Focus Group

Give an introduction to the focus group participants that presents the survey, its purpose, what will be expected of them, who you are, and how long the focus group will last.

Administer paper and pencil copies of the survey to focus group participants. Answer questions as needed. Record any interesting observations of the participants taking the survey.

Record the time when the first person completes the survey. Record the time when the last person completes the survey.

Focus Group Questions:

1. Was the title appropriate for the survey?

2. Was the survey structured in a professional fashion?

3. Was the language understandable?

4. Did anything need to be further explained or defined?

5. Did the introduction given you enough information to give informed consent?

6. Did the instructions give you the information you needed to complete the survey items?

7. Did the response sets make sense for the survey item stems?

8. Were the response sets precise enough to get a good measure of your perception?

9. Were the demographic questions appropriate for purposes of the survey?

10. Was the time to complete the survey too long? Too short?

11. What was not covered in regards to the construct?

12. What can be taken out of the survey in regards to content?

13. What should added to the survey in regards to content?

14. What is your general reaction after taking the survey?

15. Do you believe that people like yourselves would be interested in taking the survey?

16. What are the best times of the day to send out surveys to members of the population?

17. What modes of administration are best for the population?

18. How do members of the population perceive the construct?

19. How can we better measure for the construct?

Open the floor for comments and discussion with each question utilized. Ask focus group members to clarify perceptions and thoughts. Reflect and summarize what is said by group members. Have a paper copy of the survey so that you can take notes during the focus group. Record the focus group using audiovisual equipment if available. Thank the focus group participants for their time and interest!