



Focus Groups

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What is a focus group?

- Qualitative communication research method

Purpose:

- ◆ To obtain in-depth information about attitudes, beliefs, perceptions, behavior, interests, emotional response and concerns to questions of interest



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What is a focus group?

- Qualitative communication research method

Purpose (Cont'd):

- ◆ To explore concepts, issues, audiovisual or print materials
- ◆ To capture “group” opinions
- ◆ Among desired population segments



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What do they think, feel, and do?



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How to set up a Focus Group

1. Identify what you want to know or learn using this technique.



Clear objective statement example

[Organization] wants to assess **[attitudes, beliefs, behaviors]**
among **[audience segment and location]**
over the next **[give time frame]**,
in order to inform **[what information will be used for]**.



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How to set up a Focus Group

2. Identify the sampling frame.
(who you want to talk to where)



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Sampling Matrix example

<u>Urban Location</u> Language Group A Men (2 groups) Women (2 group)	Language Group B Men (2 groups) Women (2 groups)
<u>Rural Location</u> Language Group A Men (2 groups) Women (2 group)	Language Group B Men (2 groups) Women (2 groups)



How to set up a Focus Group

3. Select a moderator.
(discussion leader)



4. Create and pre-test the moderator guide.
(train the moderator and other staff)



**5. Select the focus group location(s)
and recruit the sample.**



How to set up a Focus Group

6. Conduct the focus groups.



7. Analyze, interpret and share findings.



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What next?

Now that you have completed your focus groups, develop an action plan based on your findings.



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Thank you!



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