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Guidelines for Conducting a Focus Group

<http://www.nationalagencenter.gov/Content/Documents/Assessment-Guide/Assessment-Guide-Chapter-9.pdf>

Focus group discussions are a popular method of obtaining information and opinions. They can provide insight into issues that cannot be covered through surveys or interviews. Focus groups are a good method to get people involved in this assessment process by having them provide input on a topic.

The following discussion provides a general overview of the focus group process. It is recommended that a person with experience with focus groups (preparing the discussion guide, moderating, and preparing the report) be contacted to assist in the process.

When preparing for the focus group discussions, there are several considerations. What questions will be asked? Who will participate? Where will the discussions be held? Who will conduct the sessions? The first order of business is to develop a discussion guide.

Develop the Discussion Guide
The discussion guide contains the questions that will be posed to participants during the focus group sessions. A limited number of questions should be used for each discussion. Avoid spending too much time on background information and concentrate on the important issues. There are two elements that should be considered when drafting the guide: (1) the information you wish to obtain and (2) from whom it will be obtained.

When developing the questions, keep in mind that all groups should follow the same discussion format. Using a general format for each question allows an analyst to make comparisons among the responses of various groups.

Reserve a Time and Place
Reserving a time and place to conduct the discussion is something that should be done well in advance of the actual date of the discussion sessions. Finding a location quickly will allow time to contact potential participants with the necessary logistical information. Try to find the most convenient and accessible location for the participants.

Provide an Incentive for Participation
Individuals taking part in a focus group session should be compensated for their participation. When contacting potential participants, use an incentive to encourage or persuade them to take part in the discussion session. Various forms of compensation can be used, most commonly a cash payment, lunch, or dinner. Snacks and beverages also may be provided. This

SWOT Analysis
Example: Netflix

<p>Strengths:</p> <ul style="list-style-type: none"> Original Content Netflix was First and is Arguably Synonymous with Online Video Streaming Algorithms for Suggested Shows Deals with Media Companies for Exclusive Streaming Vast Library of Programming 	<p>Weaknesses:</p> <ul style="list-style-type: none"> Prioritizing Original Content Over Proven Favorites Content Can Disappear at Any Time at the Company's Discretion Prices Have Hiked in the Past, Angering Consumers
<p>Opportunities:</p> <ul style="list-style-type: none"> DVDs Purchases and Rentals are Declining Younger Generations Are Ditching Cable in Favor of Streaming The Availability of the Internet People Consume More Content Today Than Ever Before in History 	<p>Threats:</p> <ul style="list-style-type: none"> Number of Streaming Competitors is Growing Media Companies are Gaining Leverage and Demanding Higher Payments for Content Some Online Videos Are Viewed for Free or Even Illegally

Focus Group Discussion

The focus group discussion (FGD) is a rapid assessment instrument that gathers information about perceptions, attitudes and preferences from a group of people. It is based on a list of key issues drawn up by the researcher before the FGD. The information gathered is usually limited to a few key issues. The FGD is a good method to get people involved in this assessment process by having them provide input on a topic.

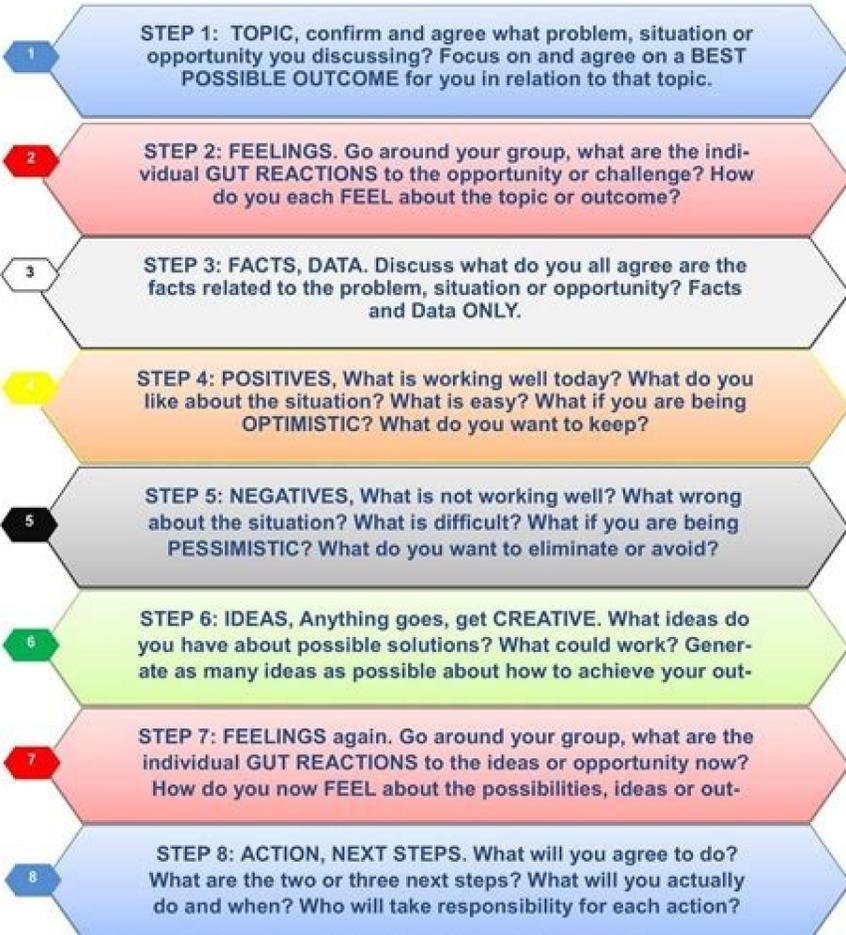
Focus group discussion guide
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- The following steps are suggested for developing the focus group discussion guide:
- Identify the key issues to be discussed in the focus group discussion.
 - Develop a list of key issues to be discussed in the focus group discussion.
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24 Minute Meetings – try this! the perfect group discussion template to engage everyone, focus on solutions and drive action – Capture your meeting output for each stage, the most important being for step 8, the next steps. Keep the discussion only on the content of each step. Time your discussion, **3 minutes per step** exactly, no more no less, force yourself to continue, or stop as required.



These 8 Steps are a meeting specific application of De Bono's Six Thinking Hats

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