



# **Don't Believe The Hype:**

**Collecting Data from the Hip-Hop Generation**

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# Abstract

Whether it is for social programming, implementing or revising policies, or ascriptive purposes, evaluating the African American Hip-Hop generation (1960's-Present) is an essential (unavoidable) requirement for a variety of reasons. In fact, the use of "slang" and issues emerging from societal stereotypes of this generation may lead culturally incompetent evaluators and data collectors to believe that its members are uneducated, poverty stricken or law breakers. In turn, this could lead to a callous relationship between potential respondents and researchers; impacting the reliability and validity of the data. That is why effective methods of data collection from this unique population must be taken into consideration and put into practice.

Why did I chose this topic??

## Future Old People



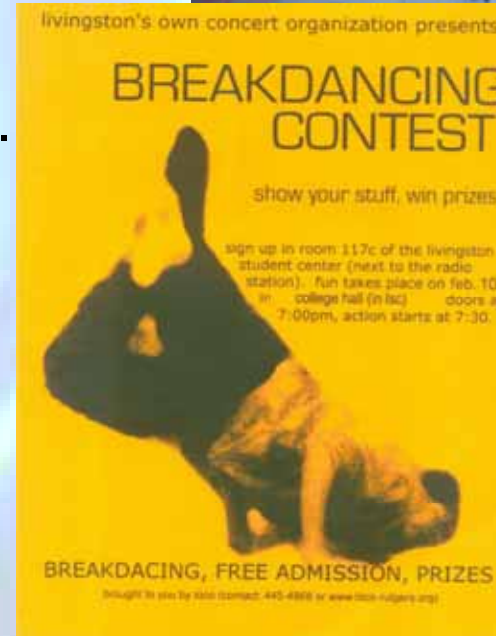
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# What is Hip-Hop

- Hip-hop is a culture that came about during a time of severe economic downturn in the inner-city.
- It is not exclusively rap music.
- Hip-Hop began to deviate from its initial purpose, and it's message began to change.
- Mainstream hip-hop emerged, and stereotypical images of minorities (Predominantly African Americans)



# Problematic....

The African American Generation is stereotyped to live and act how they are depicted through this mainstream music.

- Hip Hop & being Black is synonymous.
- Heterogeneity in the community is overlooked.
- Data Collector interact with them in a condescending manner (words or tone).
- Data Collector may interact with them in an unauthentic (words or tone).

# History of Data Collection

- Results are not disseminated to the community
- Respondents suspect evaluators/data collectors are sent from the government (i.e. FBI or IRS) to interrogate (harass) them.
- Data collectors are mistaken for telemarketers/salespeople/bill collectors.
  - Sometimes sounding professional can hurt you.

# Cultural Competence

- Refers to the ability interact effectively with people of different cultures.
- Cultural Adaptive
- Cultural Specific

# Remedies for Successful Data Collection

- Evaluators should be aware of the history (success and failures) of data collection in the African American Community.
- The evaluation team should be continuously trained in cultural competence.
- Cultural Competency should serve as a criterion for getting hired.\*\*
- The Evaluation Team should be diverse in ideas and ethnicities (Pratt, 2008).\*\*
- Evaluators (data collectors ) must constantly cultivate the cooperation of target participants (Rossi, 218).
- The Evaluation Team should do research on the cultural population they serve (ethnicity, income, education, etc).

# Useful Tips

- Name Drop.
- Remind them about the confidentiality/anonymity of the survey if applicable
- Appear to have an interest in their feedback.
- Smile-It always lightens the mood
- When on the telephone, remind (inform) them who you are and brief them of the process.
- Respect their time.
- Using Cue Cards (save time), help interpret question.
- During the planning stages of the Evaluation, brainstorm potential barriers with the evaluation team (including key informants).
- Do Race and Ethnicity Exercises.
- Allocate a portion of the evaluation team budget to attend cultural competency trainings.
- Have formal/informal groups endorse your study (e.g. Concerned Pastors).
- Consider Forming an Evaluation Workgroup.