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.