Raw Data

Collected from a Google Forms survey and Instagram.
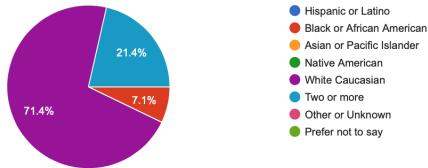
How old are you?
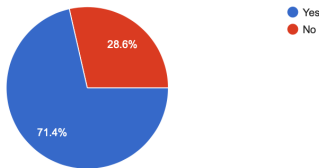14 responses

- 0-12
- 12-14
- 15-17
- 18-29
- 30-39
- 40-49
- 50-59
- 60+

71.4%
7.1%
7.1%
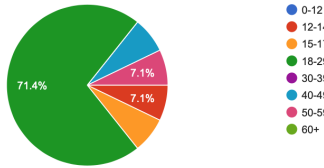
What is your ethnicity?
14 responses

- Hispanic or Latino
- Black or African American
- Asian or Pacific Islander
- Native American
- White Caucasian
- Two or more
- Other or Unknown
- Prefer not to say

21.4%
7.1%
71.4%

Do you remember having a conversation about racism and/or privilege with your parents as a child?
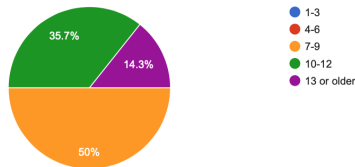14 responses

- Yes
- No

28.6%
71.4%

If you are a parent, have you had a conversation with your children about race or privilege? If so, how old were they?
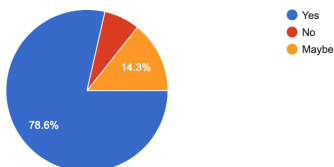4 responses

- 1-3
- 4-6
- 7-9
- 10-12
- 13 or older
- I have never talked to my children about race or privilege.

50%
25%
25%
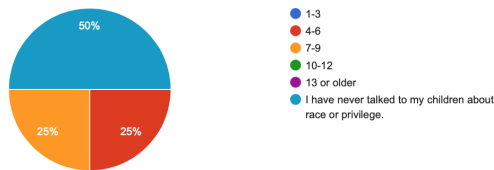
How old were you when you felt like you understood what racism is?
14 responses

- 1-3
- 4-6
- 7-9
- 10-12
- 13 or older

35.7%
14.3%
50%

Would this campaign make you more likely to talk to your family or friends about racism?
14 responses
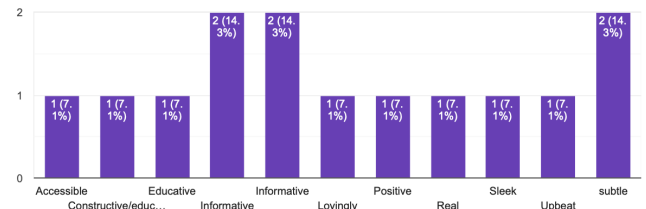

- Yes
- No
- Maybe

14.3%
78.6%

On a scale of 1-10, how well do you think this campaign targets your age group?
14 responses
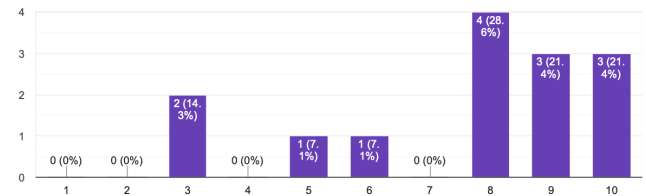
Using one word, how would you describe the tone of this campaign?
14 responses

How would you improve this campaign?
14 responses

N/A

i don't have any critiques. it's nice on the eyes and gets the message across.

This campaign seems like it would be very good for parents, teachers, or those who may have interactions with younger children. It could possibly include specific books or talking points to discuss with children.

Choose a text color with hugher contrast than the light blue. It is hard to read.

Reasons that you should have conversations about racism

Honestly not sure, I really like the simplicity and straightforwardness of this campaign without lacking information coming off as overly aggressive

None

Stakeholder Interviews

Interviews took place after the stakeholders viewed the final campaign materials.
Verbal consultations took place throughout the design process.

Stakeholder #1: "M", clinical psychologist, 48, female

1. Would you say this campaign is effective at targeting a range of age groups?

Yes, the prompts are tailored to the developmental level common in each age group chosen.

2. Is the language used in the worksheets and poster understandable for all ages?

Yes, the language is simple and the meaning clear.

3. Does this campaign provide an encouraging setting for parents and children to talk to each other about race?

Yes, because it gives them tools that support casual conversation.

4. Is there any way to make the campaign more engaging for children and parents?

Have some additional cards with simple drawings and examples of racism that they might see in their day-to-day lives.

5. Do you have any suggestions to make this campaign more effective in creating a conversation between parents and children about racism and privilege?

Specific conversational prompts to go along with suggested visuals. Ex. Give parents specific questions to ask related to the visuals.

Stakeholder #2: "L", student, 14, female

**1. Would this campaign encourage you to talk with your parents about racism?
How about your friends?**

Yes.

2. Does this campaign target your age group accurately? If not, how would you improve it?

Yes.

3. What is the overall message of this campaign?

That racism should be a thing you talk about with your kids and not hide it.

4. Can you think of a specific instance in which pieces/information from this campaign could help you in future or past scenarios?

That I could call out someone being racist sometime using these tools.

5. Have you learned anything new from this campaign?

No.

Talk About It Campaign Findings

Data

My surveyed audience was 71.4% white people, which fit with my target audience. However, only 29% of those surveyed were parents. I hoped this number would be higher, considering they were the core of my target audience. Everyone surveyed felt they had a true understanding of racism no younger than age 7. This suggests that the types of conversations being had before that age may not have been very helpful for these children. 78.6% of participants stated that the campaign would make them more likely to talk to their friends and family about race, which supports the initial goal of starting a conversation among these groups. Analytics for the campaign's digital ads show 156 impressions, but only 23 likes and no comments, bookmarks, or shares. 2% of accounts reached were not already following the account. This reveals that a different design approach is needed to increase engagement on social media. When asked to use one word to describe the tone of the campaign, multiple participants said "subtle" and other words included "sleek," "informative," and "educational." This suggests the tone may not have been eye-catching enough to get users to see the post on social media. A stakeholder shared that the message was clear and fits with each developmental level common in the age groups chosen, but suggested that more visuals would help children and specific conversational prompts would be helpful for adults. Another stakeholder stated that although they have not learned anything new from the campaign, they could call out someone being racist using tools provided in the campaign.

Insights

After reviewing this data and interactions with the campaign, I see that many participants appreciated the straightforward language used in the campaign, but some thought the text could benefit from related visuals for certain age groups. I also saw that this campagin did not target the 18-29 age group very well because it was so focused on child-parent conversations and not family and friends in a broad sense. One of the participants surveyed said the campaign "seems like it would be very good for parents, teachers, or those who may have interactions with younger children. It could possibly include specific books or talking points to discuss with children." This supports my thought that the actual audience is smaller than the intended audience, and it supports the need for additional visuals shared by one of my stakeholders.

Reflection

Overall, the campaign is successful in creating a welcoming environment for parents and children to talk about race, but the audience doesn't expand far past this group. In order to improve and expand the campaign, I would create suggested visuals as well as more conversation cards and posters for the 18-29 age groups to talk with their friends and family. The campaign successfully shared a message that was clear and understandable for many. The designs may need to be tweaked in the future based on setting, such as a poster versus a digital ad on social media.