The Foundations:

Conducting Professional

## Focus Group

## Interviews—2023

**Tuesday, January 4**

***and***

**Wednesday, January 5**

**The training will be held in a “Boardroom Suite” at**

**The Embassy Suites by Hilton Georgetown,**

**22nd Street NW, Washington, DC**

 **844-202-9831 (for reservations if you wish)**

**Breakfast and lunch, two manuals, refreshments, and handouts are included in the fee of $1750 per person.**

Janet Mancini Billson, PHD, Director



**GROUP DIMENSIONS INTERNATIONAL**



**capacity building in qualitative methods**

*Research, training, and facilitation for excellence*

Saco, ME Savannah, GA London, Ontario

 207-841-4842 jmbillson@gdiworld.com

[www.gdiworld.com](http://www.gdiworld.com)

DAY I—8:30 Meet and Greet—Breakfast in the Lobby of the Embassy Suites

(Coffee will also be available in the room all morning)

9:00-9:45

DEMONSTRATION MOCK FOCUS GROUP

* Preamble and Introductions
* Quantitative versus Quantitative Methods
* Building from Key Informant Interviews (KIs to Focus Group Interviews)

9:45-10:10

Uses of KIs and Focus Groups

* A social scientific approach to interviewing
* Maximum/minimum size of groups
* Duration and timing
* How should KIs and focus groups be used in research?
* Survey or interviews?
* Advantages and disadvantages compared to other methods
* Triangulation
* Limitations, generalizability, and reliability

 (10:15-10:30Break)

10:30-12:30

Research Design Issues

* Ethical issues, technical issues, defining the purpose of research
* Key variables: Breaks and number of groups--The “Group Blueprint”
* Secondary variables (sampling and composition)
* Homogeneous vs. heterogeneous groups
* Recruitment and screening of participants

Teams Develop Research Design for DAY II Mock Focus Groups

Tasks: 1. Define the key research question

 2. Develop a research design

 3. Design a “group blueprint”

 4. Develop a screener

 5. Determine a recruitment strategy

NOTE: USE the “GUIDELINES FOR TEAM PROJECTS,” Steps 1, 2, 3, 4, and 5

12:30-1:15 Lunch: Continue Teamwork on Research Designs and Questions

1:15-3:00

Development of the Moderator's Guide (Protocol)

* Refining the research question (outcomes/hypotheses)
* Idea generation versus debate generation
* Opening procedures
* Principles for structuring the guide: avoid....
* Closure questions

 Teams Develop Moderator’s Guides

 (3:00-3:15 Break)

3:15-4:00

Moderation Theory and Techniques I

* Communication in the interview
* Complexities of interaction
* Enhancing participation
* Probing, listening
* Time management and staying focused: ensuring even coverage of questions
* What to do when a question has been answered in a previous question
* Non-verbal cues
* Moderator as group leader
* Content vs. Process
* Task vs. Socio-Emotional
* Effective moderation: Facilitating toward even participation/ balancing roles
* Ineffective moderation
* Effective moderation

4:00-5:00

MOCK INTERVIEWS: TEAM I

 Processing--Special Issues:

* Controlling dominants and dealing with difficult participants
* Single vs. co-moderators
* Working with various respondent types, organizations, consumer groups
* Incentives; note taking; recording; digital vs. conventional recorders
* Refreshments, atmosphere

Note: Teams II and III work on interview guides overnight, if necessary.

DAY II—8:30-9:00

8:30…Further review of team designs and questions (optional)

9:00-9:30

Moderation Theory and Techniques II

* Coping with complex questions
* Deflecting questions about "facts"
* Avoiding politicization of the process
* Closure procedures
* Debriefing sessions

9:30-10:30

MOCK INTERVIEWS: TEAM I

 Processing

(10:30-10:45 Break)

10:45-12:30

Introduction to Qualitative Data Analysis

* Linking the guide to action/change
* Maintaining control of the data
* Focusing the data
* Using transcripts
* The place of quantitative data in qualitative data analysis
* Structuring, coding, blocking, reorganizing data: “The Structured Transcript”
* Using the word processor in qualitative data analysis
* Uses of computerized text data analyzers

12:30-1:15 LUNCH

1:15-2:30 p.m.

MOCK INTERVIEWS: TEAM II

 Processing

2:30-2:45 Break

2:45-4:00

MOCK INTERVIEWS: TEAM III[[1]](#footnote-1)

 Processing

4:00-4:30

Open Q and A

4:30-5:00 Focus Group Evaluation

1. Depending on number of participants--*or more on data analysis.* [↑](#footnote-ref-1)