Process of Conducting a Focus Group

Statement of Purpose (i.e., your research question)

Develop Questions (write a script)

Select Participants (sampling strategy – the Research Office can help at this phase)
   Best to use 6 to 10 participants
   Send out invitations and track RSVPs
   Place reminder calls or send confirmation messages to participants
   Send thank-you letters after the event

Select a Facilitator and note taker(s)
   Have the session audio taped

Arrange Session Site (equipment, refreshments, etc)

Summarize the Session
   From tapes or notes
   Analyze the results

Write a Report

Focus Groups can: precede quantitative procedures, concurrent with quantitative procedures, or follow quantitative procedures. **However, the results from a focus group cannot stand by themselves.**

Goal: to get in-depth knowledge, not to get information that can be generalized

To generalize, need to supplement with quantitative analysis.