

## Visual Focus Group Protocol & Guide

Participants are asked to arrive 10 minutes early, if possible, with the room set up at least 30 minutes before. As participants arrive, they will be welcomed by the facilitator (Lena Weisman) and rapport will be established with participants.

### Script

#### **Phase One:** Introduction and Preparation (30 min)

##### **Step 1:** Greetings and Introduction (5 minutes)

Aim: Welcome participants, thank them for participating, build participants comfortability

Included Components:

- Introduce researcher.
- Participant introductions
- Participants role in research
- Purpose of today's focus group

##### **Step 2:** Explanation and Consent (10 -15 min)

Aim: Setting the stage for the workshop and obtaining consent

Included Components:

- Hand out consent forms
- Explain main issues:
  - Confidentiality and anonymity
  - Audio recording
  - Digitization of drawings
- Time for participants to ask questions.

##### **Step 3:** Questionnaire ( ~10 minutes)

Aim: To collect demographic information on participants and ask them to begin thinking deeply about the social responsibilities' corporations have and their philanthropic efforts. The questionnaire will prompt participants to think about the underlying concepts including gift giving, digital economy, and data.

**Phase Two:** Individual graphic elicitation (20 minutes)

**Step 4:** Individual Drawing (10 min)

Aim: This section is asks participants to take their survey answers and put them into conversation with the first series of research questions. Prompting them to think introspectively about broad questions related to corporate social responsibilities and corporate philanthropy.

This section will aim to unpack any complexities and to create a general understanding of personal folk theories of corporate social responsibilities and corporate philanthropy.

**Step 5:** Individual Group Discussion (10 min)

Aim: Participants are given the opportunity to share their drawings with group and then a group discussion will follow to lay the groundwork for the following collaborative phase.

**Phase Three:** Collective graphic elicitation (1 hour)

**Step 6:** Collaborative Drawing (35 min)

Aim: The group will be presented with another series of questions aimed at uncovering folk theories of corporate social responsibilities and philanthropy efforts related to digital transformations. These questions will provide a framework for a group drawing exercise where participants will need to discuss with the group and agree upon a depiction for their answers.

Included Components:

- Task explanation: "The next section of this workshop together you will work on another creative task. I would like you to collaboratively draw what you think corporate social responsibility means in our digital society. There are

no right, or wrong answers and you can use any of the materials that have been provided for you. You can draw anything you would like as long as you are all doing it together and more or less agree on the end drawing.”

- Answer participant questions without interfering with the process.
- If participants have not begun drawing after 20 minutes prompt them to start

### **Step 7:** Collaborative Group Discussion (25 min)

Aim: Give participants an opportunity to share the collaborative group drawing with the researcher and participate in a more inclusive discussion. Participants will be asked questions that do not interfere with the process to gain full understanding of the

Included Components:

- Role of data and digitalization
- Participants as stakeholders, autonomy, and activism

### **Phase Four:** Feedback and wrap up (15 min)

### **Step 8:** Wrap up & Thank you

Aim: To collect any last comments from participants, collect feedback, collect drawings, and thank participants for participating.

Included Components:

- Emphasis importance of their voice
- Communicate that results will be made available
- Provide contact information again and restate participant right to withdraw from research
- Thank and dismiss participants