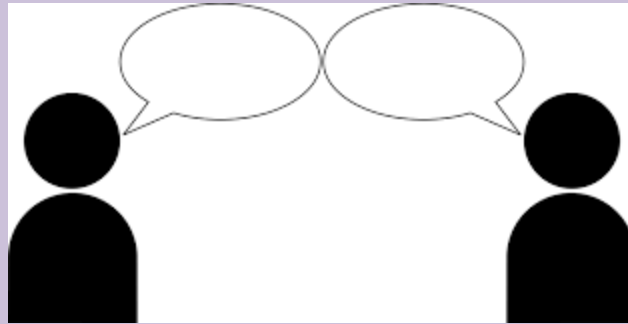# Today's writing topic (until 10:05)

- Was there something that surprised you about the focus group or its preparation? What, and why?

- Do you think it is better for designers to consult stakeholders, or always use their own ideas? Why?

Focus Group Analysis

Data, Design, and Society
Friday, February 11th, 2016
A.M. Alcorn (aalcorn@ed.ac.uk)

"Rough analysis" goals

- The goal of today is to turn your focus group records into rough-draft "answers" for the questions your group posed.

- This means sifting through, labelling, and re-organising information from the videos.

- "Rough Analysis" because skips many steps (e.g. no transcription, pick-and-mixing across methods)

What exactly will we do?

Everyone will **start and stop their video**, discussing and making notes about "interesting things" that help answer your questions. Then you will start to to **group** information together into **categories**.

There is a step-by-step **instruction handout**. Use this along with your own focus group goals and questions.

BUT **an example may help to illustrate the process better.** Let's say we had a fake focus group that asked about unhealthy eating.

Rough analysis example question:

What do you think "unhealthy eating" means?

Here are a few things the example participants said:

1. "It's quite bad for you to, like, have a whole thing of biscuits while writing a paper. Like, stress eating, you know?"

2. "Sometimes I eat pot noodles and stuff even though it's all really processed. Actually, I'm not sure that counts as food."

3. "I don't care if things are unhealthy or not."

4. "It matters *when* you eat, too. Eating late at night it makes you fat! It was on the BBC that people did a study about it. I freaked out when I read that!"

5. "You know those traffic-light labels for the salt and fat and stuff? I try to stay away from anything red. Anything with more than one red box is like, *really* bad for me. I feel guilty."

6. "It's unhealthy to skip breakfast. Maybe it's OK to skip lunch, but you should always eat in the morning."

7. "It's definitely unhealthy if you aren't eating fruits and vegetables. I mean, eating fresh, unprocessed stuff is probably always good."

How might you start <u>labelling</u> the content of what people said?

How would you start <u>grouping</u> information together? (categories)

Here are a few things the example participants said:

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2. "Sometimes I eat pot noodles and stuff even though it's all really processed. Actually, I'm not sure that counts as food."
3. "I don't care if things are unhealthy or not."
4. "It matters *when* you eat, too. Eating late at night it makes you fat! It was on the BBC that people did a study about it. I freaked out when I read that!"
5. "You know those traffic-light labels for the salt and fat and stuff? I try to stay away from anything red. Anything with more than one red box is like, *really* bad for me. I feel guilty."
6. "It's unhealthy to skip breakfast. Maybe it's OK to skip lunch, but you should always eat in the morning."
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We could then group all the ideas about unhealthy eating into categories:

- Nutritional aspects of food eaten-- *a higher-level category made of 3 sub-categories*
  - Fruits and vegetables
  - Sugar
  - High fat/high-calorie food
- Reasons that people are eating
- Time of day that eating occurs
- Eating food that is perceived as "processed" or "unnatural"
- Amount eaten, over-eating

We might also observe some things that cut across individual categories:

- Received information seems to be important to shaping beliefs/opinions (e.g. food labelling, media)—follow up?

- Lots of implied/explicit reference to emotions, especially negative emotions —follow up?

- People sometimes seem to be judging the healthiness of their eating based on the result, e.g. weight

We might note things missing from the discussion, but that we thought might be there:

- No one mentioned soda, alcohol, or other beverages

- No one mentioned money, or any relationship between finances and un/healthy eating

- No one mentioned access to/ availability of different types of food

Reporting my findings, I might say:

- I asked "What do you think 'unhealthy eating' means?"
- I spoke to 4 [imaginary] students
- Participants' ideas about meaning of unhealthy eating can be grouped into 5 categories:
    - Nutritional aspects of food eaten
    - Reasons that people are eating
    - Time of day that eating occurs
    - Eating food that is perceived as "processed" or "unnatural"
    - Amount eaten, over-eating

Reporting my findings, I might say:

- **No one mentioned:** People's access to different types of food options
- **No one mentioned:** Alcohol, soda, beverages
- Everyone used **emotion words** in relation to unhealthy eating, particularly negative emotions (guilty, worried, anxious) and also talked about "bad" or "wrong" eating.
  - This seems like an important thing to follow up in the next stage, may influence future design

If your group asked people

What do you think "unhealthy eating" means?

do you think you could use their answers to infer what people think is *healthy eating*?

10:25: Analysis in individual teams/pairs

~10:25-10:35 recap and decide where to start-- *do not need video for this, only notes*

~10:35 onward: Main analysis (target: analyse 10-12 min of video). *If groups have 2 laptops, each pair work on different question*

11:25-11:35 groups stop and discuss/agree their preliminary findings to present—*these do not have to be "final", may change with further analysis!*

11:40 Reporting (two groups—we will tell you who goes together!)

11:40 groups transition back together

11:45-12:00 groups report preliminary findings and discuss if time