

## **Lack of Focus Group Schedule**

### **To do before:**

- open up both Graphic Design classrooms in Art West
- set up video cameras
- phones for audio
- set up PowerPoint
- set up table of snacks/nametags/consent forms
- everyone gets copy of schedule
- stage fake problem (keep 1 person out of room, so they can come in and interrupt during introduction)
- Lauren calls everyone during focus group.

### **Introduction (15 minutes)**

- Introduce Project: We are in a Graphic Design 3 class focused on design research. We're doing a research project about the social interactions and relationships of Christian middle class Americans. Tonight we're going to do some activities and have some discussion about some various topics related to our research.
- Interruption: We need to go take care of something. Please wait for a few minutes and we'll be right back! (everyone leaves room)
- Hand out paper survey.
- Collect paper survey (someone split the group in two: high tech, low tech).
- Participants introduce themselves and answer this question:
  - If you had to spend a whole day in solitude and you could only have 1 thing to occupy yourself, what would it be? Why?

### **Activities (30 minutes)**

#### **Advertising Test: Marketing Campaigns Reactions (8 minutes)**

- Show 3 videos (links in PowerPoint)
- Discussion:
  - Think about which advertisement would most motivate you to do something.
  - Raise your hand if it was the first one, second one, third one.
  - Why did you pick the one you did?

#### **Group Productivity Test: Crossword Puzzle (5 minutes)**

- Separate people into 2 groups (high tech/low tech) in 2 rooms: high tech vs. low tech. Each room needs a group leader.
- Hand out crossword puzzle. Tell them they have 5 minutes to get as much completed as possible, as a group, and you can do whatever you want to do to figure out the answers.

#### ***Remix Groups (send 3 people up and 3 people down)***

#### **Individual Distraction Test: Math Word Problem (10 min)**

- Group in downstairs classroom is loud/distracted group and group in upstairs classroom is quiet group.
- Play video (link on powerpoint) in downstairs classroom.
- Hand out math word problem. Tell them to raise their hand for a second when they finish and then wait for everyone else to finish.
- Give them as long as it takes to finish, no more than 10 minutes.

*Remix Groups (send two up and two down)*

**Group Multitasking Test: Cards & Story (10 min)**

- Group in downstairs classroom is sequential and group in upstairs classroom is multitasking group.
- Give each group a deck of cards and the fable.
- Tell the downstairs classroom to (as a group) sort the deck of cards by suit and in order from ace-King and take out the jokers, and then to read the fable out loud by passing it around the group so each person reads 1 sentence at a time. At the end, each person must individually write down the moral of the story on a piece of paper. Someone must time how long it takes them to finish both problems.
- Tell the upstairs classroom that they have to (as a group) sort the deck of cards and read the fable/write down the moral individually, but that they can only do 1 at a time and we will tell them when they have to switch to the other one. Group leader needs a stopwatch. Tell them to switch every 10/15/20 seconds (alternate). Someone else needs to time how long it takes them to finish both problems.

*Put everyone back in downstairs classroom*

**Discussion (15 minutes)**

- What do you like about communicating with technology? What do you not like about communicating with technology? Why?
- What do you do to make an awkward social situation feel less awkward? Why?
- Do you think it's important to have interactions with strangers? Why?
- Who in your life do you talk to the most? What is your favorite way of communicating with them? Why?
- What are the most important things in your life? Do you think you pay enough attention to those things? Why?
- How can we change the way people think about the distractions in their lives?
- *Are you content with the way you use your smartphone? Why?*
- *How can we combat misplaced attention?*
- *How can we encourage positive social development in the coming generations?*

**Dismissal**

- Sticky note challenge: Ask them if they're willing to tape a sticky note to the back of their phone for 24 hours.
  - one color: logistics
  - second color:After 24 hours is up, email/text Ashley Kunze and say how many tally marks you got.
- Optional questionnaire: If you are willing to help us with future research, please fill out this questionnaire by Monday, November 3, and send it in campus mail to Lauren McLeester (Box 2866) or give it to whichever one of us invited you to come to our focus group.
- Set out cupcakes to take as they leave.