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A practical and authoritative guide to conducting focus group discussions in health and social science research, with particular emphasis on

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A Practical Guide to
Focus-Group Research

ROSANNA L. BREEN

Faculty of Education,
University of

Technology, Sydney,

Australia ABSTRACT

This article guides
readers through the

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decisions and considerations involved in conducting focus-group research investigations into students' learning experiences.

A Practical Guide to Focus-Group Research

Traditionally, focus group research is “a way of collecting qualitative data, which—essentially— involves engaging a

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small number of people
in an informal group
discussion (or
discussions), 'focused'
around a particular
topic or set of issues"
(Wilkinson, 2004, p.
177).

A Qualitative Framework for Collecting and ... - Research

Participate in a paid
focus group, test new
products, taste new
snacks and beverages,

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take online surveys,
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panel today to begin
receiving invitations for
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Focus groups are led
by a moderator who is
responsible to ensure
that group discussions
remain focused on the
research area.

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Advantages of focus groups include the possibility of obtaining primary data through non-verbal channels, as well as, verbal channels and approaching the research area from various perspectives.

Focus Groups - Research-Methodology

This paper introduces focus group methodology and discusses its relevance

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to those researching health care provision. As a qualitative data collection technique, the focus group has advantages over other qualitative methods, such as the in-depth interview and the nominal group technique.

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Focus groups are a
form of qualitative
research that is
commonly used in

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product marketing and marketing research, but it is a popular method within sociology as well.

During a focus group, a group of individuals—usually 6-12 people—is brought together in a room to engage in a guided discussion of a topic.

How to Use Focus Groups in Marketing Research

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focus group has individuals with characteristics of the overall population and can contribute to helping the research gain a greater understanding of the topic. A focus group is most effective with 7-12 participants. This is the optimal size to

Methodology Brief: Introduction to Focus Groups

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Strategic Insights

This article has outlined the main features of focus group research, paying particular attention to the benefits of

interaction and group dynamics which only this method can offer.

Practical

considerations and the time it takes to

conduct focus group research may

discourage many from attempting to collect

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data using this
method.
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