

Beyond the Survey: a practical approach to INTERVIEWS and FOCUS GROUPS

Follow these steps for success:

- 1) Goal/Purpose
- 2) Collect
- 3) Analyze/Synthesize
- 4) Package and Deliver



Focus Group Tips:

- 8-12 participants
- 3-5 groups
- Moderator should be objective and friendly, keeping the conversation on course, involving all participants. Don't let anyone dominate, and engage more reticent participants. Ensure that "group think" doesn't stifle opinions.

Interviews:

Keep calm and listen carefully.



Resources:

- Outcomes Based Summer Reading: Conducting Focus Groups, California Library Association <http://www.cla-net.org/?page=98>
- Seattle Public Library's Strategic Planning focus group summaries https://www.spl.org/Documents/about/focus_group_summaries.pdf
- *Focus Groups: A Practical Guide for Applied Research*, 3rd ed. Krueger, Richard A., Thousand Oaks, Calif : Sage Publications, c2000.
- *Managing With Data: Using ACRLMetrics and PLAMetrics*. Herson, Peter. Chicago: ALA Editions, an imprint of the American Library Association, 2015.
- *Moderating to the Max A Full-tilt Guide to Creative, Insightful Focus Groups and Depth Interviews*. Bystedt, Jean, Ithaca, NY : Paramount Market Pub., c2003.
- *Analyzing Qualitative Data*, Ellen Taylor-Powell, Marcus Renner, 2003. <http://learningstore.uwex.edu/Assets/pdfs/G3658-12.pdf>

Questions:

- Icebreaker
- Open ended
- Short
- Avoid bias
- Follow-up
- Summarize