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

<table>
<thead>
<tr>
<th>Who</th>
<th>How</th>
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</thead>
<tbody>
<tr>
<td>8-10 people</td>
<td>Two hours, depending on number of questions and participants</td>
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<tr>
<td>Don’t know each other</td>
<td>6-8 questions</td>
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<tr>
<td>Willing to discuss openly</td>
<td>Think ahead about probing and follow-up questions</td>
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<tr>
<td>Similar on relevant characteristics</td>
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- Think ahead about probing and follow-up questions.
Leading a Focus Group

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

Setting Tone

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 complied 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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