MUNI
FSS

QUALITATIVE METHODS IMPLEMENTATION:

FOCUS-GROUP DISCUSSIONS

SOCB2506:
APPLYING SOCIOLOGY - QUALITATIVE METHODS

20th of
March

2023

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Please, prepare 5 minutes presentation on your project design.

Other participants: what qualitative theory does the participant use?
What kind of method(s) she/he will use?
Are they are reasonable? What do you advise?

WHAT ARE THE MAIN FEATURES?

focus group A group of subjects interviewed together, prompting a discussion. The technique is frequently used by market researchers, who ask a group of consumers to evaluate a product or discuss a type of commodity, for example.

In a focus group, typically **12 to 15 people are** brought together in a room to engage in a guided discussion of some topic—in this case, the ac-ceptability and salability of the Compulator. The subjects are selected on the basis of relevance to the topic under study. Given the likely cost of the Compulator, your focus group participants would probably be limited to upper-income groups, for example. Other, similar considerations might fi g-ure into the selection.

Participants in focus groups are not likely to be chosen through rigorous, probability sampling methods. This means that the participants do not statistically represent any meaningful population. However, the purpose of the study is to explore rather than to describe or explain in any defi ni-tive sense.

1. The technique is a socially oriented research method capturing real-life data in a social environment.
2. It has fl exibility.
3. It has high face validity.
4. It has speedy results.
5. It is low in cost. —(1988:47)

1. Focus groups afford the researcher less control than individual interviews.
2. Data are difficult to analyze.
3. Moderators require special skills.
4. Difference between groups can be troublesome.
5. Groups are difficult to assemble.
6. The discussion must be conducted in a condu-cive environment. —(1988:44–45)

WHAT ARE THE PURPOSES OF THE FGDs?

THANK YOU! AND HAVE A GOOD DAY