A Deeper Look at Focus Groups: Best Practices and Strategies for Success

A focus group is a form of qualitative research consisting of interviews in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging ("Focus Group", n.d.). At Texas State, focus groups are often part of departmental assessment plans to collect data about user needs, customer satisfaction, and learning outcomes.

This workshop will help participants develop advanced skills in planning and implementing focus groups, and analyzing and reporting focus group results effectively. The presenters will share experiences with conducting focus groups on campus and will present best practices and strategies for participant recruitment, moderator training, and managing group dynamics as well as reporting results.

This workshop is best suited for those who have some knowledge of the basic conduct of focus groups, but who are looking for more in-depth information and an opportunity to develop advanced skills.