

**Development of a Motion Comic for HIV/STI Prevention Among Young People –  
ages 15-24**

**Phase 2 Focus Group Moderator Guide**

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2<sup>nd</sup> FOCUS GROUP MODERATOR GUIDE-Motion Comic

Moderator: Your instructions for carrying out this focus group are in brackets [\*]

*[As participants arrive to the waiting room, gather information on participant's age. Be discrete so that others around will not hear response.]*

*[Moderator - (before participants enter room) Write all ground rules on flip chart and post in a location visible to all participants.]*

[Give the participants a name tag and ask them to put a nickname on the name tag. Inform the participants that this is the name that will be used during the focus group to protect their privacy.]

Please take time and read the consent forms, if you are a minor please read your assent form.

Would anyone like me to read either form aloud?

[Read aloud the consent form with everyone following along. Give time for everyone to read the consent on their own. Collect the signed forms.]

[Moderator: Read the introduction.]

Introduction

Welcome and thank you very much for agreeing to participate in this focus group. My name is \_\_\_\_\_, and my role is to guide the discussion tonight/today. I would like to hear your frank and honest opinions about the topics we discuss today. There are no right or wrong answers to the questions I'm going to ask. So please just relax and enjoy the discussion.

You all have been invited to participate because we need your help in developing an innovative and exciting HIV/STD health communication intervention, a motion comic, for people in your age group. During our discussion we will be discussing issues concerning HIV/STD and a few other related topics.

There are a couple of purposes for this discussion. First, we would like to find out what you think about the possibility of using a motion comic as a tool for HIV/STD prevention. Second, we would like your help in developing the storylines, look and sound (characters) and prevention messages you think people like you would like to see in an HIV/STD focused motion comic.

Before we get started on our discussion, there are just a few things I'd like to point out. We are audio taping this session so we can listen to what you have to say and not worry about taking notes. The tapes help us in writing our reports and are used for this purpose only. Everything you have to say will be kept secure and anything that is reported will be done without names or identifiers. In other words, no one who reads the final report will know or be able to figure out that any of you participated in this study. Also, please remember that you can choose not to respond to a question at any time and that your participation in this study is completely voluntary.

Does anyone have any questions?

[Moderator: Read the ground rules as posted in the room.]

## Ground Rules

There are also a few ground rules that I would like us to adopt for our discussion:

- ◆ You have been asked here to offer your views and opinions.
  - We know that each of you might have different views about this topic. You might hear opinions that you do not agree with, and if this happens, we ask that you respectfully listen and then share your opinion.
- ◆ To the extent the law allows, the focus group facilitators will keep all comments secure.
- ◆ We ask that you not share comments you hear today with anyone outside this room. You should know that there is the possibility that a focus group participant may not honor this request.
- ◆ Everyone's input is important; I may call on you if you are being quiet.
- ◆ Avoid side conversations.
- ◆ Let one person speak at a time.
- ◆ I may need to cut a discussion short to get through the whole guide.
- ◆ Please turn off all cell phones and electronic devices!
- ◆ There are no right or wrong answers.
- ◆ All answers will be kept secure and anonymous, so feel free to speak your mind.
- ◆ Respect one another at all times.
- ◆ It's okay to disagree.
- ◆ As a way to help us please state whatever name you are using today whenever you make a comment.

Do you have any questions before we begin?

If there are no more questions, I am going to start recording now. [Turn on audio recorder]

[Moderator: Begin session with warm up.]

Let's begin by finding out a little bit about each of you. Please tell us your:

- ◆ Name , i.e. the name you want to use today,
- ◆ Favorite TV show, and
- ◆ Favorite type of music

**Okay let's get started**

## **Content Development**

**As mentioned at the very beginning of the group we would like to develop a HIV/STD related motion comic series to educate people like you about HIV/STD. How many have heard of motion comics before? A motion comic is the end result of enhancing a regular 2-D comic book or comic strip with voices, sound effects, animation and a music score so that it resembles full animation. Watch this sample of a motion comic, this is not reflective of what we will develop it is only a sample.**

[Will show an example of a motion comic, Invincible].

## **Motion Comic Styles**

**In order to help us develop the motion comic we would like to show you a few different motion comics in order to find out what you like and don't like about each one of them.**

**This first one is called Platypus vs. Monkey**

[Show 1-minute of Platypus vs. Monkey motion comic]

- ❖ What do you like about the motion comic in this clip?  
Probes: artistic style, animation style, music, sound effects, colors
- ❖ What do you not like about it?  
Probes: artistic style, animation style, music, sound effects, colors

**This next clip is from the Walking Dead motion comic**

[Show 1-minute of Walking Dead motion comic]

- ❖ What do you like about the motion comic in this clip?  
Probes: artistic style, animation style, music, sound effects, colors
- ❖ What do you not like about it?  
Probes: artistic style, animation style, music, sound effects, colors

**The next one is called X-Men: Gifted**

[Show 1-minute of X-Men: Gifted motion comic]

- ❖ What do you like about the motion comic in this clip?  
Probes: artistic style, animation style, music, sound effects, colors
- ❖ What do you not like about it?  
Probes: artistic style, animation style, music, sound effects, colors

**This clip is from The I Am Legend motion comic**

[Show 1-minute of I Am Legend motion comic]

- ❖ What do you like about the motion comic in this clip?  
Probes: artistic style, animation style, music, sound effects, colors
- ❖ What do you not like about it?  
Probes: artistic style, animation style, music, sound effects, colors
- ❖ If you had to choose one of the motion comic clips we showed you as your favorite which one would you choose and why?

**Feasibility and acceptability of a motion comic**

- ❖ Imagine that a Motion Comic was being developed for HIV prevention. What would make people your age watch a motion comic?
- ❖ Do you think a motion comic focused on HIV/STD prevention would appeal to people like you?
- ❖ Why or Why Not?

Probe: Do you think receiving information about HIV/STD from a motion comic would be credible? Should it be branded with CDC logos?

**Based on some information we received from individuals with similar characteristics the following motion comic storyboards were developed. We would like to know your thoughts and opinions about them.....**

- ❖ What do you think about the overall content of the motion comic?

Probes: What parts of the motion comic would people your age find entertaining?  
Are there any changes that you would suggest?

### Look and Tone

[Present 3-4 Storyboard for the first motion comic episode]

- ❖ What do you think about the design/look of the motion comic story boards?

Probes: What do you like about them? What do you not like about them?

### Storyline

[Present the Storyline ideas on poster boards]

- ❖ What do you think about the storylines?

Probes: Are they realistic? Why or Why not?

- ❖ Do you think the suggested storylines will influence the knowledge, attitudes, beliefs and intentions about HIV/STD of people like yourself? If so, which so which will be impacted?

### Character Development

**Let's talk about the characters you would like to see in a HIV/STD motion comic**

- ❖ What type of characters would you/people your age relate to?

**Please fill out the character rating sheet for each of the 9 characters we are going to show you.**

[Show 3 poster boards of a single character drawn in 3 different graphic styles distribute rating sheets to participants]

- ❖ What are your thoughts about characters #1-#9?
- ❖ Why do you like character #1-#9?
- ❖ What do you dislike about character #1-#9?

- ❖ How should character #1-#9 sound? (Tone and pitch of voice)  
Probe: is there anyone this character should sound like?

#### HIV and STI Questions

- ❖ When it comes to getting information about preventing HIV/STD, who are the people/organizations you are most likely to trust/listen to?  
Probe: Why these people/organizations?
- ❖ Who or what groups are you least likely to trust/listen to?  
Probe Why these particular groups?
- ❖ How would you feel about receiving STD information combined with information about HIV in a motion comic?  
Probe: Should STD and HIV information be presented in separate motion comics?

#### Ending Questions

We want you to help us evaluate the motion comic and make improvements, is there anything that we missed?

If you had a chance to advise the creators and developers of the motion comic, what advice would you give?

**Thank you for your time and sharing your thoughts with us, this concludes our group for today.**

### Character Rating Sheet

Please rate each character's trait by circling the letter you prefer. Please also suggest a name for each of the characters.

Character 1:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 2:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 3:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 4:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 5:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			