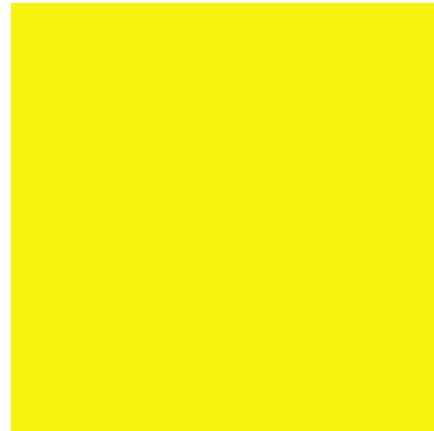
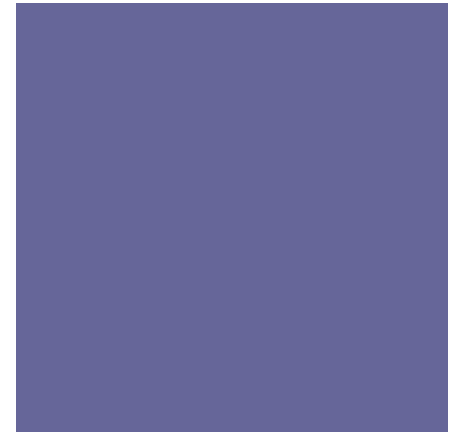




**WCU**  
**WEST CHESTER**  
**UNIVERSITY**



## Running Focus Groups

West Chester University  
Student Affairs  
January 14, 2014

## Session Overview

**What is a focus group?**

**Preparing to run a focus group**

**Leading a focus group**

**Data analysis and reporting**

**+**



# Overview of Focus Groups



## What is it?

- Assemblers lead a group through discussion to consider a topic of interest
- People provide feedback based on personal experience in a group context
- Used when people may not have concrete attitudes toward an object, and shape those attitudes through group discussion

## What information will I get?

- Group discussion on your topic
- Patterns of information, and novel outliers
- Detailed information and deep insight
- May want to tackle sensitive topics in interviews

# + Preparing for a Focus Group

## Who

- 8-10 people
- Don't know each other
- Willing to discuss openly
- Similar on relevant characteristics

## How

- Two hours, depending on number of questions and participants
- 6-8 questions
- Think ahead about probing and follow-up questions



# Leading a Focus Group



## Setting Tone

- Neutral location
- Comfortable
- Warm welcome
- Introductions
- Start soft

## Guiding Responses

- Be responsive to participants
- Don't try to lead content of discussion
- Guide group to the material you need by asking probing questions, follow-ups, and being mindful of time

# + Data Analysis and Reporting

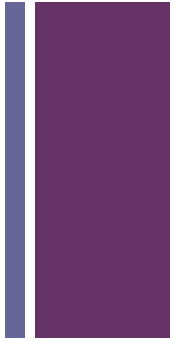
## Compiling Responses

- Will be already compiled if one focus group
- If multiple groups, gather responses within question on a master document

## Analyzing Data

- Long lists of responses aren't always helpful
- Need to make sense of data
- Thematic Analysis coupled with emblematic examples

# + Please Contact Me with Questions



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