

Name	Focus groups
Brief Description	Focus groups are guided discussions among a limited number of experts. The focus group is used to determine the preferences of people-typically unfamiliar with each other, but with a common interest- or to evaluate strategies and concepts. It can be seen as a long group interview. The method has originally been designed for market research. The focus group is often used in qualitative research. The questions participants are asked are typically open-ended, therefore the information is open to interpretation. The answers have depth, nuance, and variety.
Methodology	<p>Before the Event</p> <ul style="list-style-type: none"> • Write down the goals of the meeting, and prepare the material and questions related to the discussion (engagement, exploration or exit questions) • Recruit the participants • Book a room and set up an atmosphere of trust which favors discussion <p>During the Event:</p> <ul style="list-style-type: none"> • Explain the discussion case, the method and the solutions sought • Pose qualitative open-ended questions to participants • Facilitate the discussion • Analyse answers and record input for the elaboration of a report
Estimated planning time needed:	10-20h
Estimated budget needed:	<p>Low</p> <p>Main entries: room for the event; paper material</p>
Objective	<ul style="list-style-type: none"> • Exploration of topics • Debate • Brainstorming of ideas and solutions • Data collection • Prioritisation of ideas • Conflict resolution and consensus building <p>Focus groups respond to Biovoices Goal C, exploration</p>
Time estimated:	<2h
Target Audience:	Focus groups mainly suit research and education stakeholders
Number of audience:	<10
Group composition:	Heterogeneous groups are envisaged

Level of Knowledge required and possible challenges	Participants are required to have a sound understanding of the topic to be discussed to ensure productivity
Facilitator Skills	High- the conversation could be easily dominated by a few individuals, the facilitator should be able to avoid this as well as to prompt shy people and direct the discussion to good harbour.
Example	BIOVOICES Focus Group https://www.interregeurope.eu/bioregio/news/news-article/4380/participation-in-biovoices-focus-group-in-rome/
Relevant sources	<p>Longhurst, R. (2003). Semi-structured interviews and focus groups. <i>Key methods in geography</i>, 3(2), 143-156. Available at:</p> <p>https://books.google.de/books?hl=es&lr=&id=7hcFDAAAQBAJ&oi=fnd&pg=PA143&dq=How+to+run+focus+groups&ots=TCTRwl8ObA&sig=P_MZXo6EeyiFeE6NogoaJkty130&redir_esc=y#v=onepage&q=How%20to%20run%20focus%20groups&f=false</p> <p>https://www.involve.org.uk/resources/methods/focus-groups</p> <p>https://irep.olemiss.edu/wp-content/uploads/sites/98/2016/05/Trinity_Duke_How_to_Conduct_a_Focus_Group.pdf</p>