American Focus Groups

FIELDING THE FOCUS GROUPS

Key Steps for Online Focus Groups

- Recruitment
- Screener Survey
- Seating participants (4 out of 6)
- Live interpreter for the observers
- Tech support
- Discussion
- Debrief with the moderator
- Transcribed and translated transcript file

2021 Asian American Focus Groups

THE POWER OF FOCUS GROUP STUDY

Stratification

- **More representation of the harder to reach groups**
 - People from smaller origin groups
 - People with limited English proficiency
 - People who came to the U.S. in less than a decade
- **Participants in the same focus group share similar backgrounds**
 - More willing to share personal experiences
 - Can better relates to each other

Language matters!

- **Participants**
 - The focus group study included 17 Asian languages
 - Foreign-born participants joined the discussion in their native language
 - There were also in-language tech support for the online platform
- **Observers**
 - The research team observed all focus group discussions live
 - There was a simultaneous interpreter for the observers
 - Researchers requested additional probes as they observe the discussion

Moderator Selection

- **Language skills**
 - Moderators were bilingual
- **Focus Group Moderation Experience**
 - Many moderators have more than 10 years of experience moderating market research focus groups
- **Ties to the community**
 - All moderators are engaged in their ethnic community and are update to date with salient issues of the group

Moderator Guide

Foreign-born

Stage I. Welcome/Ground Rules/Self-introduction
Stage II. Immigration or Refugee Experience
Stage III. Integration & Economic Mobility
Stage VI: Writing Exercise on Identity
Stage V: Identity Discussion
Stage VI: Discrimination discussion
Stage VII: Asian American representation
Stage VIII: Final discussion

US-born

Stage I. Welcome/Ground Rules/Self-introduction
Stage II. Experience Growing Up
Stage III. Community Ties & Economic Mobility
Stage VI: Writing Exercise on Identity
Stage V: Identity Discussion
Stage VI: Discrimination discussion
Stage VII: Asian American representation
Stage VIII: Final discussion

Moderator Guide

- **Data Collection**
 - Reason
 - Context
 - Backgrounds
 - Contemplations
- **Research Objectives**
 - The meaning of an identity
 - The scope of discrimination
 - Giving the voice to underrepresented groups

2021 Asian American Focus Groups

FOCUS GROUP TRANSCRIPT ANALYSIS

ATLAS.ti document organization

The screenshot displays the ATLAS.ti software interface. At the top, the window title is 'final thoughts 2022'. The top navigation bar includes icons for Documents, Quotations, Codes, Memos, and Networks. Below this is a search bar and a toolbar with icons for document, quotation, code, memo, network, and search. The main area shows a hierarchical view of the project 'final thoughts 2022', which contains a folder 'Documents (67)'. This folder lists 27 documents, each with a document icon, a title, and a page count. The documents are organized by author (Sunny, Lauren) and then by topic (Indian, Vietnamese, Taiwanese, Chinese, Cambodian, Japanese, Sri Lankan, Filipino, Hmong, Indonesian, Korean, Thai).

Document ID	Document Title	Page Count
1	Doc 1 Indian_usborn_highincome (all coders) DONE	499
4	Doc 21 Indian_usborn_lowincome (Sunny) DONE	423
5	Doc 25 Vietnamese_usborn_lowincome (Sunny) DONE	523
6	Doc 28 Taiwanese_foreignborn_under10yr_mixedincome (Sunny) DONE	435
7	Doc 3 Chinese_usborn_highincome (Sunny) DONE	395
8	Doc 31 Vietnamese_foreignborn_under10yr_lowincome (Sunny) DONE	746
10	Doc 4 Chinese_usborn_lowincome (Sunny) DONE	584
11	Doc 40 Cambodian_foreignborn_over10yrs_highincome (Sunny)	272
13	Doc 50 Japanese_foreignborn_under10yr_highincome (Sunny) DOING	345
16	Doc 65 Sri Lankan_foreignborn_under10yr_mixedincome (Sunny)	274
17	Doc 5 Filipino_usborn_highincome (Lauren)	302
18	Doc 7 Filipino_usborn_lowincome (Lauren)	370
19	Doc 23 Taiwanese_usborn_mixedincome (Lauren)	342
20	Doc 47 Hmong_usborn_mixedincome (Lauren)	242
21	Doc 38 Cambodian_usborn_mixedincome (Lauren)	194
22	Doc 27 Taiwanese_foreignborn_over10yr_mixedincome (Lauren)	342
23	Doc 64 Indonesian_foreignborn_under10yr_mixedincome (Lauren) PART A	429
24	Doc 17 Filipino_foreignborn_under10yr_highincome (Lauren)	819
25	Doc 14 Filipino_foreignborn_over10yr_lowincome (Lauren)	469
26	Doc 18 Korean_foreignborn_under10yr_highincome (Lauren)	326
27	Doc 66 Thai_foreignborn_under10yr_mixedincome (Lauren)	282

Transcript coding

...ing with the [moderator] share with the
 ahead.
 school I went to was in Queens where I
 s very diverse. We had a lot of Asians. We
 it wasn't anything special. It was actually –
 of Asians, just a lot of Asians, or a lot of other
 s too, yeah. A lot of other races. It was pretty
 o Stony Brook, that's when it was more.
 I had Asians. It was still nice.
 rse, very diverse. Sorry? You're breaking up.
 y normal.
 /, thank you. Yeah, KK, did you go to school
 l in Boston?
 sets.
 sachusetts, yeah. What was that like?
 school, I went to a boarding school in
 tly interesting because out of 500 students
 s, international students. So out of that 250,
 a, 50 from China, and from all other countries
 ca. Then there was an international club.
 udents and understand the other students'
 ports teams in every semester. So I could
 friends too.
 t made you join the international club?
 nsider myself international too.
 /.
 d to. I just wanted to learn more cultures, like
 f I got the opportunity.
 /, so outside of those 250 international
 kids, the people there, were they mostly
 osa said?
 majority of them are White, but mixed. There
 ans too. I could learn that part of American

10:32 @R...
 #30-49
 #Chinese
 #Female
 #income1
 #US-born
 @Rosa_L
 school: demographics

1... @MODERATOR
 1... #30-49
 #Chinese
 #Female
 #income1
 #US-born
 @Rosa_L

1... @MODERATOR
 1... #30-49
 #Chinese
 #Female
 #income5
 #US-born
 @KK_W

10:46 @K...
 #30-49
 #Chinese
 #Female

10:33... @MODERATOR
 10:34 @Rosa...
 #30-49
 #Chinese
 #Female
 #income1
 #US-born
 @Rosa_L
 school: demographics

1... #30-49
 #Chinese
 #Female
 #income5
 #US-born
 @KK_W

1... @MODERATOR
 10:4... #30-49
 #Chinese
 #Female
 #income5
 #US-born
 @KK_W
 model minority pressure


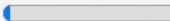
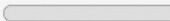




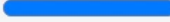


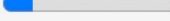

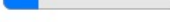


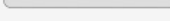

10:37... @MODERATOR

10:37... @MODERATOR

1... @MODERATOR
 10:40 @KK_W: So my high scho...
 #30-49
 #Chinese
 #Female
 #income5
 #US-born
 @KK_W
 experience: Schooling
 school: demographics
 school: type

10:45 @M... @MODERATOR

Codebook Structure

	 Name			Groups
	<input type="radio"/> model minority pressure	 38	 0	Community ties/...
	<input type="radio"/> pandemic	 5	 0	Discrimination
	<input checked="" type="radio"/> discrimination: bullying/harassment	 84	 0	Discrimination
	<input checked="" type="radio"/> discrimination: hate crime	 14	 0	Discrimination
	<input checked="" type="radio"/> discrimination: microaggression	 12	 0	Discrimination
	<input checked="" type="radio"/> discrimination: racial profiling	 20	 0	Discrimination
	<input checked="" type="radio"/> discrimination: stereotype	 62	 0	Discrimination
	<input checked="" type="radio"/> discrimination: unspecified/general	 92	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: afraid	 6	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: angry	 15	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: dismissive	 8	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: other	 17	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: sad	 3	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: uncomfortable	 4	 0	Discrimination
	<input checked="" type="radio"/> feeling of the exp: unwelcome	 19	 0	Discrimination
	<input checked="" type="radio"/> feeling of the experience	 33	 0	Discrimination
	<input checked="" type="radio"/> ID: linked fate	 55	 0	Discrimination, I...

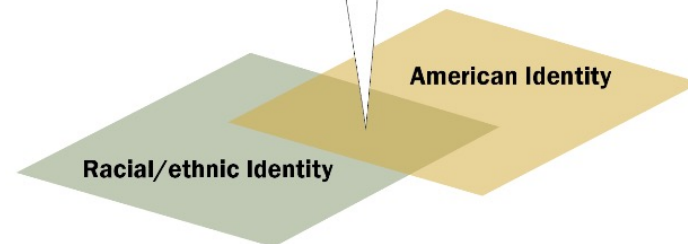
Preview of Some Focus Group Findings

Rich Qualitative Data Findings

- **Contemplating Identity among Asians in the U.S.**
 - Ethnic identity
 - Pan ethnic identity
 - Other identities
 - American identity

Participants described how their connections with race/ethnicity can **OVERLAP with what it means to be American**

Some participants emphasized this as an overlapping process, where cultural values and practices are intertwined with American ones as opposed to replacing one another



Rich Qualitative Data Findings

- **There is a disconnect between respondent's identity and the perceived identity from others**
 - Model minority myth
 - The “forever foreigner” stereotypes
 - Discrimination
 - Violent Crimes

Contact Information

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