



HOW TO LEAD A FOCUS GROUP

OREGON STUDENT VOICE

Focus groups are a key component in being able to accurately represent a demographic and analyze quantitative data in a more meaningful way. In conducting a focus group, you will have a small group of at least 5 participants and you facilitate a discussion and pose questions to the group.

one

Introduce yourself. When conducting a focus group it is important to establish a safe and welcoming environment. By introducing yourself and OSV, it not only gives participants a sense of the work we do, but also creates a more personable relationship.

two

Set group norms and expectations. As focus groups are a form of data collection, it is important to set the tone of the environment to ensure there is consistency amongst your groups. You also want participants to feel comfortable in opening to you as well as the rest of the group.

three

Explain the topic for the focus group and its importance. This is a vital step in conducting a focus group because as a discussion-based forum, it can be easy to get off topic and produce information that may not necessarily correlate to the work of OSV.

four

Facilitate a discussion. Depending on the size of your group there are two ways to facilitate discussion: (1) pose a question to the group and have participants share out their responses or (2) pose a question and have them share with a partner or small group and then have people share out.

five

Allow space for everyone. Just because some people may have similar experiences to you does not mean everyone will. You must allow yourself to welcome the experiences of those who have different backgrounds than you. Understand that the experiences you are not accustomed to can be just as different to your peers and you want to make a space which allows them to express themselves comfortably.

six

Record written responses to discussion questions. Provide your focus group participants with the questions or topics discussed during the forum in order to collect a record of the responses and ensure that perspectives are thoroughly considered.

seven

Collect feedback from group members. After the forum has been conducted, it is important to receive feedback from the focus group members as a way to address and analyze any external variable affected the data collected as well as a way to improve the logistics of the forum. The feedback provided from participants can also contribute to OSV members fostering a more inclusive and equitable experience for a diverse group of students.