Conducting Focus Groups Checklist

Before you begin:
___ Recheck your goals.
___ Consider other methods.
___ Find a good leader.
___ Find a recorder.
___ Decide who should be invited.
___ Decide about incentives.
___ Decide on meeting particulars (day, place, time, length of meeting, how many groups).
___ Prepare your questions.
___ Recruit your members.
___ Double-check the arrangements.

When the group meets/Day of:
___ Thank people for coming.
___ Review the purpose of the group and goals of the meeting.
___ Explain how the meeting will proceed and how members can contribute.
___ Set ground rules.
___ Encourage open participation.
___ Set the tone by asking an opening question and making sure all opinions on that question are heard.
___ Ask further questions in the same general manner.
___ When all your questions have been asked, ask if anyone has any other comments to make.
___ Tell the group about any next steps that will occur and what they can expect to happen now.
___ Thank the group for coming!

After the focus group meeting:
___ Make a transcript or written summary of the meeting.
___ Examine the data for patterns, themes, new questions, and conclusions.
___ Share the results with the group.
___ Use the results.