Table 1. Thematic analysis results at three coding stages

|  |  |  |
| --- | --- | --- |
| Role description | Second coding/ clustering | Themes |
| Executive board, Business person, IMF directorJournalist, Scholar | Business or thought leaders | **Power****136 (39.2%)** |
| Politician, Army general, Queen, Royal familySoldier, PoliceTeacher, Healthcare worker, Nurse, Pharmacist | Jobs with state-sanctioned authority |
| Electrician, Fast food server, Builder, Manufactory workersMiners, 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 delinquentVictim (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 immigrantWindrush 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 | Unclassified7 (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, pharmacistMartin 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 bridesmaidStudents 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 |  |