



SAVI  
Training Curriculum

MODULE 2D

# CREATE & USE FOCUS GROUP DATA

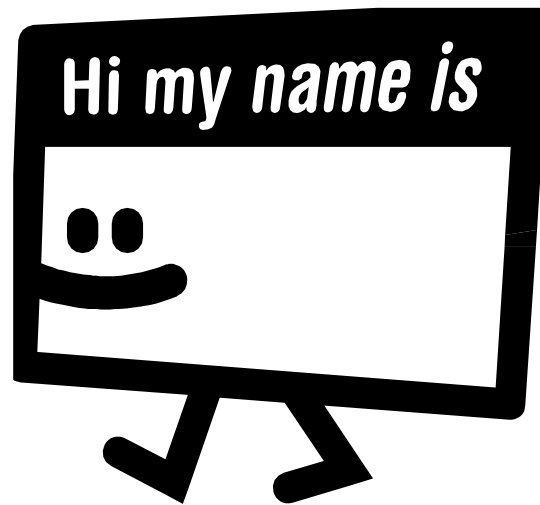
# Our Agenda

Introductions, Curriculum Overview	5 min
Review and Topic Introduction	5 min
Choosing a Data Collection Method	10 min
Preparing for the Focus Group	15 min
Group Work	30 min
Analyzing Focus group Data	15 min
Group Work	45 min

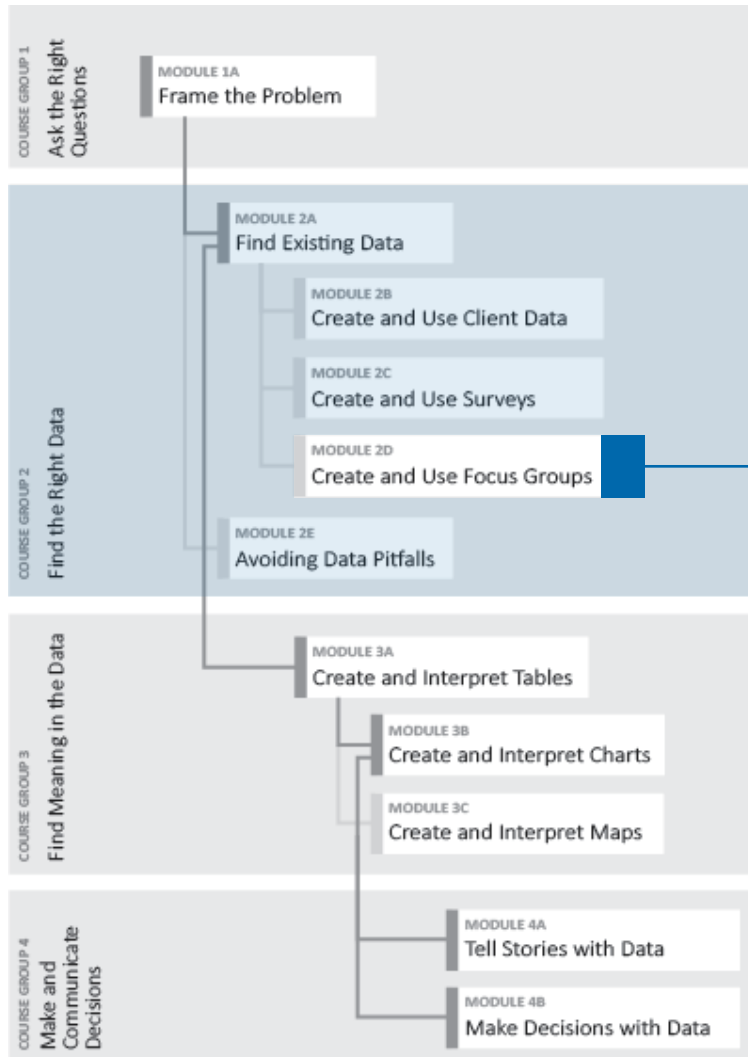


# Introductions

Let's share our name, organization, and experience with SAVI.



# Where We Are in the Training Curriculum



We are here, learning how to conduct focus groups and use the resulting data.

# What We Will Learn

- Understand focus group methods and logistics
- Analyze and interpret focus group results





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# Choosing a Data Collection Method

# Data Collection Methods

Method	Key Facts	Advantages	Disadvantages
<b>Surveys</b>	Quantitative analysis Data on large groups Repeatable over time	Good for descriptive data Multiple topics Can be inexpensive Quick analysis with software	May include bias May lack depth May lack context Limited to what you ask
<b>Focus Groups</b>	Group interview Gathers perspectives and opinions Responses grouped into themes and categories	Richer, more detailed data Added depth Open-ended conversation Multiple perspectives	Slower to analyze Relies on moderator's skills More bias and variability
<b>Interviews</b>	Conducted in person or by phone Structured, semi-structured, or unstructured Clear, focused, open-ended questions	Richer, more detailed data Added depth Face-to-face contact	Time-consuming Relies on interviewer's skills One perspective at a time
<b>Client data</b>	Use any method, targeted to your clients	A lot of insight with small effort	Needs standardized collection

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# Preparing for the Focus Group

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- Define the purpose of the focus group.
- Selecting participants:
  - 6-12 people.
  - Should have common variable but not know each other too much.
- Selecting a moderator:
  - Knowledge about the topic
  - Good time management skills while being flexible.
  - The same among different focus groups.
- Consider how structured the focus group should be.



# Focus Groups Questions

- Steps for the creation of questions:
  - Revisit project goals
  - Determine which information is currently available
  - Draft a preliminary list of questions
  - Elicit feedback on the draft questions
  - Revise the list of questions
  - Seek final approval of the question list



# Focus Groups Questions

- Creating focus group questions:
  - Wording matters (i.e. work vs employment)
  - Negative and passive sentences are confusing
  - Use mainly open-ended questions, except when confirmation is needed.
  - Don't use "why" to often. This can eat up time.



# Focus Groups Logistics

- The venue is key:
  - Neutral
  - Easy to access
- Invite people a minimum of 2 weeks prior:
  - Include information about the goal of the focus group, the location, and rewards (if any)
- Process agenda



# Focus Groups Logistics

- Process agenda should include logistics for:
  - Preparing room, equipment, supplies
  - Welcoming participants as they enter the room
  - Formally beginning the focus group
  - Process overview
  - Questions order and desired timing
  - Session debrief



# Group Work

Come up with a focus group plan (including a timeframe for data collection), a process agenda, and 5 questions that would be ask.

**3 groups**

**15 minutes  
to work**

**5 minutes  
each to  
present**





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# Analyzing the Focus Group





# Analyzing the Focus Group

## - Steps

- The analysis should start while still conducting the focus group
- Summarize each meeting after it ends
- Transcribe the meeting recording and get to know the data
- **Revisit goals and objectives prior to analyzing the data**
- Categorize the information
- Identify connections
- Interpret the results





# Categorizing and analyzing the data

Ways to Categorize the information (coding)

1. Write down any trends or themes.
  - a. The old way: Print, highlight, cut, and paste.
  - b. Newer way: Using coding software. (i.e. Nvivo, Atlas.ti, WebQDA)
2. Identify connections
3. Combine similar categories under a similar “bucket”
4. Describe in depth what has been learned
5. Draw attention to main points
6. Use a few quotes to draw illustrate the points made.





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# Group Work

Sort the cards provided to you into the provided categories (or create a new one). A card can go in more than one category.

**3 groups**

**15 minutes  
to work**



# Group Work

You find out you have too many categories. With the cards provided to you try to come up with new categories that encompass the majority of the old ones.

**3 groups**

**10 minutes  
to work**



# Group Work

Sort the cards provided to you into the **new** categories. A card can go in more than one category.

**3 groups**

**5 minutes  
to work**

**5 minutes  
each to  
present**



**Any Questions?**

