



FOCUS GROUP INTERVIEW GUIDELINES

Role of Interviewer

- Ask enough questions or probes to be sure question is answered
- Make questions specific; not abstract or philosophical
- Offers reinforcement to keep a discussion going
- Be directive by administering a structured or partially structured question format

Important Reminders

- Quality and sequence of questions is important
- 10 to 12 questions are adequate for 2hr session or 5 to 6 for one-hour session
- Honor the participants. Be cautious of assumptions you make about their experiences and views. Do not exhibit a condescending attitude

Follow these steps

1. Have a copy of questions in hand, a pen for writing participants' name and a watch to end session on time.
2. Pre-arrange room so that participants and moderator have eye contact with one-another
3. Explain to participants the purpose of the focus group, what you will do with the results and the rules
Rules include:
 - Everyone's opinion is valuable
 - Speak one at a time
 - Everyone must participate (will call on people if they don't speak up)
 - If tape recorder is involved, ask permission to use it
 - Explain that the discussion is confidential; Use only first names throughout session
4. Ask if there are any questions about the purpose and rules then begin discussion by having participants and moderator (& note-taker, if there is one) introduce self. If there is time to "break the ice" do a short ice-breaker such as during the introductions have participants say their favorite TV show as a kid.
5. Begin discussion.