

# **DDS focus groups: prep for next week**

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# Documents

1. Focus groups guidance (main document)

→ *Everyone on team should read this!*

2. Guidance for focus group moderator

→ *Only 1 (maybe 2) people on team will do this role*

3. Checklists: Keep track of what your team needs to prepare, do on the day

PLUS 2 recommended readings on Learn

# Focus group basics

- **Small group discussion** around specific questions, moderated by a researcher (DDS team member)
- Get a range of viewpoints/feedback more quickly than through interviewing multiple individuals
- About ***qualitative data***, rather than *quantitative data*. This means that they are a way to ask exploratory “how” questions--NOT about numbers, causation, predictions.

→ We will be scheduling 1-hour slots: this is short!

# Focus group goals

- The focus group is **about exploration rather than definitive answers**
- Your group could...
  - Follow up on questions/interesting things identified in Fast Hack
  - Seek feedback on early-stage ideas
  - Explore something *different* than Fast Hack

First step: Group should discuss and agree what they want to FIND OUT or EXPLORE during focus group.

# Discussion questions

- Discussion questions should **follow from** your goals, help you to meet them.
- 1 hr slot = 40 min for discussion= MAX 4 questions
- Remember: Looking for description, experiences, how, why questions—not numbers!
- Ask yourself: would people feel comfortable discussing this in a group of strangers?

→ After creating questions, **check backwards**. Will those questions actually help meet your goal?

# Recruitment

Need to do AFTER setting goals, questions!

**Which people would *best* help you explore your problem area, questions?**

Be strategic. Try to recruit 4-5 “best” people, avoid those who cannot really help with your questions.

Participants: consider similar/different, informed/naïve

**Participant prize  
draw!!!**

**£££££**

# Division of labour

**There's lots to do—Divide it up! Make sure one person doesn't get stuck with all the big stuff!**

- Drafting questions—surprisingly hard! Don't leave to one person, don't do last minute
- Preparing other info and paperwork
- Three main roles during the focus group
  - Moderator (runs the discussion): most important role!
  - Camera/audio person & timekeeper
  - Note taker(s)
- ...Plus the recruitment and all the practical stuff



# Practicalities

- Recruitment + pre-session reminders
- Space and time to hold focus group: *we are still working out details*
- Equipment: Borrowing information on “Digging deeper” page and checklist doc (or use own)
  - Uni equipment limited. Try to set a timeslot and arrange equipment ASAP

→ Look at checklist NOW to see what other things you need to do, organise, print...

# FOR THIS FRIDAY

**There will be an opportunity for team support, feedback. Try to have done the following:**

- Group has agreed goal(s) for focus group *and has something written down about them*
- Discussion question ideas
  - Ideally, a first draft of some questions
  - Bring anything you have! Something better than nothing
- Identified target participants: Who could help meet your goals?
- Started talking about roles, recruitment, space, equipment (even if not finalised)