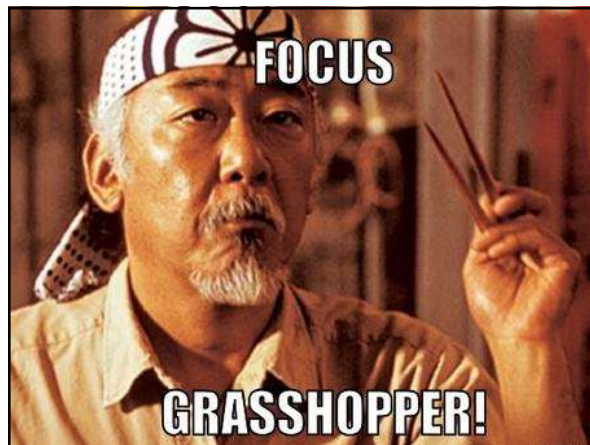


SOC497/L: SOCIOLOGY RESEARCH METHODS

## Focus Groups:

Questions, Structure, Evaluation

Ellis Godard



I should...

1. Wear a tie with this shirt
2. Wear this shirt every day
3. Ditch the shirt & just wear a t-shirt

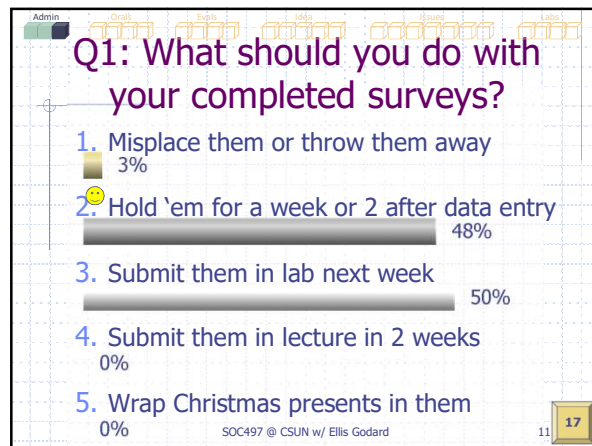
33%  
21%  
45%

Wear a tie with t...  
Wear this shirt ev...  
Ditch the shirt & j...

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# Where we are...

| DEADLINES  |            |               | LECTURE     |   | LABS  |                    |       |     |     |
|------------|------------|---------------|-------------|---|-------|--------------------|-------|-----|-----|
| Date       | Things Due | Reading (15B) | Category    | TOPIC                                   | Lab # | Lab Assignment     | Type  | T   | R   |
| Tue Jan 21 |            | Chapt. 1      | Orientation | Orientation                             |       | Conceptual Classes | Topic | 1   | 1   |
| Thu Jan 23 |            | Chapt. 2      | Orientation | Orientation & Research                  | 17    | Mini-Design        | Topic | 1   | 20  |
| Tue Jan 28 |            | Chapt. 4      | Orientation | Research Design                         | 18    | Writing Hypo       | Topic | 3   | 3   |
| Thu Jan 30 |            | Chapt. 5      | Orientation | Explanation & Theory                    | 4     | Writing Hypo       | Topic | 3   | 4   |
| Tue Feb 4  |            | Chapt. 7      | Orientation | Researching Research (cont.)            | 5     | Measuring Love     | Topic | 5   | 5   |
| Thu Feb 6  |            | Chapt. 8      | Orientation | Researching Research (cont.)            | 6     | Measuring Love     | Topic | 5   | 6   |
| Tue Feb 11 |            | Chapt. 10     | Orientation | Conceptualization                       | 7     | Measuring Love     | Topic | 7   | 7   |
| Thu Feb 13 |            | Chapt. 11     | Orientation | Conceptualization                       | 8     | Measuring Love     | Topic | 7   | 8   |
| Tue Feb 18 |            | Chapt. 12     | Orientation | Elementary Stats                        | 9     | Measuring Love     | Topic | 9   | 9   |
| Thu Feb 20 |            | Chapt. 13     | Orientation | Review of Research                      | 10    | Measuring Love     | Topic | 9   | 10  |
| Tue Feb 25 |            | Chapt. 14     | Orientation | Quantitative Analysis                   | 11    | Measuring Love     | Topic | 11  | 11  |
| Thu Feb 27 |            | Chapt. 15     | Orientation | Quantitative Analysis                   | 12    | Measuring Love     | Topic | 11  | 12  |
| Tue Mar 4  |            | Chapt. 16     | Orientation | Surveys, Writing                        | 13    | Measuring Love     | Topic | 13  | 13  |
| Thu Mar 6  |            | Chapt. 17     | Orientation | Surveys, Writing                        | 14    | Measuring Love     | Topic | 13  | 14  |
| Tue Mar 11 |            | Chapt. 18     | Orientation | Sampling & Surveys                      | 15    | Measuring Love     | Topic | 15  | 15  |
| Thu Mar 13 |            | Chapt. 19     | Orientation | Sampling & Surveys                      | 16    | Measuring Love     | Topic | 15  | 16  |
| Tue Mar 18 |            | Chapt. 20     | Orientation | Project Overview (introductory section) | 17    | Measuring Love     | Topic | 17  | 17  |
| Thu Mar 20 |            | Chapt. 21     | Orientation | Project Overview (introductory section) | 18    | Measuring Love     | Topic | 17  | 18  |
| Tue Mar 25 |            | Chapt. 22     | Orientation | Surveys, Format                         | 19    | Measuring Love     | Topic | 19  | 19  |
| Thu Mar 27 |            | Chapt. 23     | Orientation | Surveys, Format                         | 20    | Measuring Love     | Topic | 19  | 20  |
| Tue Apr 1  |            | Chapt. 24     | Orientation | Experimental Research                   | 21    | Measuring Love     | Topic | 21  | 21  |
| Thu Apr 3  |            | Chapt. 25     | Orientation | Experimental Research                   | 22    | Measuring Love     | Topic | 21  | 22  |
| Tue Apr 8  |            | Chapt. 26     | Orientation | Surveys, Mode                           | 23    | Measuring Love     | Topic | 23  | 23  |
| Thu Apr 10 |            | Chapt. 27     | Orientation | Surveys, Mode                           | 24    | Measuring Love     | Topic | 23  | 24  |
| Tue Apr 15 |            | Chapt. 28     | Orientation | Qualitative Analysis                    | 25    | Measuring Love     | Topic | 25  | 25  |
| Thu Apr 17 |            | Chapt. 29     | Orientation | Qualitative Analysis                    | 26    | Measuring Love     | Topic | 25  | 26  |
| Tue Apr 22 |            | Chapt. 30     | Orientation | Feedback & Synthesis                    | 27    | Measuring Love     | Topic | 27  | 27  |
| Thu Apr 24 |            | Chapt. 31     | Orientation | Feedback & Synthesis                    | 28    | Measuring Love     | Topic | 27  | 28  |
| Tue Apr 29 |            | Chapt. 32     | Orientation | Feedback & Synthesis                    | 29    | Measuring Love     | Topic | 29  | 29  |
| Thu May 1  |            | Chapt. 33     | Orientation | Feedback & Synthesis                    | 30    | Measuring Love     | Topic | 29  | 30  |
| Tue May 5  |            | Chapt. 34     | Orientation | Feedback & Synthesis                    | 31    | Measuring Love     | Topic | 31  | 31  |
| Thu May 7  |            | Chapt. 35     | Orientation | Feedback & Synthesis                    | 32    | Measuring Love     | Topic | 31  | 32  |
| Tue May 12 |            | Chapt. 36     | Orientation | Feedback & Synthesis                    | 33    | Measuring Love     | Topic | 33  | 33  |
| Thu May 14 |            | Chapt. 37     | Orientation | Feedback & Synthesis                    | 34    | Measuring Love     | Topic | 33  | 34  |
| Tue May 19 |            | Chapt. 38     | Orientation | Feedback & Synthesis                    | 35    | Measuring Love     | Topic | 35  | 35  |
| Thu May 21 |            | Chapt. 39     | Orientation | Feedback & Synthesis                    | 36    | Measuring Love     | Topic | 35  | 36  |
| Tue May 26 |            | Chapt. 40     | Orientation | Feedback & Synthesis                    | 37    | Measuring Love     | Topic | 37  | 37  |
| Thu May 28 |            | Chapt. 41     | Orientation | Feedback & Synthesis                    | 38    | Measuring Love     | Topic | 37  | 38  |
| Tue May 31 |            | Chapt. 42     | Orientation | Feedback & Synthesis                    | 39    | Measuring Love     | Topic | 39  | 39  |
| Thu May 31 |            | Chapt. 43     | Orientation | Feedback & Synthesis                    | 40    | Measuring Love     | Topic | 39  | 40  |
| Tue May 31 |            | Chapt. 44     | Orientation | Feedback & Synthesis                    | 41    | Measuring Love     | Topic | 41  | 41  |
| Thu May 31 |            | Chapt. 45     | Orientation | Feedback & Synthesis                    | 42    | Measuring Love     | Topic | 41  | 42  |
| Tue May 31 |            | Chapt. 46     | Orientation | Feedback & Synthesis                    | 43    | Measuring Love     | Topic | 43  | 43  |
| Thu May 31 |            | Chapt. 47     | Orientation | Feedback & Synthesis                    | 44    | Measuring Love     | Topic | 43  | 44  |
| Tue May 31 |            | Chapt. 48     | Orientation | Feedback & Synthesis                    | 45    | Measuring Love     | Topic | 45  | 45  |
| Thu May 31 |            | Chapt. 49     | Orientation | Feedback & Synthesis                    | 46    | Measuring Love     | Topic | 45  | 46  |
| Tue May 31 |            | Chapt. 50     | Orientation | Feedback & Synthesis                    | 47    | Measuring Love     | Topic | 47  | 47  |
| Thu May 31 |            | Chapt. 51     | Orientation | Feedback & Synthesis                    | 48    | Measuring Love     | Topic | 47  | 48  |
| Tue May 31 |            | Chapt. 52     | Orientation | Feedback & Synthesis                    | 49    | Measuring Love     | Topic | 49  | 49  |
| Thu May 31 |            | Chapt. 53     | Orientation | Feedback & Synthesis                    | 50    | Measuring Love     | Topic | 49  | 50  |
| Tue May 31 |            | Chapt. 54     | Orientation | Feedback & Synthesis                    | 51    | Measuring Love     | Topic | 51  | 51  |
| Thu May 31 |            | Chapt. 55     | Orientation | Feedback & Synthesis                    | 52    | Measuring Love     | Topic | 51  | 52  |
| Tue May 31 |            | Chapt. 56     | Orientation | Feedback & Synthesis                    | 53    | Measuring Love     | Topic | 53  | 53  |
| Thu May 31 |            | Chapt. 57     | Orientation | Feedback & Synthesis                    | 54    | Measuring Love     | Topic | 53  | 54  |
| Tue May 31 |            | Chapt. 58     | Orientation | Feedback & Synthesis                    | 55    | Measuring Love     | Topic | 55  | 55  |
| Thu May 31 |            | Chapt. 59     | Orientation | Feedback & Synthesis                    | 56    | Measuring Love     | Topic | 55  | 56  |
| Tue May 31 |            | Chapt. 60     | Orientation | Feedback & Synthesis                    | 57    | Measuring Love     | Topic | 57  | 57  |
| Thu May 31 |            | Chapt. 61     | Orientation | Feedback & Synthesis                    | 58    | Measuring Love     | Topic | 57  | 58  |
| Tue May 31 |            | Chapt. 62     | Orientation | Feedback & Synthesis                    | 59    | Measuring Love     | Topic | 59  | 59  |
| Thu May 31 |            | Chapt. 63     | Orientation | Feedback & Synthesis                    | 60    | Measuring Love     | Topic | 59  | 60  |
| Tue May 31 |            | Chapt. 64     | Orientation | Feedback & Synthesis                    | 61    | Measuring Love     | Topic | 61  | 61  |
| Thu May 31 |            | Chapt. 65     | Orientation | Feedback & Synthesis                    | 62    | Measuring Love     | Topic | 61  | 62  |
| Tue May 31 |            | Chapt. 66     | Orientation | Feedback & Synthesis                    | 63    | Measuring Love     | Topic | 63  | 63  |
| Thu May 31 |            | Chapt. 67     | Orientation | Feedback & Synthesis                    | 64    | Measuring Love     | Topic | 63  | 64  |
| Tue May 31 |            | Chapt. 68     | Orientation | Feedback & Synthesis                    | 65    | Measuring Love     | Topic | 65  | 65  |
| Thu May 31 |            | Chapt. 69     | Orientation | Feedback & Synthesis                    | 66    | Measuring Love     | Topic | 65  | 66  |
| Tue May 31 |            | Chapt. 70     | Orientation | Feedback & Synthesis                    | 67    | Measuring Love     | Topic | 67  | 67  |
| Thu May 31 |            | Chapt. 71     | Orientation | Feedback & Synthesis                    | 68    | Measuring Love     | Topic | 67  | 68  |
| Tue May 31 |            | Chapt. 72     | Orientation | Feedback & Synthesis                    | 69    | Measuring Love     | Topic | 69  | 69  |
| Thu May 31 |            | Chapt. 73     | Orientation | Feedback & Synthesis                    | 70    | Measuring Love     | Topic | 69  | 70  |
| Tue May 31 |            | Chapt. 74     | Orientation | Feedback & Synthesis                    | 71    | Measuring Love     | Topic | 71  | 71  |
| Thu May 31 |            | Chapt. 75     | Orientation | Feedback & Synthesis                    | 72    | Measuring Love     | Topic | 71  | 72  |
| Tue May 31 |            | Chapt. 76     | Orientation | Feedback & Synthesis                    | 73    | Measuring Love     | Topic | 73  | 73  |
| Thu May 31 |            | Chapt. 77     | Orientation | Feedback & Synthesis                    | 74    | Measuring Love     | Topic | 73  | 74  |
| Tue May 31 |            | Chapt. 78     | Orientation | Feedback & Synthesis                    | 75    | Measuring Love     | Topic | 75  | 75  |
| Thu May 31 |            | Chapt. 79     | Orientation | Feedback & Synthesis                    | 76    | Measuring Love     | Topic | 75  | 76  |
| Tue May 31 |            | Chapt. 80     | Orientation | Feedback & Synthesis                    | 77    | Measuring Love     | Topic | 77  | 77  |
| Thu May 31 |            | Chapt. 81     | Orientation | Feedback & Synthesis                    | 78    | Measuring Love     | Topic | 77  | 78  |
| Tue May 31 |            | Chapt. 82     | Orientation | Feedback & Synthesis                    | 79    | Measuring Love     | Topic | 79  | 79  |
| Thu May 31 |            | Chapt. 83     | Orientation | Feedback & Synthesis                    | 80    | Measuring Love     | Topic | 79  | 80  |
| Tue May 31 |            | Chapt. 84     | Orientation | Feedback & Synthesis                    | 81    | Measuring Love     | Topic | 81  | 81  |
| Thu May 31 |            | Chapt. 85     | Orientation | Feedback & Synthesis                    | 82    | Measuring Love     | Topic | 81  | 82  |
| Tue May 31 |            | Chapt. 86     | Orientation | Feedback & Synthesis                    | 83    | Measuring Love     | Topic | 83  | 83  |
| Thu May 31 |            | Chapt. 87     | Orientation | Feedback & Synthesis                    | 84    | Measuring Love     | Topic | 83  | 84  |
| Tue May 31 |            | Chapt. 88     | Orientation | Feedback & Synthesis                    | 85    | Measuring Love     | Topic | 85  | 85  |
| Thu May 31 |            | Chapt. 89     | Orientation | Feedback & Synthesis                    | 86    | Measuring Love     | Topic | 85  | 86  |
| Tue May 31 |            | Chapt. 90     | Orientation | Feedback & Synthesis                    | 87    | Measuring Love     | Topic | 87  | 87  |
| Thu May 31 |            | Chapt. 91     | Orientation | Feedback & Synthesis                    | 88    | Measuring Love     | Topic | 87  | 88  |
| Tue May 31 |            | Chapt. 92     | Orientation | Feedback & Synthesis                    | 89    | Measuring Love     | Topic | 89  | 89  |
| Thu May 31 |            | Chapt. 93     | Orientation | Feedback & Synthesis                    | 90    | Measuring Love     | Topic | 89  | 90  |
| Tue May 31 |            | Chapt. 94     | Orientation | Feedback & Synthesis                    | 91    | Measuring Love     | Topic | 91  | 91  |
| Thu May 31 |            | Chapt. 95     | Orientation | Feedback & Synthesis                    | 92    | Measuring Love     | Topic | 91  | 92  |
| Tue May 31 |            | Chapt. 96     | Orientation | Feedback & Synthesis                    | 93    | Measuring Love     | Topic | 93  | 93  |
| Thu May 31 |            | Chapt. 97     | Orientation | Feedback & Synthesis                    | 94    | Measuring Love     | Topic | 93  | 94  |
| Tue May 31 |            | Chapt. 98     | Orientation | Feedback & Synthesis                    | 95    | Measuring Love     | Topic | 95  | 95  |
| Thu May 31 |            | Chapt. 99     | Orientation | Feedback & Synthesis                    | 96    | Measuring Love     | Topic | 95  | 96  |
| Tue May 31 |            | Chapt. 100    | Orientation | Feedback & Synthesis                    | 97    | Measuring Love     | Topic | 97  | 97  |
| Thu May 31 |            | Chapt. 101    | Orientation | Feedback & Synthesis                    | 98    | Measuring Love     | Topic | 97  | 98  |
| Tue May 31 |            | Chapt. 102    | Orientation | Feedback & Synthesis                    | 99    | Measuring Love     | Topic | 99  | 99  |
| Thu May 31 |            | Chapt. 103    | Orientation | Feedback & Synthesis                    | 100   | Measuring Love     | Topic | 99  | 100 |
| Tue May 31 |            | Chapt. 104    | Orientation | Feedback & Synthesis                    | 101   | Measuring Love     | Topic | 101 | 101 |
| Thu May 31 |            | Chapt. 105    | Orientation | Feedback & Synthesis                    | 102   | Measuring Love     | Topic | 101 | 102 |
| Tue May 31 |            | Chapt. 106    | Orientation | Feedback & Synthesis                    | 103   | Measuring Love     | Topic | 103 | 103 |
| Thu May 31 |            | Chapt. 107    | Orientation | Feedback & Synthesis                    | 104   | Measuring Love     | Topic | 103 | 104 |
| Tue May 31 |            | Chapt. 108    | Orientation | Feedback & Synthesis                    | 105   | Measuring Love     | Topic | 105 | 105 |
| Thu May 31 |            | Chapt. 109    | Orientation | Feedback & Synthesis                    | 106   | Measuring Love     | Topic | 105 | 106 |
| Tue May 31 |            | Chapt. 110    | Orientation | Feedback & Synthesis                    | 107   | Measuring Love     | Topic | 107 | 107 |
| Thu May 31 |            | Chapt. 111    | Orientation | Feedback & Synthesis                    | 108   | Measuring Love     | Topic | 107 | 108 |
| Tue May 31 |            | Chapt. 112    | Orientation | Feedback & Synthesis                    | 109   | Measuring Love     | Topic | 109 | 109 |
| Thu May 31 |            | Chapt. 113    | Orientation | Feedback & Synthesis                    | 110   | Measuring Love     | Topic | 109 | 110 |
| Tue May 31 |            | Chapt. 114    | Orientation | Feedback & Synthesis                    | 111   | Measuring Love     | Topic | 111 | 111 |
| Thu May 31 |            | Chapt. 115    | Orientation | Feedback & Synthesis                    | 112   | Measuring Love     | Topic | 111 | 112 |
| Tue May 31 |            | Chapt. 116    | Orientation | Feedback & Synthesis                    | 113   | Measuring Love     | Topic | 113 | 113 |
| Thu May 31 |            | Chapt. 117    | Orientation | Feedback & Synthesis                    | 114   | Measuring Love     | Topic | 113 | 114 |
| Tue May 31 |            | Chapt. 118    | Orientation | Feedback & Synthesis                    | 115   | Measuring Love     | Topic | 115 | 115 |
| Thu May 31 |            | Chapt. 119    | Orientation | Feedback & Synthesis                    | 116   | Measuring Love     | Topic | 115 | 116 |
| Tue May 31 |            | Chapt. 120    | Orientation | Feedback & Synthesis                    | 117   | Measuring Love     | Topic | 117 | 117 |
| Thu May 31 |            | Chapt. 121    | Orientation | Feedback & Synthesis                    | 118   | Measuring Love     | Topic | 117 | 118 |
| Tue May 31 |            | Chapt. 122    | Orientation | Feedback & Synthesis                    | 119   | Measuring Love     | Topic | 119 | 119 |
| Thu May 31 |            | Chapt. 123    | Orientation | Feedback & Synthesis                    | 120   | Measuring Love     | Topic | 119 | 120 |
| Tue May 31 |            | Chapt. 124    | Orientation | Feedback & Synthesis                    | 121   | Measuring Love     | Topic | 121 | 121 |
| Thu May 31 |            | Chapt. 125    | Orientation | Feedback & Synthesis                    | 122   | Measuring Love     | Topic | 121 | 122 |
| Tue May 31 |            | Chapt. 126    | Orientation | Feedback & Synthesis                    | 123   | Measuring Love     | Topic | 123 | 123 |
| Thu May 31 |            | Chapt. 127    | Orientation | Feedback & Synthesis                    | 124   | Measuring Love     | Topic | 123 | 124 |
| Tue May 31 |            | Chapt. 128    | Orientation | Feedback & Synthesis                    | 125   | Measuring Love     | Topic | 125 | 125 |
| Thu May 31 |            | Chapt. 129    | Orientation | Feedback & Synthesis                    | 126   | Measuring Love     | Topic | 125 | 126 |
| Tue May 31 |            | Chapt. 130    | Orientation | Feedback & Synthesis                    | 127   | Measuring Love     | Topic | 127 | 127 |
| Thu May 31 |            | Chapt. 131    | Orientation | Feedback & Synthesis                    | 128   | Measuring Love     | Topic | 127 | 128 |
| Tue May 31 |            | Chapt. 132    | Orientation | Feedback & Synthesis                    | 129   | Measuring Love     | Topic | 129 | 129 |
| Thu May 31 |            | Chapt. 133    | Orientation | Feedback & Synthesis                    | 130   | Measuring Love     | Topic | 129 |     |



**Guidelines for Presentations**

- ◆ Give us your initials first
- ◆ Visual aids welcomed, but not required
- ◆ Summarize "your" project
  - Research question?
  - Hypothesis/es?
  - Variables?
  - Statistical methods?
  - Findings?
  - Conclusions?

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**Class Survey Project**

- ◆ Think about the Connections
  - See notes from first lecture
  - See handout (linked ~6 times in Canvas)
  - See sequence of (connected?) assignments
- ◆ ONE SURVEY! UNO!
  - NOT YOUR OWN!
  - NOT SOMEONE ELSE'S!
  - NOT PREVIOUS RESEARCH
- ◆ Presentations
  - Count for 4%+ of your grade (see syllabus)
  - Evaluations of them count as the last lab
  - Instructions & Evaluation Info in Canvas

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**Guidelines for Evaluating**

- ◆ You will grade each other, on 5 criteria:
  - Clarity
    - Did you understand what they were doing? Did *they*?
  - Prepared
    - Are they winging it? reading it? Or did they plan ahead for this?
  - Organized
    - Is there a clear introduction, body, & conclusion?
    - Or just random pieces and you can't follow what they're doing?
  - Creative
    - Is it an interesting research question, and/or addressed in an interesting way, and/or presented interestingly? ... Or booo-ring?
  - Professional
    - Do they use stats? The right ones? & interpret them completely? correctly?
- ◆ See the handout on Canvas for that & other info

*Speaking of evaluations...*

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**Overview of Orals Process**

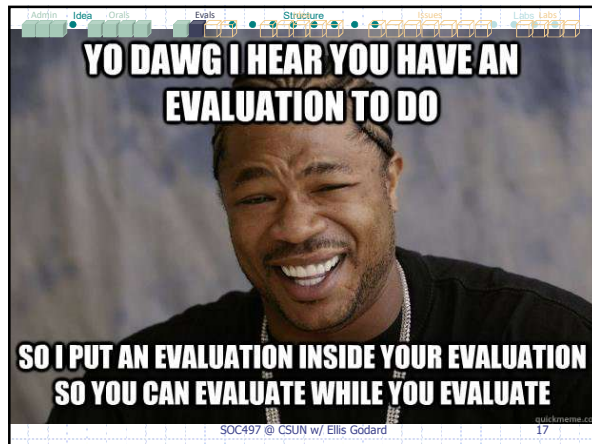
- ◆ **Content**
  - Should present your research project (min = bivariate hypo)
  - Hypo (DV, IV; others?), background, data analysis, results, concs
- ◆ **Grading**
  - Students observing will grade each presentation
  - Five 1-5 scales: Clear? Prepared? Organize? Creative? Professional?
- ◆ **Order**
  - First, voluntary order until no volunteers
  - Then, systematic sampling (k=?), repeatedly cycling thru roll
  - I'll read each name twice; if you don't come up, you get a zero
  - If all names are called b4 time's up, we're done (no more class)
  - If there are still volunteers or names to go, we'll continue in lab

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**Evaluating Evaluations**

- ◆ You're about to do a course evaluation
  - It serves it's purpose, so do the thing
  - But it's a research tool, taking measurements
- ◆ You're now trained to think critically about it
  - You should be able to evaluate them, see problems with them, and image how *you* would do it, if you were in charge
- ◆ For today's lab, you *will* be in charge, re-designing the evaluation to make it better
  - So, while you do it, think about what you'll measure instead, and how, and (most importantly) for whom

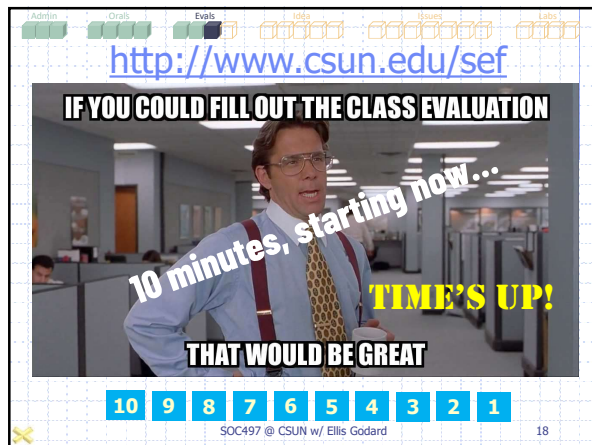
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## Basic Idea of Focus Groups

- ◆ Like surveys or interviews, but
  - Multiple respondents simultaneously
    - Typically 12-15 in one room
    - Best is 7 plus researcher and assistant?
    - Usually don't know each other
  - Relatively unstructured
    - "Guided group discussions"
    - Informal and open-ended, but overall path or goal
    - Some are more structured; others are more self-managed
      - your lab is a bit of both
  - Often *more than* one group
    - So *multiple discussions*, rather than individual respondents (as on surveys)
    - Typically vary demographically (and organized that way)

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## Purpose: When to use them

- ◆ Esp. used in marketing & political research
  - Purpose is usually exploration, not explanation
  - Babbie says not descriptive, though might be (ch.9, pp 248-249)
- ◆ Often temporary, for a specific goal
  - Often crisis- or fad-driven
  - Policy drafts
  - Task forces & committees
- ◆ May be part of a larger process
  - Stakeholder buy-in
    - Building relationships w/ & beyond organization
  - Evaluation preparations
    - Inc. conceptualization
- ◆ Great for exploratory research RE complex issues...

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## Evaluations are Measurements

- ◆ Evaluation Research is a thing
  - See 2<sup>nd</sup> lecture & chapter 1
  - Required in many grants
  - May be part of your job
- ◆ Student vs Peer evaluations
  - Each involves research – each question is a variable
  - Faculty get descriptive stats (mean, median, range, std. dev)
  - But who is the data for?
    - Not students, parents, politicians, public, other depts/schools, etc.
  - And what does it measure?
    - You're asked if the instructor knows the material?
  - Who *should* get the data – & what do they want to know?

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## Example (Szafran #22)

- ◆ Early AIDS research
  - interviewing challenges
- ◆ Previous research about sexual behaviors
  - but not about the dynamics in which occurs
- ◆ Previous focus groups showed feasibility of using them to talk about risk behaviors
- ◆ Organized groups to discuss the issues, and found 4 broad themes:
  1. judgements about riskiness of partners
  2. assessments of personal risk
  3. reasons for unsafe sex, &
  4. beliefs about condoms

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Admin | Orals | Eval | Idea | Issues | Labels

## Other Examples

- ◆ Political organizations (campaigns, PACs, etc.)
  - Theme, design, etc. of a PSA or campaign ad
  - Reactions to ongoing events
- ◆ Agencies (e.g. campus police department)
  - to help determine student needs for safety & security
  - to begin understanding student expectations for use of programs and services
- ◆ Companies
  - Product development
  - Naming of products
  - Price points

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Admin | Orals | Eval | Idea | Issues | Labels

## Advantages of Focus Groups

- ◆ Practical
  - Relatively low cost
  - Speedy results
  - Good for Rs who would likely decline 1-to-1 IVs
- ◆ Methodological
  - Flexible
  - Good to develop IV items for later study
  - High face validity
  - Can highlight issues and concerns neglected by other methods (eg questionnaires), including depth/breadth
- ◆ Ontological: real-life data?
  - "plural voices"
  - questionable - somewhat artificial

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Admin | Orals | Eval | Idea | Issues | Labels

## Structure: How to Organize One

- ◆ Not a random sample
  - Participants usually don't represent any meaningful population
  - Often homogenous, on some characteristic or behavior
    - E.g. those w/ specific health concerns, ethnicity, product pref., etc.
  - Aim for diversity, but don't achieve representativeness
- ◆ Number of groups varies
  - Not limit, though oft only one (esp. if on short notice)
    - Risks sample bias
    - More than one better
      - May be a replication over a few groups, or
      - Might systematically vary each convened group
  - Minimum might vary by topic?
    - 5 on homeless vets
    - 18 on BWL women
    - 52 on media's role in educating the public about HIV risk factors

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Admin | Orals | Eval | Idea | Issues | Labels

## Q3: Which is *not* an advantage?

1. They are relatively quick and cheap  
0%
2. They entail high face validity  
0%
3. They require special skills  
89%
4. They're more comforting for some Rs  
3%
5. None of these are advantages  
8%

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Admin | Orals | Eval | Idea | Issues | Labels

## Q2: How many focus groups should you hold on a topic?

1. You never need more than 1
2. The stats are messy for more than 3
3. Solomon said that you need a four-group comparison
4. There is no logical limit; some studies need more than others
5. None of the above

| Option   | Percentage |
|--|------------|
| 1. You never need more than 1                                    | 67%        |
| 2. The stats are messy for more than 3                           | 3%         |
| 3. Solomon said that you need a four-group comparison            | 0%         |
| 4. There is no logical limit; some studies need more than others | 31%        |
| 5. None of the above   | 0%         |

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## Team Racing Scores

Ditch the shirt  
8.14.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72.73.74.75.76.77.78.79.80.81.82.83.84.85.86.87.88.89.90.91.92.93.94.95.96.97.98.99.100.101.102.103.104.105.106.107.108.109.110.111.112.113.114.115.116.117.118.119.120.121.122.123.124.125.126.127.128.129.130.131.132.133.134.135.136.137.138.139.140.141.142.143.144.145.146.147.148.149.150.151.152.153.154.155.156.157.158.159.160.161.162.163.164.165.166.167.168.169.170.171.172.173.174.175.176.177.178.179.180.181.182.183.184.185.186.187.188.189.190.191.192.193.194.195.196.197.198.199.200.201.202.203.204.205.206.207.208.209.210.211.212.213.214.215.216.217.218.219.220.221.222.223.224.225.226.227.228.229.230.231.232.233.234.235.236.237.238.239.240.241.242.243.244.245.246.247.248.249.250.251.252.253.254.255.256.257.258.259.260.261.262.263.264.265.266.267.268.269.270.271.272.273.274.275.276.277.278.279.280.281.282.283.284.285.286.287.288.289.290.291.292.293.294.295.296.297.298.299.300.301.302.303.304.305.306.307.308.309.310.311.312.313.314.315.316.317.318.319.320.321.322.323.324.325.326.327.328.329.330.331.332.333.334.335.336.337.338.339.340.341.342.343.344.345.346.347.348.349.350.351.352.353.354.355.356.357.358.359.360.361.362.363.364.365.366.367.368.369.370.371.372.373.374.375.376.377.378.379.380.381.382.383.384.385.386.387.388.389.390.391.392.393.394.395.396.397.398.399.400.401.402.403.404.405.406.407.408.409.410.411.412.413.414.415.416.417.418.419.420.421.422.423.424.425.426.427.428.429.430.431.432.433.434.435.436.437.438.439.440.441.442.443.444.445.446.447.448.449.450.451.452.453.454.455.456.457.458.459.460.461.462.463.464.465.466.467.468.469.470.471.472.473.474.475.476.477.478.479.480.481.482.483.484.485.486.487.488.489.490.491.492.493.494.495.496.497.498.499.500.501.502.503.504.505.506.507.508.509.510.511.512.513.514.515.516.517.518.519.520.521.522.523.524.525.526.527.528.529.530.531.532.533.534.535.536.537.538.539.540.541.542.543.544.545.546.547.548.549.550.551.552.553.554.555.556.557.558.559.560.561.562.563.564.565.566.567.568.569.570.571.572.573.574.575.576.577.578.579.580.581.582.583.584.585.586.587.588.589.590.591.592.593.594.595.596.597.598.599.600.601.602.603.604.605.606.607.608.609.610.611.612.613.614.615.616.617.618.619.620.621.622.623.624.625.626.627.628.629.630.631.632.633.634.635.636.637.638.639.640.641.642.643.644.645.646.647.648.649.650.651.652.653.654.655.656.657.658.659.660.661.662.663.664.665.666.667.668.669.670.671.672.673.674.675.676.677.678.679.680.681.682.683.684.685.686.687.688.689.690.691.692.693.694.695.696.697.698.699.700.701.702.703.704.705.706.707.708.709.710.711.712.713.714.715.716.717.718.719.720.721.722.723.724.725.726.727.728.729.730.731.732.733.734.735.736.737.738.739.740.741.742.743.744.745.746.747.748.749.750.751.752.753.754.755.756.757.758.759.760.761.762.763.764.765.766.767.768.769.770.771.772.773.774.775.776.777.778.779.780.781.782.783.784.785.786.787.788.789.790.791.792.793.794.795.796.797.798.799.800.801.802.803.804.805.806.807.808.809.810.811.812.813.814.815.816.817.818.819.820.821.822.823.824.825.826.827.828.829.830.831.832.833.834.835.836.837.838.839.840.841.842.843.844.845.846.847.848.849.850.851.852.853.854.855.856.857.858.859.860.861.862.863.864.865.866.867.868.869.870.871.872.873.874.875.876.877.878.879.880.881.882.883.884.885.886.887.888.889.890.891.892.893.894.895.896.897.898.899.900.901.902.903.904.905.906.907.908.909.910.911.912.913.914.915.916.917.918.919.920.921.922.923.924.925.926.927.928.929.930.931.932.933.934.935.936.937.938.939.940.941.942.943.944.945.946.947.948.949.950.951.952.953.954.955.956.957.958.959.960.961.962.963.964.965.966.967.968.969.970.971.972.973.974.975.976.977.978.979.980.981.982.983.984.985.986.987.988.989.990.991.992.993.994.995.996.997.998.999.1000.1001.1002.1003.1004.1005.1006.1007.1008.1009.1010.1011.1012.1013.1014.1015.1016.1017.1018.1019.1020.1021.1022.1023.1024.1025.1026.1027.1028.1029.1030.1031.1032.1033.1034.1035.1036.1037.1038.1039.1040.1041.1042.1043.1044.1045.1046.1047.1048.1049.1050.1051.1052.1053.1054.1055.1056.1057.1058.1059.1060.1061.1062.1063.1064.1065.1066.1067.1068.1069.1070.1071.1072.1073.1074.1075.1076.1077.1078.1079.1080.1081.1082.1083.1084.1085.1086.1087.1088.1089.1090.1091.1092.1093.1094.1095.1096.1097.1098.1099.1100.1101.1102.1103.1104.1105.1106.1107.1108.1109.1110.1111.1112.1113.1114.1115.1116.1117.1118.1119.1120.1121.1122.1123.1124.1125.1126.1127.1128.1129.1130.1131.1132.1133.1134.1135.1136.1137.1138.1139.1140.1141.1142.1143.1144.1145.1146.1147.1148.1149.1150.1151.1152.1153.1154.1155.1156.1157.1158.1159.1160.1161.1162.1163.1164.1165.1166.1167.1168.1169.1170.1171.1172.1173.1174.1175.1176.1177.1178.1179.1180.1181.1182.1183.1184.1185.1186.1187.1188.1189.1190.1191.1192.1193.1194.1195.1196.1197.1198.1199.1200.1201.1202.1203.1204.1205.1206.1207.1208.1209.1210.1211.1212.1213.1214.1215.1216.1217.1218.1219.1220.1221.1222.1223.1224.1225.1226.1227.1228.1229.1230.1231.1232.1233.1234.1235.1236.1237.1238.1239.1240.1241.1242.1243.1244.1245.1246.1247.1248.1249.1250.1251.1252.1253.1254.1255.1256.1257.1258.1259.1260.1261.1262.1263.1264.1265.1266.1267.1268.1269.1270.1271.1272.1273.1274.1275.1276.1277.1278.1279.1280.1281.1282.1283.1284.1285.1286.1287.1288.1289.1290.1291.1292.1293.1294.1295.1296.1297.1298.1299.1300.1301.1302.1303.1304.1305.1306.1307.1308.1309.1310.1311.1312.1313.1314.1315.1316.1317.1318.1319.1320.1321.1322.1323.1324.1325.1326.1327.1328.1329.1330.1331.1332.1333.1334.1335.1336.1337.1338.1339.1340.1341.1342.1343.1344.1345.1346.1347.1348.1349.1350.1351.1352.1353.1354.1355.1356.1357.1358.1359.1360.1361.1362.1363.1364.1365.1366.1367.1368.1369.1370.1371.1372.1373.1374.1375.1376.1377.1378.1379.1380.1381.1382.1383.1384.1385.1386.1387.1388.1389.1390.1391.1392.1393.1394.1395.1396.1397.1398.1399.1400.1401.1402.1403.1404.1405.1406.1407.1408.1409.1410.1411.1412.1413.1414.1415.1416.1417.1418.1419.1420.1421.1422.1423.1424.1425.1426.1427.1428.1429.1430.1431.1432.1433.1434.1435.1436.1437.1438.1439.1440.1441.1442.1443.1444.1445.1446.1447.1448.1449.1450.1451.1452.1453.1454.1455.1456.1457.1458.1459.1460.1461.1462.1463.1464.1465.1466.1467.1468.1469.1470.1471.1472.1473.1474.1475.1476.1477.1478.1479.1480.1481.1482.1483.1484.1485.1486.1487.1488.1489.1490.1491.1492.1493.1494.1495.1496.1497.1498.1499.1500.1501.1502.1503.1504.1505.1506.1507.1508.1509.1510.1511.1512.1513.1514.1515.1516.1517.1518.1519.1520.1521.1522.1523.1524.1525.1526.1527.1528.1529.1530.1531.1532.1533.1534.1535.1536.1537.1538.1539.1540.1541.1542.1543.1544.1545.1546.1547.1548.1549.1550.1551.1552.1553.1554.1555.1556.1557.1558.1559.1560.1561.1562.1563.1564.1565.1566.1567.1568.1569.1570.1571.1572.1573.1574.1575.1576.1577.1578.1579.1580.1581.1582.1583.1584.1585.1586.1587.1588.1589.1590.1591.1592.1593.1594.1595.1596.1597.1598.1599.1600.1601.1602.1603.1604.1605.1606.1607.1608.1609.1610.1611.1612.1613.1614.1615.1616.1617.1618.1619.1620.1621.1622.1623.1624.1625.1626.1627.1628.1629.1630.1631.1632.1633.1634.1635.1636.1637.1638.1639.1640.1641.1642.1643.1644.1645.1646.1647.1648.1649.1650.1651.1652.1653.1654.1655.1656.1657.1658.1659.1660.1661.1662.1663.1664.1665.1666.1667.1668.1669.1670.1671.1672.1673.1674.1675.1676.1677.1678.1679.1680.1681.1682.1683.1684.1685.1686.1687.1688.1689.1690.1691.1692.1693.1694.1695.1696.1697.1698.1699.1700.1701.1702.1703.1704.1705.1706.1707.1708.1709.1710.1711.1712.1713.1714.1715.1716.1717.1718.1719.1720.1721.1722.1723.1724.1725.1726.1727.1728.1729.1730.1731.1732.1733.1734.1735.1736.1737.1738.1739.1740.1741.1742.1743.1744.1745.1746.1747.1748.1749.1750.1751.1752.1753.1754.1755.1756.1757.1758.1759.1760.1761.1762.1763.1764.1765.1766.1767.1768.1769.1770.1771.1772.1773.1774.1775.1776.1777.1778.1779.1780.1781.1782.1783.1784.1785.1786.1787.1788.1789.1790.1791.1792.1793.1794.1795.1796.1797.1798.1799.1800.1801.1802.1803.1804.1805.1806.1807.1808.1809.1810.1811.1812.1813.1814.1815.1816.1817.1818.1819.1820.1821.1822.1823.1824.1825.1826.1827.1828.1829.1830.1831.1832.1833.1834.1835.1836.1837.1838.1839.1840.1841.1842.1843.1844.1845.1846.1847.1848.1849.1850.1851.1852.1853.1854.1855.1856.1857.1858.1859.1860.1861.1862.1863.1864.1865.1866.1867.1868.1869.1870.1871.1872.1873.1874.1875.1876.1877.1878.1879.1880.1881.1882.1883.1884.1885.1886.1887.1888.1889.1890.1891.1892.1893.1894.1895.1896.1897.1898.1899.1900.1901.1902.1903.1904.1905.1906.1907.1908.1909.1910.1911.1912.1913.1914.1915.1916.1917.1918.1919.1920.1921.1922.1923.1924.1925.1926.1927.1928.1929.1930.1931.1932.1933.1934.1935.1936.1937.1938.1939.1940.1941.1942.1943.1944.1945.1946.1947.1948.1949.1950.1951.1952.1953.1954.1955.1956.1957.1958.1959.1960.1961.1962.1963.1964.1965.1966.1967.1968.1969.1970.1971.1972.1973.1974.1975.1976.1977.1978.1979.1980.1981.1982.1983.1984.1985.1986.1987.1988.1989.1990.1991.1992.1993.1994.1995.1996.1997.1998.1999.2000.2001.2002.2003.2004.2005.2006.2007.2008.2009.2010.2011.2012.2013.2014.2015.2016.2017.2018.2019.2020.2021.2022.2023.2024.2025.2026.2027.2028.2029.2030.2031.2032.2033.2034.2035.2036.2037.2038.2039.2040.2041.2042.2043.2044.2045.2046.2047.2048.2049.2050.2051.2052.2053.2054.2055.2056.2057.2058.2059.2060.2061.2062.2063.2064.2065.2066.2067.2068.2069.2070.2071.2072.2073.2074.2075.2076.2077.2078.2079.2080.2081.2082.2083.2084.2085.2086.2087.2088.2089.2090.2091.2092.2093.2094.2095.2096.2097.2098.2099.2100.2101.2102.2103.2104.2105.2106.2107.2108.2109.2110.2111.2112.2113.2114.2115.2116.2117.2118.2119.2120.2121.2122.2123.2124.2125.2126.2127.2128.2129.2130.2131.2132.2133.2134.2135.2136.2137.2138.2139.2140.2141.2142.2143.2144.2145.2146.2147.2148.2149.2150.2151.2152.2153.2154.2155.2156.2157.2158.2159.2160.2161.2162.2163.2164.2165.2166.2167.2168.2169.2170.2171.2172.2173.2174.2175.2176.2177.2178.2179.2180.2181.2182.2183.2184.2185.2186.2187.2188.2189.2190.2191.2192.2193.2194.2195.2196.2197.2198.2199.2200.2201.2202.2203.2204.2205.2206.2207.2208.2209.2210.2211.2212.2213.2214.2215.2216.2217.2218.2219.2220.2221.2222.2223.2224.2225.2226.2227.2228.2229.2230.2231.2232.2233.2234.2235.2236.2237.2238.2239.2240.2241.2242.2243.2244.2245.2246.2247.2248.2249.2250.2251.2252.2253.2254.2255.2256.2257.2258.2259.2260.2261.2262.2263.2264.2265.2266.2267.2268.2269.2270.2271.2272.2273.2274.2275.2276.2277.2278.2279.2280.2281.2282.2283.2284.2285.2286.2287.2288.2289.2290.2291.2292.2293.2294.2295.2296.2297.2298.2299.2300.2301.2302.2303.2304.2305.2306.2307.2308.2309.2310.2311.2312.2313.2314.2315.2316.2317.2318.2319.2320.2321.2322.2323.2324.2325.2326.2327.2328.2329.2330.2331.2332.2333.2334.2335.2336.2337.2338.2339.2340.2341.2342.2343.2344.2345.2346.2347.2348.2349.2350.2351.2352.2353.2354.2355.2356.2357.2358.2359.2360.2361.2362.2363.2364.2365.2366.2367.2368.2369.2370.2371.2372.2373.2374.2375.23

Admin Orals Eval Ideas Issues Labs

## Practical Problems

- ◆ Requires special skills
  - communicative, organizational, leadership
- ◆ Some Rs get smothered
- ◆ Difficult to assemble groups
  - esp. good ones
- ◆ Need conducive environment
  - Quiet, pleasant, well lit, etc.
- ◆ Better equipped, better results
  - Room, a/v equipment, conference-style seating, easels/boards, waiting areas

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Admin Orals Eval Ideas Issues Labs

## Lab Continuity Notes

- ◆ Previous labs
  - Designing survey questions to ask others
  - To be used in a structured format
    - Questions & Answers in same order for everyone
    - Mostly closed-ended questions (responses listed)
- ◆ Today's lab, two aspects
  - Focus group questions are partly unstructured
    - Open-ended, loose order
  - But will ultimately construct *structured* survey
    - A student evaluation instrument that we'll use later
- ◆ Ahem, camera, Ellis...

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Admin Orals Eval Ideas Issues Labs

## Methodological Problems

- ◆ Confidentiality problem
  - Can have agreement included w/ consent form, but cant monitor compliance
- ◆ Private matters better measured in 1-on-1 or self-admin
- ◆ Polarization effect
  - Attitudes may become more extreme via discussion
- ◆ Less control (statistical, sampling, etc.)
- ◆ Difficult to analyze / Limited generalizability
  - Inappropriate to analyze frequencies w/i specific categories b/c group setting
  - Instead, extract & interpret descriptive statements; look for themes, & organize quotations into categories

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Admin Orals Eval Ideas Issues Labs

## Lab Exercise

- ◆ You will be conducting a focus group ... sorta
  - You'll critically evaluate existing student course evaluations, and then create questions for a new one
- ◆ There's a handout in Canvas, but you don't need it
  - Email me the answers to your questions, and the questions (that are part of your answers), like you did for the survey
  - Also like the survey, I'll combine all questions I receive into one large course evaluation, which I'll post online in a week or two
- ◆ 3 Key questions – the only ones I need answers to:
  - *Who* is the evaluation data for?
  - *What* matters to them?
  - *How* do you measure *that*?
- ◆ Larger groups okay – 1 secretary for every 3 students
- ◆ Email me your questions (formatted!!), just like lab 14

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Admin Orals Eval Ideas Issues Labs

## Q4: What's not true about focus groups?

1. Good for developing buy-in  
0%
2. Good for pre-evaluation exploration  
3%
3. Often crisis-driven & temporary  
5%
4. They can be quick & cheap  
0%
5. They usually include random samples  
92%

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Admin Orals Eval Ideas Issues Labs

## Q5. Which one is me?

- 1.
- 2.
- 3.
- 4.

100%

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AdminOralsExptsToksRoundLabs

Team Scores

| Points | Team                       | Points | Team |
|--------|----------------------------|--------|------|
| 4.14   | Wear this shirt<br>ever... |        |      |
| 3.67   | Ditch the shirt &<br>ju... |        |      |
| 3.38   | Wear a tie with<br>this... |        |      |