

RESEARCH PROJECT USING QUALITATIVE RESEARCH METHODS

Focus group

Read Popov 34 and Crane 355–356. Familiarize yourselves with **focus group** and start to plan it. Focus group is a type of a **semi-structured** interview.

- What is your **research question**? What do you want to find out?
- What kind of **sampling method** is suitable for your needs?
 - *THREE participants are enough for your focus group, but if you can, you can try to gather a sample group of 6-10 people.*
- How can you avoid **interviewer effect** in your focus group? (Crane 357–358).
- Compile simple **interview guide** with appropriate **questions** (Crane 358). *Don't create too many questions!*
- Choose the way you are going to **record** and **transcribe** at least part of the focus group discussion (Popov 33; Crane 358–359).
- How can you establish a **rapport** with your participants? (Crane 359)
- How can you be as good as interviewer as possible? (Crane 359–360)

INSTRUCTION CONTINUE ON THE NEXT PAGE

After you have planned your focus group, implement it and analyse the data:

- *Transcribe at least part of your focus group discussions.* The part doesn't have to be long. One small paragraph is enough.
- Analyse the transcript with **interpretative phenomenological analysis** (Crane 360–362) and/or **inductive content analysis** (Popov 34-35). *Try to interpret the participants' experiences* with these methods. You may want to use the four-stage strategy mentioned in Crane and/or the five steps method in Popov.

After you have analysed your data, compile a small research report in the form of a Word document and upload it to ManageBac. The research report should contain the following:

- Explanation of the *research question* and *aim* of your study.
- Description and justification of the sampling method (*procedure*).
- Description and justification of the interview method (semi-structured, unstructured or narrative interview / *procedure*).
- Examples of the interview questions and transcriptions (*procedure*).
- Description, examples and interpretation of the collected data (*results*).
- Reflection related to rapport and reflexivity (*evaluation*).
- You can use the *aim-procedure-results-conclusions-evaluation* template in your interview reports

After the research report is ready, small peer-review groups will be formed during the lessons. Prepare to present your research report to others within this peer-review group. In addition, prepare to read and listen at least one report and give feedback to the maker(s).