

### Week 3 Review Guide

Please list and describe the last four steps of the research process (we talked seven over the last two weeks)?

1. Design Study
2. Collect Data
3. Interpret and Analyze data
4. Inform others

Please describe a focus group.

- A "focused" group of individuals, guided group discussion

List and describe the seven steps associated with developing a focus group.

1. Defining a problem
2. Sample selection
3. Determine number of groups
4. Study Mechanics
5. Prepare materials
6. Conducting a focus group
7. Analyzing data

What are the two pieces of material that will be developed for the focus group?

- A protocol and

What are the steps outlined in the protocol?

- Welcome
- Introductions
- Consent Form
- Questions
- Conclusions and Thanks

Please list and describe the five types of main questions.

- Opening questions: Easy, factual question that serves as an ice breaker
- Introduction Questions: General impressions of the topic
- Transition questions: Guide participants toward key topic
- Key questions: 2-5 questions that address the heart of the issue
- Ending questions: Summarize what has been said, ask for clarification

Please describe the purpose of a probing question and provide an example of a probing question.

- Designed to elicit specific information

What were the other eight types of questions that are typically asked during a focus group?

- Leading
- Testing
- Steering
- Obtuse
- Factual
- Feel
- Anonymous
- Silence

What is the job of the moderator?

- Encourage equal participation and prevent people from dominating the conversation
- Keep group members comfortable

What is the job of the verbal note taker?

- Take notes of everything said

What is the job of the visual note taker?

- Take notes of all body language and tone

What are three common problems the moderator needs to address?

- Personal Bias: Looking for a specific answer, you push conversation where you think it should go
- Unconscious need to please the client: Same as personal bias, but just for the client
- Need for consistency: Ignore things that don't fit

Where should the moderator sit when conducting the focus group?

- A spot that reinforces leadership, head of the table

Should the note takers be sitting at the table during the focus group?

- No they should be inconspicuous

Please provide a description of the focus group transcript.

- Record of verbal comments only

Briefly describe how you would analyze a focus group transcript.

- Become familiar with the text you are analyzing
- Create categories based on frequent comments, statements, etc.
- Refine and evolve the more you look at notes