

Step-By-Step Guide for Focus Group Discussions

STEP 1: Preparation

- Choose the participants (6-8 individuals) and arrange an appointment for the meeting
- Choose a proper meeting point/environment (e.g. calm, relaxed atmosphere)
- Distribute the consent form beforehand, if possible
 - a. Reminder: Parents must sign for under-aged participants
- Collect and bring all needed materials (See guideline)
If possible....
- Organize and use a recorder beforehand
- Have an assistant during the focus group to can take written or typed minutes

STEP 2: Conduct

- 1 **Welcome** the participants and provide information about the evaluation
- 2 Collect the signed **consent forms**
- 3 **Introduction game (example)**:
 - **Example**:
 - i. Instructions:
 1. Put chairs (less than the number of participants) in a row
 2. All girls have to stand on the chairs
 - ii. Aim: The girls on the chairs must arrange themselves according to their age or first letter of their names without touching the ground.
 - iii. Objective: To encourage coordination and teamwork among participants.
- 4 Start the **recorder**, if a recorder is available for use.
- 5 Tell an **ice-breaking story**
 - **Example**: A girl wants to play football, but her parents forbid her to go. What can you recommend her to do to play football?
 - i. Instructions: Distribute the roles for a girl, parents, best friend, coach...
 - ii. Consideration: Role-play can be time consuming
- 6 Start with the **questions** (see guideline), but let the girls tell their story and allow interaction between the participants. Questions should be about:
 - a. Experiences/attitude
 - b. Knowledge
 - c. Transferability/application
 - d. Change
- 7 Include some **activities** for some questions
 - **Example**: Do some brainstorming on a paper/blackboard or have each participant write down some points and discuss them after → **activity sheets (ESSENTIALS)**!
- 8 **Wrap-up**: Ask if there are questions left or further recommendations
- 9 Say **good bye** & thank you for participation
- 10 Take **pictures** of the written activities, complete your minutes/impressions

STEP 3: Analysis

- Use the recordings (if applicable), written minutes and activity sheets for a **content analysis** by coding all the material into patterns and organize them into thematic categories
- Use the results for **storytelling materials, reports etc.**