

Focus Group Overview

Roles:

- Moderator:
 - Goes over introduction
 - Guides discussion by asking core questions, probing for more information
 - Pulls in participants who may not be speaking as much
 - “Participant A, what are your thoughts on that...”
 - “Participant B, what was your experience with this...”
 - Asks for clarification from participants
 - “Tell me more about that...”
 - “Can you explain that further...”
 - Probes participants for different view points
 - “How did others feel about this?”
 - “Did anyone else have a different experience?”
 - Wraps up conversation and thanks participants
- Assistant Moderator
 - In charge of turning on and off the recorder
 - Stands by door to assist late participants so they can join in and describes to them any information they missed
 - Assists with participant needs to minimize distractions
 - Takes notes on:
 - Important quotes/ideas
 - Themes in conversation
 - Body language of participants
 - Perceived areas of consensus and disagreement
 - Does NOT take part in conversations with the group

Running the Group:

- **Set-Up:**
 - May want to ask participants to arrive 15 minutes early to get seated and get their food
 - Introduce moderators
 - Before starting, ask participants to please silence cell phones
- **Introduction:**
 - Discuss voluntary nature of the group
 - May leave at any time
 - No consequences for non-participation
 - We ask that information remain confidential, though we cannot enforce that
 - Will be recorded and transcribed
 - Any names will be removed from transcripts
 - Explain purpose of the focus group
 - Gain insight on A,B,C, and D
 - Make improvements to X
 - Provide expectations for participants
 - Will last about X minutes

- There is a note taker who will be writing in the back and can assist with anything needed by participants
- May ask for feedback on analysis from participants in the future
- Participants can feel free to speak up when questions are asked and do not need to be called on
- Please do not talk over others
- Speak loudly so you can be heard on the recorder
- The moderator would like to hear from everyone in the group and therefore may:
 - Ask follow-up questions
 - Ask questions from a particular person
- **Core Questions:**
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- **Wrap-Up:**
 - Thank participants for coming
 - Remind them you may contact them for their input on analysis
 - Moderator and Assistant Moderator meet after to de-brief (may add to notes from Assistant Moderator)

After the Group:

- Download and Appropriate storage of focus group audio recording
- Transcription of Audio with de-identification of participants
- Analysis of Transcripts
- Member checking with participants (asking for participant feedback on your analysis)
- May repeat focus groups for multiple groups
- Modify and strengthen results as needed based on new information gained from second round of focus groups