

Focus Groups – Teaching Plan

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- I. What is a Focus Group?
 - Ask if anyone has been a part of a focus group - have them share the experience
 - If not, ask audience, “What is your perception of a focus group?”
 - A. Describe 5 characteristics of a focus group from publication.
 - B. Describe 8 uses of a focus group from publication.
- II. Selecting Participants
 - A. Emphasize that focus group members **ALL** have some characteristic in common.
 - B. Ask for descriptions or examples of focus groups which might be utilized in Extension. (See publication for examples)
- III. Getting People to Attend
 - A. Emphasize the 4 points in publication.
 - B. These are critical to getting participation and **ALL** four must be followed.
 - C. Discuss length of focus group and environment
- IV. Types of Questions
 - A. The development of a set of questions is the foundation for a productive focus group experience
 - B. Share examples of opening questions, introductory questions, transition questions, key questions and ending questions. (see publication)
- V. Moderating the Focus Group
 - A. Discuss/share characteristics of effective moderators (see publication)
 - B. Share example of introductory statement (see publication)
 - C. Discuss taping and taking notes
- VI. Summary
 - Distribute *Checklist for Focus Group Interviews* from publication