

[Project Name]

Focus Group Moderator Guide

[Tip: look for square brackets to update this template with your content]

Date: _____

Moderator: _____

Focus Group Details

[Include details of the focus group to reference.]

[Example:

- Focus groups will be [1-1.5 hours] in length
- The number of the participants will be between [4 - 8 people] in each group
- The moderator will facilitate the discussion, not lead it
- Focus groups will be audio recorded and transcribed afterward
- Findings will be included in an evaluation report delivered to [Organization]

Sample Focus Group Guide

Marcel A. Müller



Sample Focus Group Guide:

The Focus Group Guidebook David L. Morgan, Richard A. Krueger, Jean A. King, 1998 The Focus Group Guide book is part of the six volume Focus Group Kit which offers the information needed to conduct a state of the art focus group from the initial planning stages through to analysing and reporting the data The Focus Group Research Handbook Holly Edmunds, 2000-05-22 The Focus Group Research Handbook is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies and comprehensively outlines the steps you ll need to follow to implement and then analyze focus group research From designing research vendor questionnaires to selecting an effective moderator from analyzing results to turning those results into workplace gains this book will provide you with all the tools and tips you ll need to simplify the focus group process The Fieldstone Alliance Nonprofit Guide to Conducting Successful Focus Groups Judith Sharken Simon, Amherst H Wilder Foundation, 1999-01-15 Practical and easy to use Conducting Successful Focus Groups gives you the practical guidance to do focus groups using little more than staff or volunteer time and the cost of refreshments In ten easy to follow steps you ll learn how to plan and conduct focus groups and most importantly how to put the results into action 1 Create a focused purpose statement 2 Set up a realistic timeline 3 Decide who and how many participants to invite 4 Generate questions that ll get the information you need 5 Write a focus group script 6 Choose a facilitator 7 Find a location that puts people at ease 8 Run the focus group 9 Put the results into action Each step is followed by a task statement that sums up what you need to do before moving on Examples worksheets answers to frequently asked questions and an annotated bibliography make the job even easier People feel flattered when you ask for their opinions in fact most love to tell you what they think With Conducting Successful Focus Groups you ll have the tools to use focus groups effectively and make better informed plans Focus Groups Richard A. Krueger, Mary Anne Casey, 2009 The Fourth Edition of the bestselling Focus Groups A Practical Guide for Applied Research offers an easy to ready overview of sound focus group practices Authors Richard A Krueger Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews The process depicted is unbiased non judgmental and is respectful of all views It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders customers and employees This book cuts through the theory and gives hand on advice to those who are seeking to actually conduct a focus group It is most helpful for conducting focus groups for research or evaluation with public non profit educational health human service and religious organizations Key Features Offers the latest on telephone and Internet focus groups Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results Gives solid information on organizational focus groups Presents ways on how to recruit participants to the focus group Contains a number of practical tips that actually work It is written for the person who has to

plan recruit develop questions moderate analyze and report the results Incorporates icons throughout the book that offer tips examples additional resources and others bits of practical information Intended Audience This book is appropriate for a variety of research methods and evaluation courses in departments such as education sociology political science journalism business marketing public administration and public health Understanding Focus Group Discussions Monique M. Hennink, 2014 This volume guides readers on practical and theoretical considerations in conducting focus group research Separate chapters are devoted to writing focus group methods and presenting findings Strategies for assessing the quality of focus group research are included and case study examples of field research are provided throughout **Developing Questions for Focus Groups** David L. Morgan, Richard A. Krueger, Jean A. King, 1998 Volume 3 of this series describes a practical process for identifying powerful themes offers a clear strategy for translating these themes into questions It also makes the process of developing good questions a practical proposition **Focus Groups** Gloria E. Bader, Catherine A. Rossi, 1998 **Creating the Viewer** Justin Wyatt, 2024-04-23 A study of the largely hidden world of primary media market research and the different methods used to understand how the viewer is pictured in the industry The first book on the intersection between market research and media *Creating the Viewer* takes a critical look at media companies studies of television viewers the assumptions behind these studies and the images of the viewer that are constructed through them Justin Wyatt examines various types of market research including talent testing pilot testing series maintenance brand studies and new show ideation providing examples from a range of programming including news sitcoms reality shows and dramas He looks at brand studies for networks such as E and examines how the brands of individuals such as showrunner Ryan Murphy can be tested Both an analytical and practical work the book includes sample questionnaires and paths for study moderators and research analysts to follow Drawn from over fifteen years of experience in research departments at various media companies *Creating the Viewer* looks toward the future of media viewership discussing how the concept of the viewer has changed in the age of streaming how services such as Netflix view market research and how viewers themselves can shift the industry through their media choices behaviors and activities *Making Health Communication Programs Work (rev. Ed.)* Elaine Bratic Arkin, 2009-05 A revision of the original *Making Health Communication Programs Work* first printed in 1989 which the Nat Cancer Inst NCI developed to guide communication program planning During the 25 years that NCI has been involved in health communication ongoing evaluation of their communication programs has affirmed the value of using specific communication strategies to promote health and prevent disease Research and practice continue to expand the NCI's understanding of the principles and techniques that provide a sound foundation for successful health communication programs This revision updates communication planning guidelines to account for advances in knowledge and technology during the past decade **Program Evaluation in School Counseling** Michael S. Trevisan, John C. Carey, 2020-02-28 *Program Evaluation in School Counseling* is the first book on program evaluation that looks to the field and

literature of program evaluation and then relates methods procedures and practices back to the practice of school counseling. Written by two accomplished authors who teamed up to build evaluation capacity among school and school based counselors internationally, the book highlights their interdisciplinary work covering many years and several continents. Based on the authors' model for teaching program evaluation and their research on school counselor competence in program evaluation, this concise, clear, and practical guide supports the continuing professional development of school counselors through training workshops and self study. This book addresses the program evaluation knowledge, skills, and understandings that school based counselors are expected to use in line with the CACREP 2016 Standards. The book is intended as a companion text for university courses in research methods and/or in the organization and administration of counseling services. It is also appropriate as a self study guide to help practicing school counselors develop expertise in evaluation.

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