

Guidelines for Conducting Focus Groups

The guidelines below are based on the combined recommendations of Beyea, McNamara, Meyer, Nicoll and Sharken-Simon cited on the Reference page.

PRE-FOCUS GROUP ACTIVITIES:

Before conducting a focus group, the following steps should be completed.

- Develop a clear and concise purpose statement of what needs to be known and why. (Be sure to include the requester in this discussion).
- Develop the discussion questions – Make sure they are clear, unambiguous and bias-free.
- Develop the script to frame the purpose of the focus group. This script should be used when making invitations and when opening the session. A closing script should also be developed thanking the participants and reiterating how the information they provided will be used.
- Schedule the time, the place, the necessary equipment, and set the ground rules and agenda for the focus group.
- Invite potential participants and get commitments to attend from them – remind them a day or two before the focus group.

FACILITATING THE SESSION:

The following are the general steps that will comprise each focus group session.

- Opening the session by the facilitator using the written script.
- Reading of the ground rules.
- Setting of the agenda.
- Reading of the questions.
- Asking for clarifications when needed.
- Making sure that everyone has the opportunity to participate on each question.
- Closing the session by the facilitator using the written script.

THE ROLE OF THE FACILITATOR:

The following guidelines are provided for the role of the facilitator. Focus group facilitation is an art not a science, so care should be taken to follow the spirit and intent of the following guidelines and not to make them iron-clad rules.

- Set a friendly and informal tone.
- Make all of the participants feel welcomed and relaxed.
- Get full answers by gently probing.
- Make sure everyone has the chance to participate. Ask those who have been quiet, if they have anything to add.

Focus Group Guide Template

Victor M. Corman



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