

RESEARCH SKILLS: FOCUS GROUPS

Workshop description

This practical workshop provides everything needed to plan and facilitate focus groups, as well as giving the opportunity to try focus group exercises. It covers the benefits (and drawbacks) of using focus groups as a research method, the practicalities, and how to get the most from focus groups. It also includes guidance on analysing and reporting the findings. The workshop is designed for those who would like to run effective focus groups as part of their research process.

Course overview

- What are focus groups?
- Why use focus groups?
- Focus group logistics
- Structuring focus groups
- Recording the focus group discussion
- Analysing and reporting focus group findings

Testimonials

"Full day course but felt engaged throughout. Good range of resources and visual guides. Covered all aspects of the topic in an easy to follow format."

"I gained some really useful insight into how to organise and conduct a focus group. Excellent range of activities. I now feel more confident to organise focus groups"

"One of the best training sessions I have attended in my 40 years of work!"

More information

For more information contact jo@jowalley.co.uk

