Table 1. Thematic analysis results at three coding stages

|  |  |  |
| --- | --- | --- |
| Role description | Second coding/ clustering | Themes |
| Executive board, Business person, IMF director  Journalist, Scholar | Business or thought leaders | **Power**  **136 (39.2%)** |
| Politician, Army general, Queen, Royal family  Soldier, Police  Teacher, Healthcare worker, Nurse, Pharmacist | Jobs with state-sanctioned authority |
| Electrician, Fast food server, Builder, Manufactory workers  Miners, Seasonal worker, Delivery man, Mechanics,  Office worker | Jobs without state-sanctioned authority | **Other jobs**  **42 (12.1%)** |
| Actor or actress, Sport player, Model | Celebrity |
| Protesting (Black Lives Matter, Trade Union, anti-war, pro-EEC, Miners’ strike)  Criminal, Prisoner, Juvenile delinquent  Victim (Murder, kidnap, war)  Arguing, Fighting, Graffiti | Social conflict | **Social problem**  **77 (22.2%)** |
| Child in poverty, Debt-related, Unemployed | Poverty |
| Medical patients, Elderly | The vulnerable |
| Lascar sailors, Polish immigrant, European immigrant  Windrush generation worker | Immigrant | **Immigrant**  **10 (2.9%)** |
| Commuter, Crowd, Daily activities, Holiday makers, Student | Daily life activity | **Daily life**  **75 (21.6%)** |
| Family (mother, father, couple, children, baby), Bride | Family-related |
| Youth programme participants, Adolescent, Young people | Youth-related |
| Science experiment participant, Lady Clough, Eton school students and Local boys, Lady escorted by police, Female voter | Unclassified | Unclassified  7 (2.0%) |

Table 2. Thematic coding results by ethnicity

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Theme | PoC (N=89) | | White (N=251) | |
| **Power 21 (23.6%) 115 (45.8%)** | | | | |
| Jobs with state-sanctioned authority |  | 17 (19.1%) |  | 83 (32.2%) |
| Business or thought leaders |  | 4 (4.5%) |  | 32 (12.4%) |
| **Other jobs 18 (20.2%) 24 (9.6%)** | | | | |
| Jobs without state-sanctioned authority |  | 5 (5.6%) |  | 13 (5.0%) |
| Celebrity |  | 13 (14.6%) |  | 11 (4.3%) |
| **Social problem 20 (22.5%) 57 (22.7%)** | | | | |
| Social conflict |  | 19 (21.3%) |  | 44 (17.1%) |
| Poverty |  | 1 (1.1%) |  | 7 (2.7%) |
| The vulnerable |  | 0 |  | 6 (2.3%) |
| **Immigrant 6 (6.7%) 4 (1.6%)** | | | | |
| Immigrant |  | 6 (6.7%) |  | 4 (1.6%) |
| **Daily life 24 (27.0%) 51 (20.3%)** | | | | |
| Daily life activity |  | 9 (10.1%) |  | 25 (9.7%) |
| Family-related |  | 13 (14.6%) |  | 19 (7.4%) |
| Youth-related |  | 2 (2.2%) |  | 7 (2.7%) |

Table 3. Inspiring images of PoC with role description

|  |  |
| --- | --- |
| Role description | Theme |
| Business woman, executive board  Teacher, healthcare worker, pharmacist  Martin Luther King (political leader)  Kwame Ture (born Stokely Carmichael, author of Black Power)  Sadiq Khan (Politician)  Francis Fukuyama (scholar)  Samira Ahmed (BBC presenter) | **Power** (43.8%) |
| Marcus Rashford (football player and social reformer) | **Other jobs** (31.2%) |
| Family (a couple and a baby, a father and a son, family playing the football)  Youth (playing in the youth centre)  Bride and bridesmaid  Students studying in the classroom | **Daily life** (25.0%) |

Table 4. People of colour (PoC) exclusiveness and inclusion, and Inspiring images by modules

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Module1 | | Module2 | | Module3 | | | Module4 | |
|  | N | % | N | % | N | % | | N | % |
| PoC presence | | | | | | | | | |
|  | 52 | 42.6 | 5 | 23.8 | 12 | 29.3 | | 13 | 19.7 |
| Exclusive portrayal of PoC | | | | | | | | | |
|  | 21 | 17.2 | 2 | 9.5 | 4 | 9.8 | 5 | | 7.6 |
| Inspiring images | | | | | | | | | |
| Inspiring | 29 | 23.8 | 1 | 4.8 | 0 | 0.0 | | 1 | 1.5 |
| Uninspiring | 90 | 73.8 | 20 | 95.2 | 37 | 90.2 | | 57 | 86.4 |
| Protesting | 3 | 2.5 | 0 | 0.0 | 4 | 9.8 | | 8 | 12.1 |
| Total (n=250) | 122 |  | 21 |  | 41 |  | | 66 |  |