Preparing A Focus Group Report

Determine who will write/contribute to/review the report.

Consider the involvement of the moderator, the client, and observers. Also consider if a technical expert needs to help interpret the data. Make these decisions during the planning of the focus groups.

Develop a plan for analysis.

Should be done before the groups are conducted. Determine methods to be used (manual analysis or software driven analysis) and level of detail.

Analyze the content from the groups.

* Review the notes and tapes or transcripts.
* Regroup the findings according to the key areas of interests—typically align with the moderator’s guide.
* Identify the different positions or dimensions that emerged around each key area.

Pull out verbatim phrases that best represent each position.

Synthesize content.

* Identify the constants that emerged regarding each topic area.
* Amplify and illuminate these constants—suggest an interpretation based on the all of the information from the groups.
* Identify the differences and divergences in each topic area.
* Amplify and illuminate these differences and divergences.

Draw and synthesize any themes or patterns that emerged across the topic areas and the focus groups.

Create an overall, global synthesis of the focus groups.

* Review the basic research questions for the study.
* Based on the summary of the content, address each research question with key insights, recommendations or hypotheses.

Identify further information needs.