

**Flipchart Pages used for Workshop on
Focus Group Meetings
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What are Focus Groups?

- Carefully Planned Discussion
 - Provide an environment which encourages open discussion
 - Find out how people feel about an issue
 - Ask a set of pre-designed questions
 - No need to come to any kind of general agreement
 - They often work well because people are social
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Characteristics

- Usually 7-12 people
 - Repeated several times with different people to detect patterns
 - Provide Qualitative Data
 - Often tape-recorder (but not always!)
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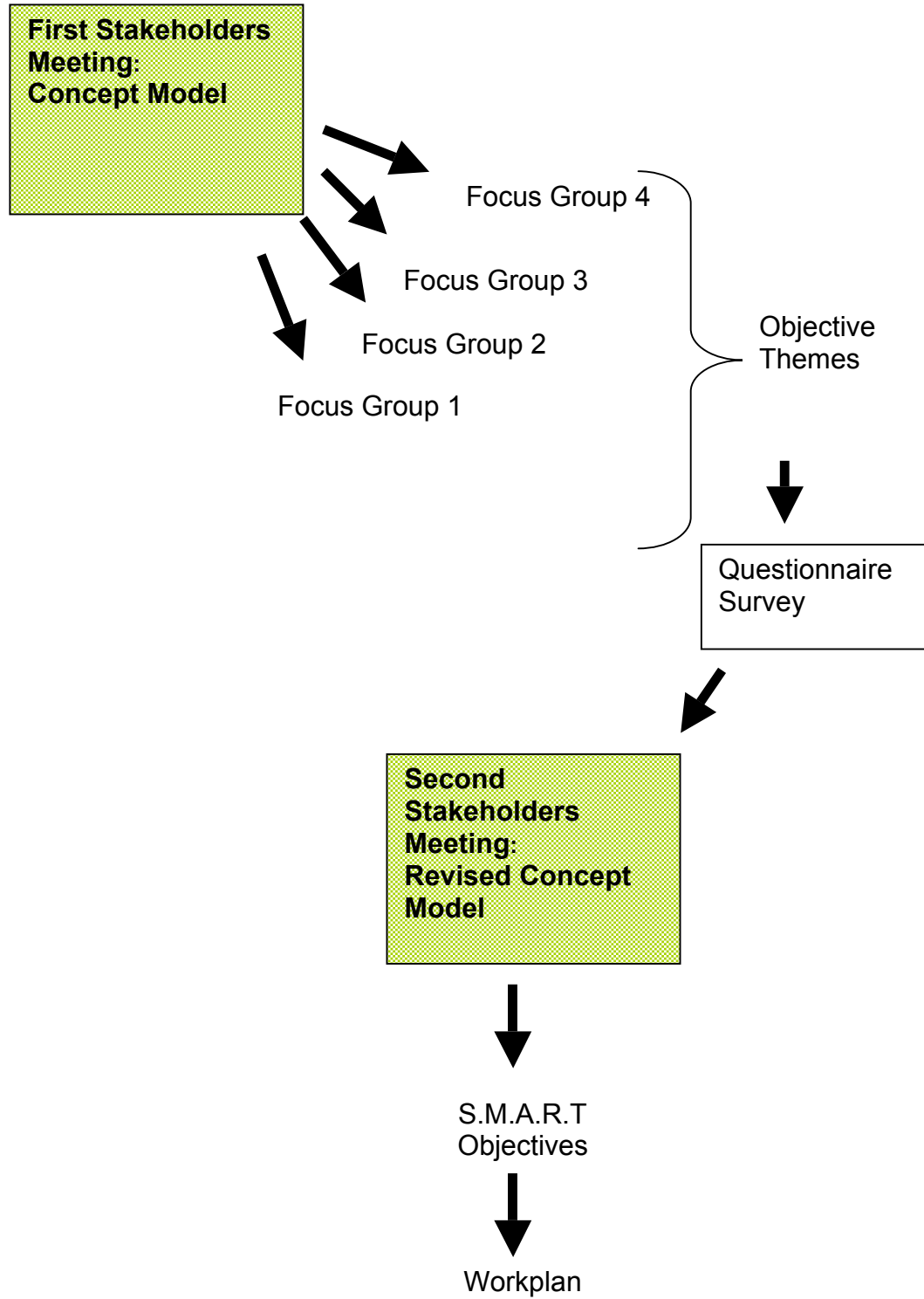
Advantages

- No elaborate equipment
 - Flexible and inexpensive
 - More in-depth than surveys
 - Provides counterpoint to the quantitative data from survey
 - Interesting Responses!
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Disadvantages

- Small number of people makes it difficult to select randomly
 - Some participants may monopolise the discussion and inhibit others
 - Need to interpret results with care and sensitivity
 - May be difficult to persuade people to come along
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Why have Focus Group Meetings?



Who?

- Similar participants
 - A focus/subset of your target audience
 - E.g. Occupation, age, location: urban vs. rural?
 - Sample both men and women – perhaps separately
 - Could be strangers; could know each other
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How do you get your participants to participate?

- Ask a leader within each group to select individuals
 - You may need to provide gifts, lunch, or dinner
 - You could hook up with other meetings, e.g. conference/parents-teachers meetings
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Your invitation

- Explain the background
 - Aim of the meeting
 - What you will provide
 - Possible benefits to the community
 - Tell them their participation and results will be anonymous
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The Moderator

- Skilled, enthusiastic communicator
 - Keep discussions moving
 - Be respectful
 - Sympathetic manner and sense of humour
 - Similar to participants – e.g. age group
 - Identify and assistant moderator
 - Listen – don't dominate the session
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Questions

- Opening Questions
 - Introductory Questions
 - Transition Questions
 - Key Questions
 - Ending Questions
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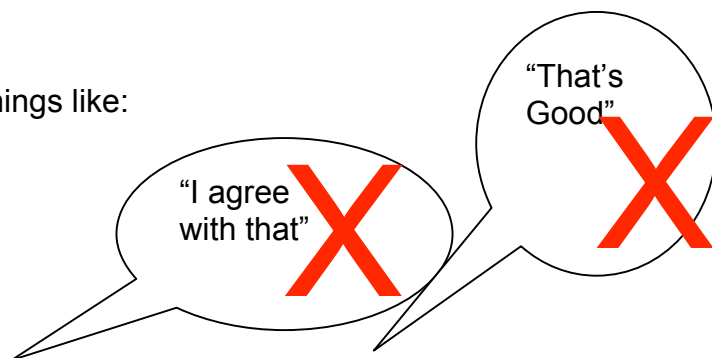
Conducting the Meeting

- Before the meeting:
 - Arrive Early
 - Place seats in a circle
 - Check tape recorder works (if you plan to use one)
 - Is your note-taker (assistant moderator) ready ?
 - Prepare name Tags
 - Meeting begins:
 - Introduce yourself and reason for gathering
 - Ask each person to introduce themselves
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Moderating

- **Don't** say things like:

or



...such statements create bias. Don't say them.

- Encourage shy people, e.g. "Does anyone else have an opinion? David, what do you think?"
 - Stay on the topic
 - Keep an eye on the time – and make sure you get to your key questions
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After the Meeting

- Make Extra Notes
- Note Facial Expressions



- Key points
- General impressions
- If taped – transcribe
- Draw your conclusion and prepare a brief report
- Transcripts are confidential
- Need to include new questions next time ?

