

Focus Group Discussion

Content: What is Focus Group, The purpose of focus group discussion, Advantages of focus groups, Focus group method, Critical Points for Preparation, How to conduct Focus Group Discussion, Taking Tips for Focus Groups

1. What is Focus Group ?

- It's a qualitative research where questions are asked about their perceptions attitudes, beliefs, opinion or ideas.
- It involves gathering people from similar backgrounds or experiences together to **discuss** a specific topic of interest.

2. Purpose: The main purpose is to provide data to enhance change or create or improve a product or service targeted at a key customer group.

3. Advantages of FGD:

- Useful to obtain detailed information about the groups, feelings, perceptions and opinions
- Can save time and money as compared to one to one interview
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4. Method

- It typically consists of a small number of participants, usually about six to 12, from within a company's target market, any specific group like Mothers about child rearing, College Girls on fashion, carrier, tourists about a place.
- An example can be also adolescent girls and mothers or parents on vaccine against cervical cancer

5. Preparation for the FGD

- Locate your study idea, concept, goal
- Determine what and how much of information you need?
- List out the content
- Identify the population/the group
- Select a venue where there is privacy
- Better to have audio recording
- If you need can have video too
- Take consent from the group individually
- Prepare key points for lead and probe, use some pictures, and live examples

6. How to conduct Focus Group Discussion

- Thank people for coming.
- Review the purpose of the group, and the goals of the meeting
- Go over the flow of the meeting -- how it will proceed, and how the members can contribute. ...
- Set the tone
- Ask an opening question
- Make sure that all opinions on that question get a chance to be heard.



7. Taking Tips for Focus Groups



- Designate one person (not a participant) to be the note-taker at each focus group. ...
- Capture verbatim notes and record the conversation using a digital recorder. ...
- Ask for clarification if you do not understand something. ...
- Keep time for the facilitator. ...
- Write down contextual notes about the focus group.
- Use pictures also if it is helpful

Source:

<https://www.herd.org.np › frontend › 1485497050-Focus Group Discussion>

Definition of a Focus Group

- ❑ Focus Group Discussions (FGDs) are defined as semi structured group discussions, which yield qualitative data on the community level by facilitating interaction between participants.
- ❑ The aim of the FGD is to facilitate interaction and thereby produce, via snowballing of thoughts, deeper insights.
- ❑ FGDs provide information on a group/community level. Perspectives of individuals or households are not part of the focus. The strength of an FGD is the forum it creates for discussion between participants, thus eliciting new ideas and explanations, which would not have come up during an individual or a household interview.



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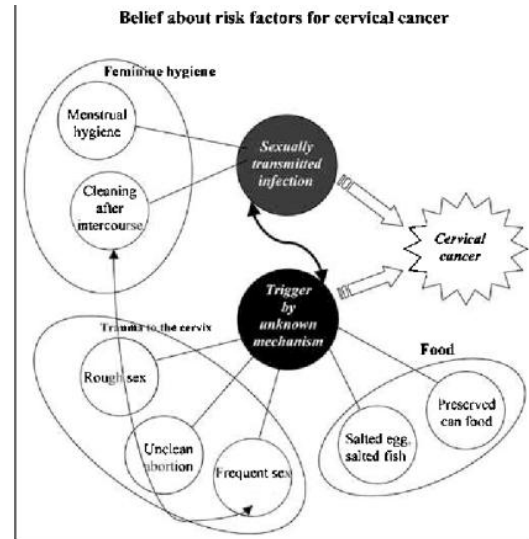


Fig. 3 Illustration of interlinking and linkage between different

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