Beyond the Survey: a practical approach to interviews and focus groups

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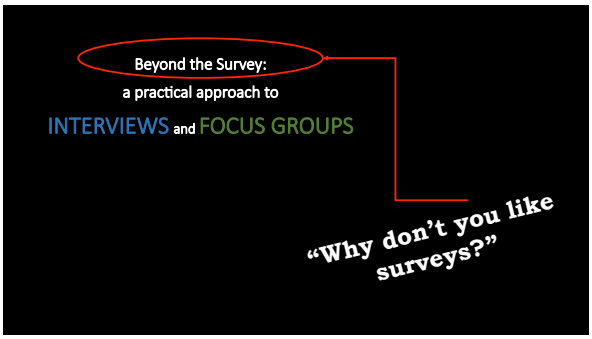

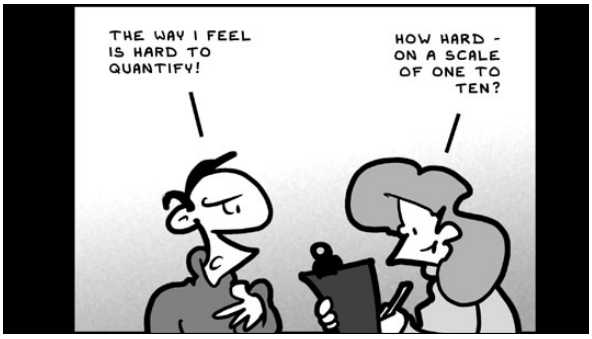

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25 people

"How can we better support you?"

"How can we better support you?"

the final question:

"Share any additional thoughts or comments"

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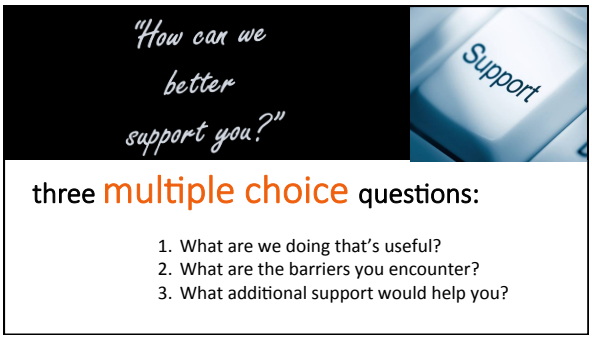

three multiple choice questions:

1. What are we doing that's useful?
2. What are the barriers you encounter?
3. What additional support would help you?

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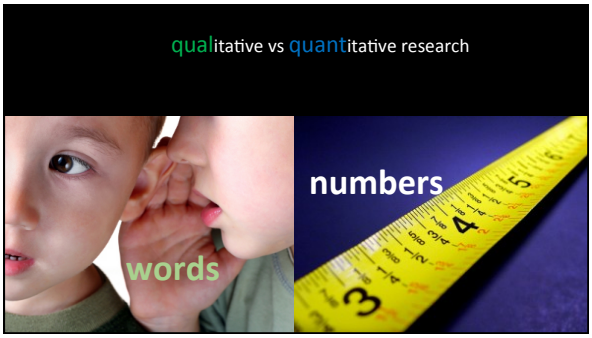

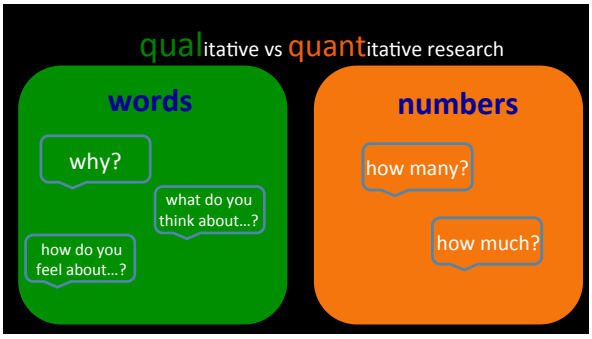

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Which question is best answered by a qualitative research method?

A. Which library programs were most popular last year?
B. What types of library programs would the community like us to offer?
C. How great is the interest in local history programming?

Which question is best answered by a qualitative research method?

A. Which library programs were most popular last year?
B. What types of library programs would the community like us to offer?
C. How great is the interest in local history programming?

Follow these steps for success:

1) Goal/Purpose
What will be done with this information?
2) Collect
3) Analyze/Synthesize
4) Package and Deliver

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Beyond the Survey: a practical approach to interviews and focus groups

focus groups

focus groups

8 – 12 participants

focus groups

8 – 12 participants

3 – 5 groups

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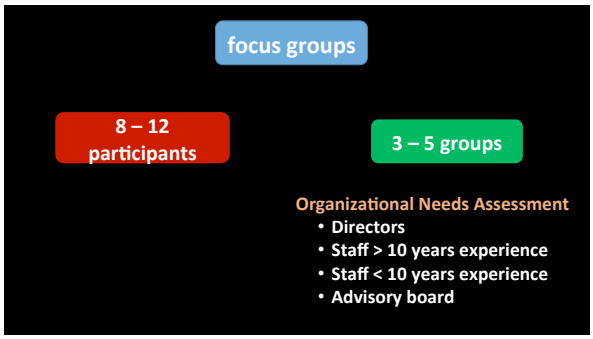

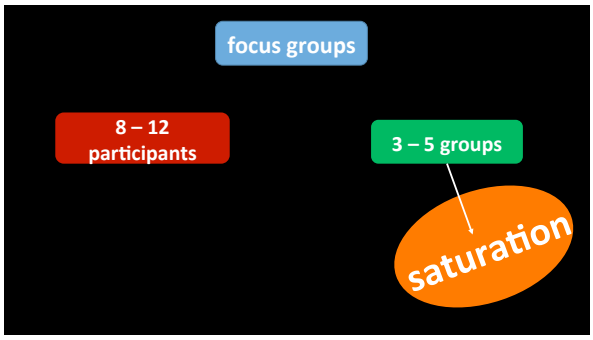

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Beyond the Survey: a practical approach to interviews and focus groups

focus group

moderator

focus group

moderator

skills and characteristics?

focus group

moderator

assistant moderator

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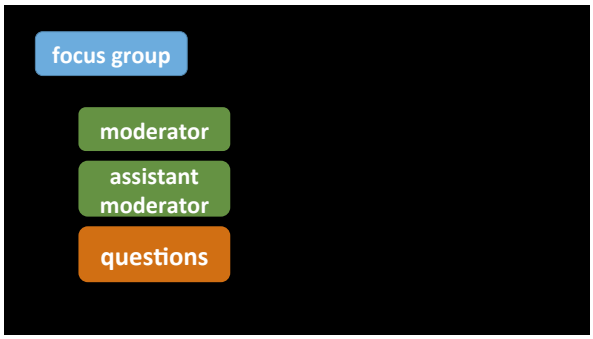

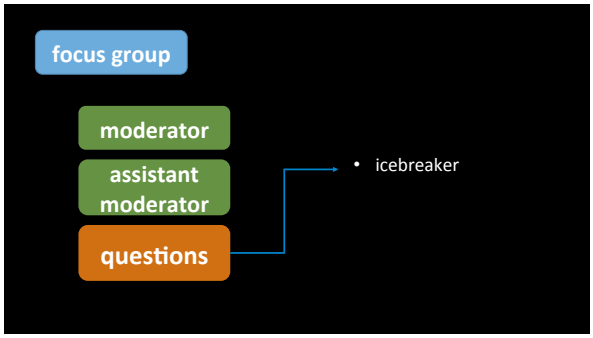

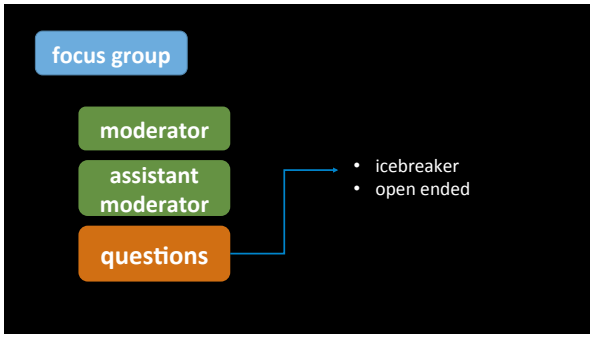

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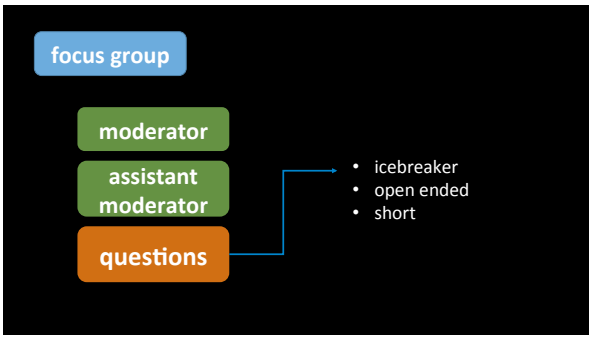

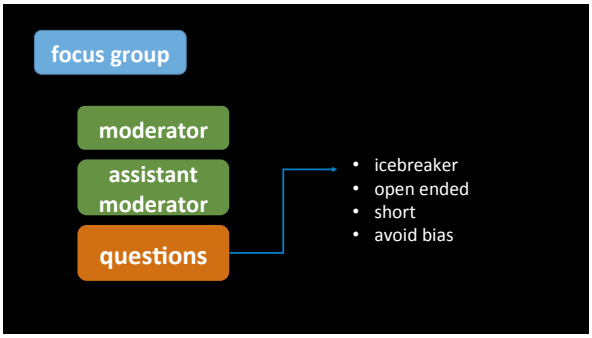

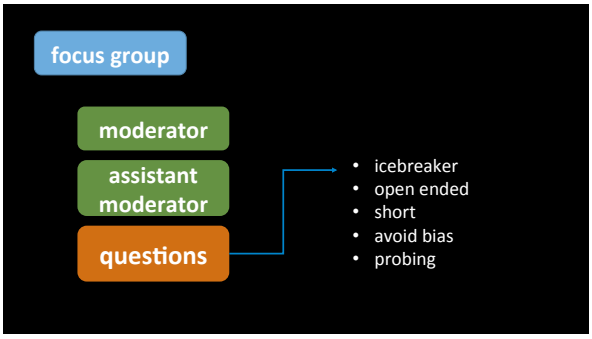

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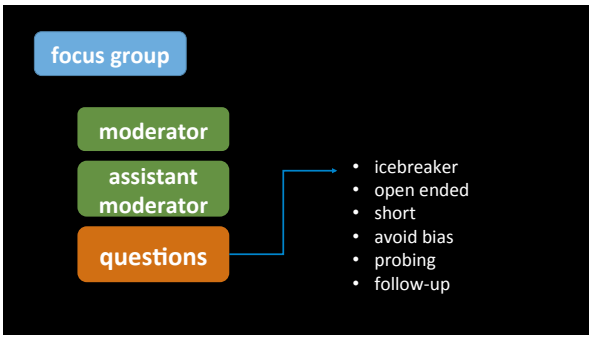

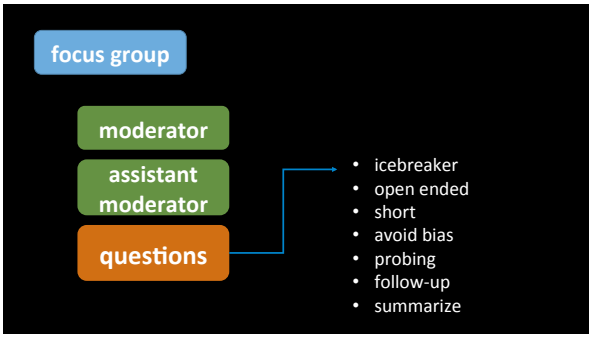

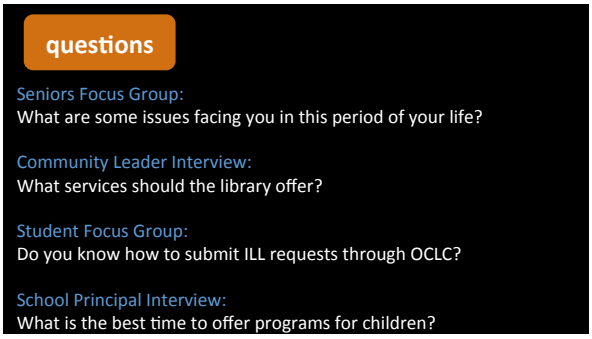

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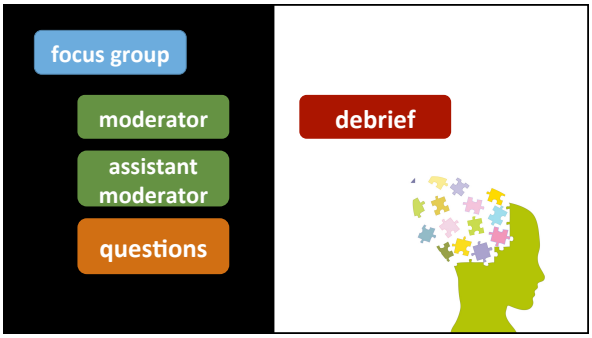

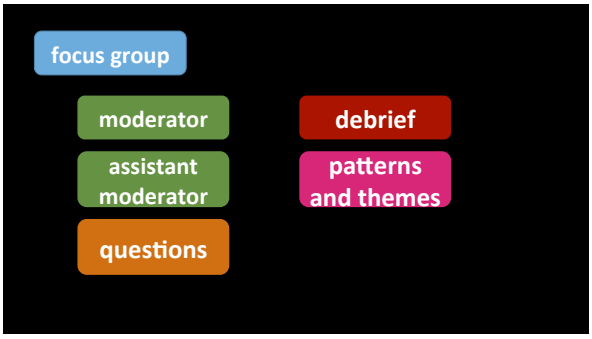

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interviews

interviews

- phone
- face to face
- Skype

interviews

interviewer

skills and characteristics?

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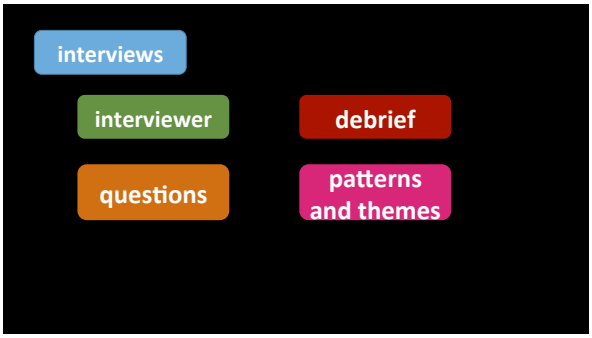

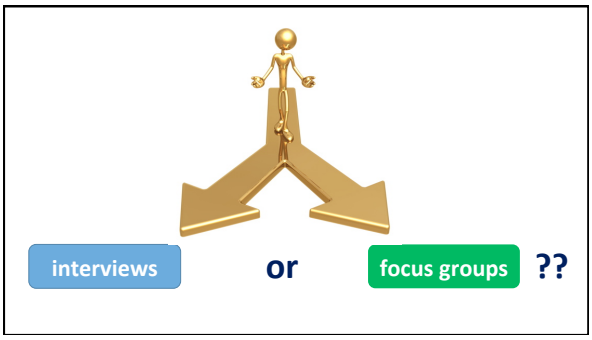

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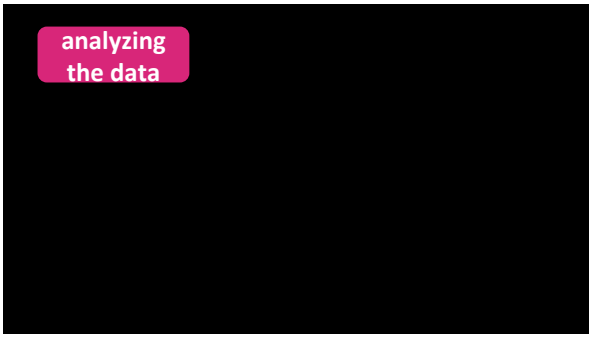

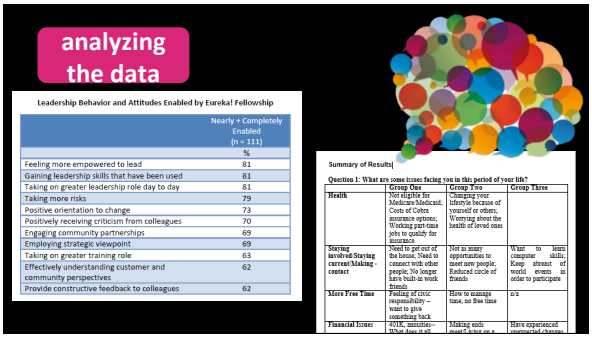

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reporting the data

Major themes

Key findings

Recommendations

"Quotes…"

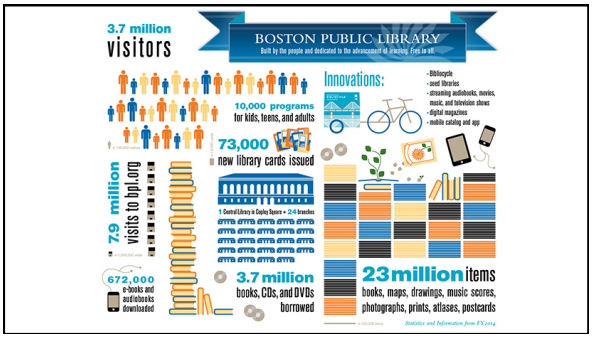
reporting the data

Key findi

Share it!

Major themes

Recommendations



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Thank You

Stephanie Gerding

stephaniegerding@gmail.com

Brenda Hough

bckhough@gmail.com

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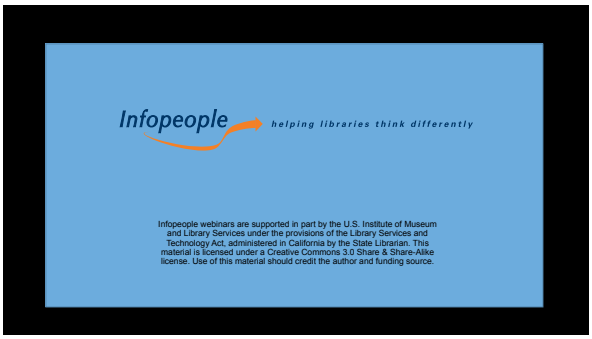

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