

Focus Group Workshop



Visitor Studies Group Seminar

'In Theory & Practice'

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(Grateful thanks to Scotinform for agreeing to share course content)

This session will cover:

- Types of discussion groups
- Effective briefing
- Practical steps in organising focus groups
- Focus group tools
- Developing topic guides
- Moderating
- Analysis and reporting

Discussion Groups

- Focus groups
- Mini groups
- Re-convened groups
- Extended creativity groups
- Friendship groups
- Conflict groups

Effective Briefing

Practical steps in organising Focus Groups

- Recruitment

Recruitment Methods

- Face to face/ in the street
- By telephone
- By letter/ email
- Online
- 'Snowballing'

Practical steps in organising Focus Groups

- Recruitment
- Timing

Practical steps in organising Focus Groups

- Recruitment
- Timing
- Venue

Venue

Can be held in:

- recruiter's workplace
- respondent's workplace
- central venue
- specialised research venue

Practical steps in organising Focus Groups

- Recruitment
- Timing
- Venue
- Incentives



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Incentives

- monetary
- charity donations
- non-monetary gifts
- prize draw

Practical steps in organising Focus Groups

- Recruitment
- Timing
- Venue
- Incentives
- Recording discussions



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Recording

- ask permission
- tape or video?
- test equipment!
- transcripts

Practical steps in organising Focus Groups

- Recruitment
- Timing
- Venue
- Incentives
- Recording discussions
- Moderating

The Moderator/ Facilitator

Key Skills

- building rapport with participants
- awareness of body language
- keep an open mind
- doesn't appear judgemental

The Moderator/ Facilitator

- ability to become involved yet remain detached
- articulate but a good listener
- intellectual ability but common sense

Under the MRS Code of Conduct, participants must be told:

- subject and purpose of group
- location and timing of group
- if observers will be present
- how/ if discussions will be recorded
- length of the discussion
- person/ organisation that will moderate the group

Focus Group Tools

- Topic guide
- Stimulus material
- Projective techniques

Topic Guide

- Equivalent to quantitative researcher's questionnaire
- Questions are open-ended
- Helps assist the moderator to lead discussion



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Topic Guide - Structure

Structure includes:

- Warm-up phase
- Main body
- Wind down

Topic Guide - Structure

In the warm-up phase participants...

- introduce themselves
- build confidence
- “hear their voice”

Topic Guide - Structure

Main body:

- Broad, open ended questions
- Probing techniques
- Questions narrowing to particular topic/ issue
- Use of stimulus material
- Clarifying questions
- Summarising statements or questions

Topic Guide - Structure

Wind Down:

- go through main points discussed
- ask participants if there is anything else they would like to say
- one thought or idea that participants would like the client to take away from the session

Stimulus Material

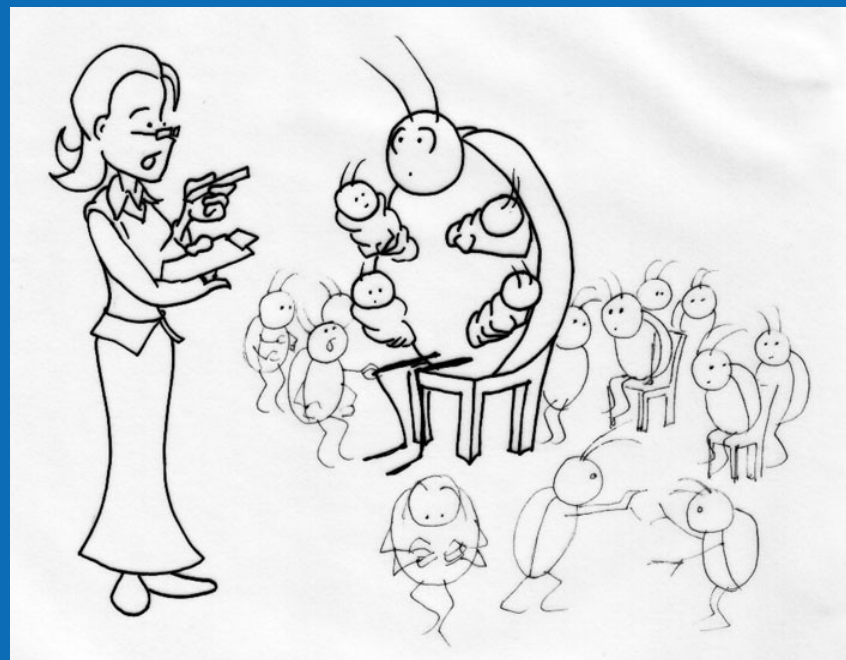
Could take the form of:

- printed marketing material
- sketches
- floor plans
- objects
- audio
- film
- images

Projective Techniques

- Association procedures
- Completion procedures
- Construction procedures
- Choice order procedures

Now it's your turn!



Analysing Qualitative Data

- Keep an open mind
- Don't jump to conclusions too early
- Separation of how moderator sees issue from how participant see it
- Important not to force the data to fit with what a theory or model suggests



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Analysing Qualitative Data

- Brain dumping
- Transcripts
- Matrix of key issues

Reporting Qualitative Data

Organising the data:

- Making links
- Pulling together findings
- Using topic guide as framework
- Using quotes

Use of Quotes

*“He’s such as a crazy man, but I like him!”
(1st time visitor, 17, Taiwan)*

*“More human feelings about Picasso.”
(1st time visitor, 51, Scotland)*

“What a pig Picasso...was to women.”

*“3 illegitimate kids, multi girl friends all for
one bald headed egotist.”*

(1st time visitor, 66, USA)



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