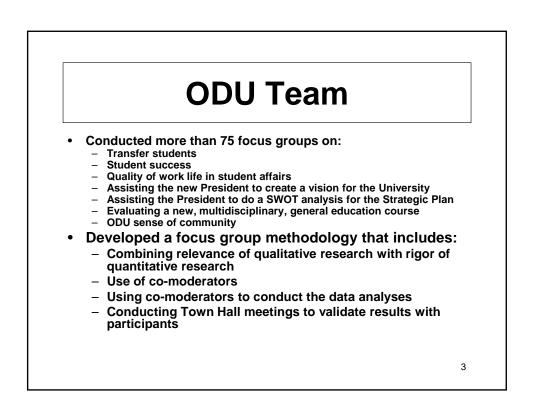
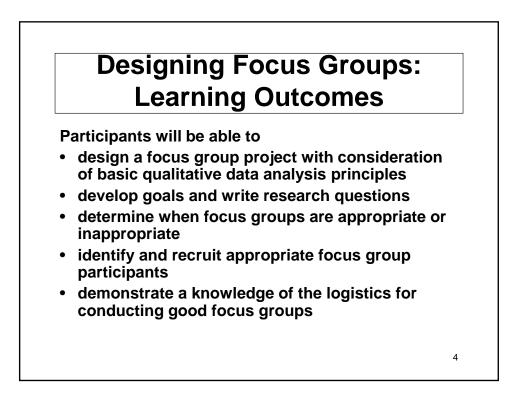


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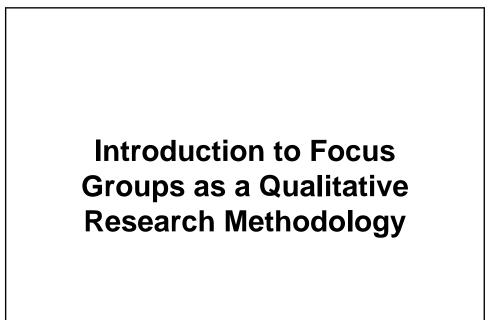


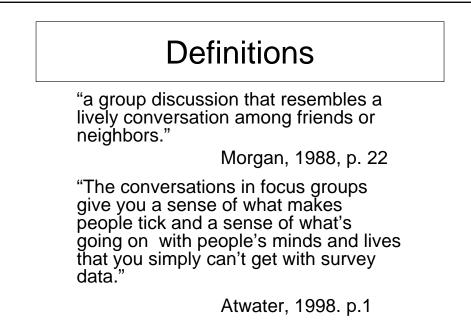
5

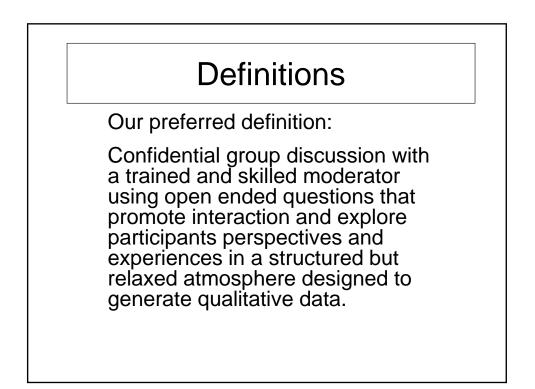
Designing Focus Groups: Learning Outcomes

Participants will be able to

- demonstrate an understanding of the typical structure of a focus group session
- write appropriate focus group questions
- design an effective moderators guide
- describe the moderators role, selection criteria, and necessary training
- analyze focus group data and draft an accurate report





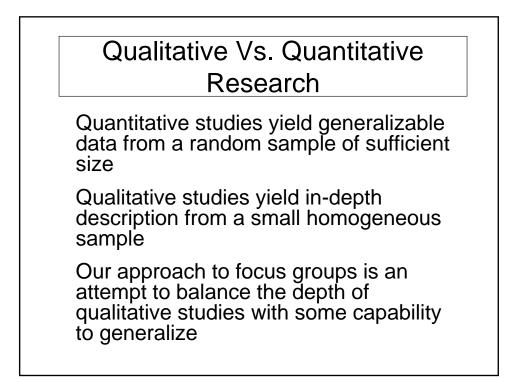


11

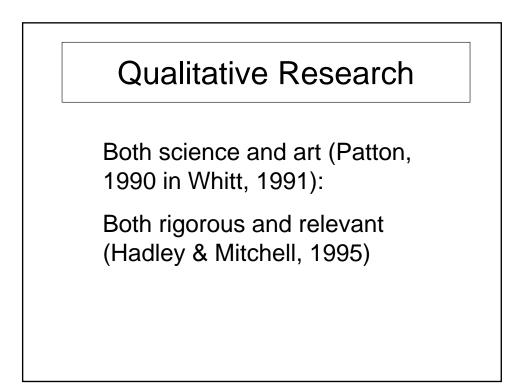


"Focus group interviews typically have six characteristics or features. These characteristics relate to the ingredients of a focus group:

- People
- Assembled in a series of groups
- Possess certain characteristics, and
- Provide data
- Of a qualitative nature
- In a focused discussion." (Krueger, 1994, p. 16).



Qualitative research is "at best an umbrella term covering an array of interpretative techniques which seek to describe, decode, translate, and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world" (Whit, 1991, p. 407)



Characteristics (Whit, 1991; Schuh & Upcraft, 2001):

Focus on understanding how members of a

Sampling methods

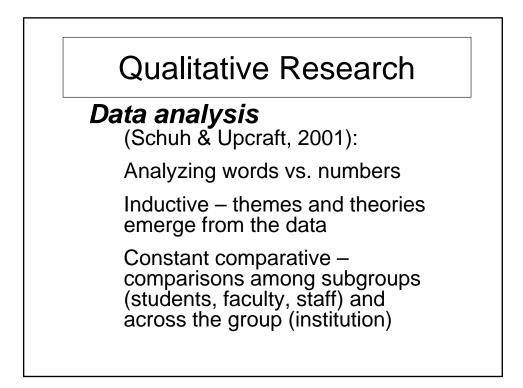
(Schuh & Upcraft, 2001):

Purposive vs. random

Small vs. large

Homogeneous

Stratified purposeful



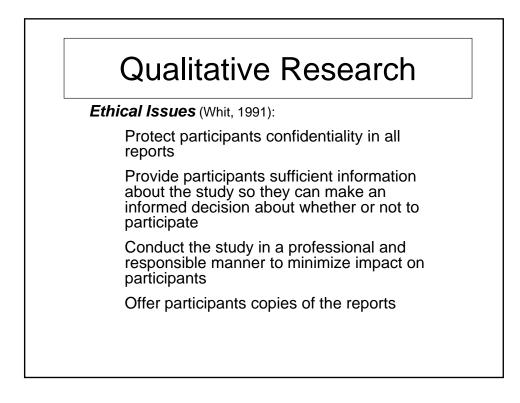
Writing the report

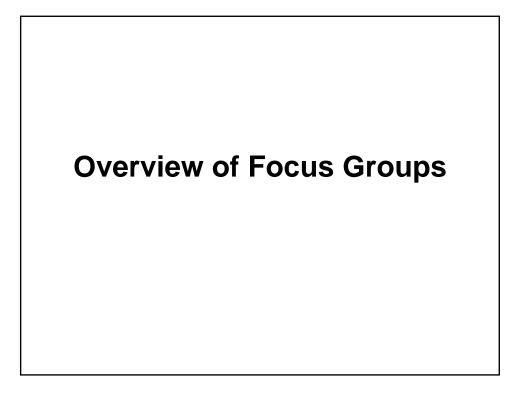
(Whit, 1991, p. 412):

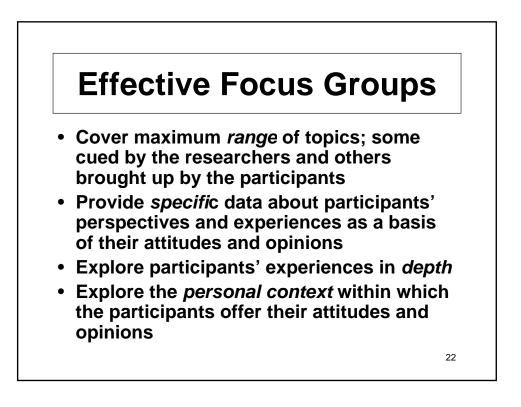
An interpretative task

"Thick description"

Verbatim quotations

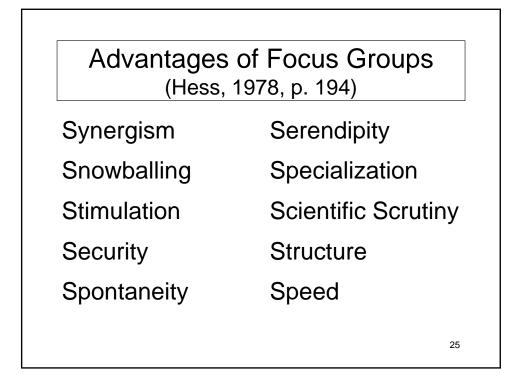


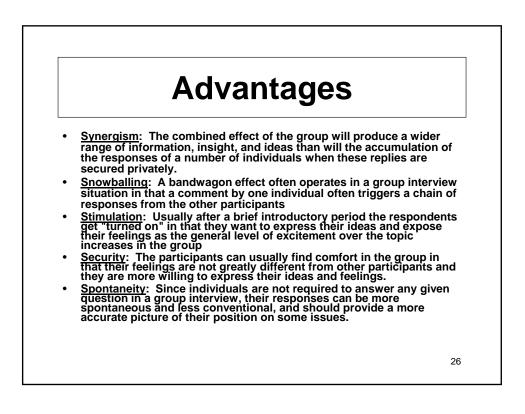


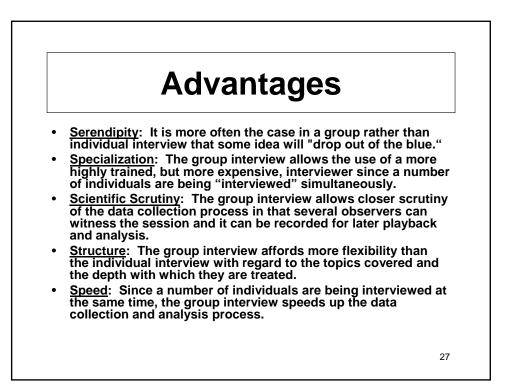


Uses of Focus Groups

 To gather data about how participants make meaning about a







Tasks for Planning Focus Groups

1. Define (or learn) the goals of the