Focus Groups – Teaching Plan
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I. What is a Focus Group?
   ■ Ask if anyone has been a part of a focus group - have them share the experience
   ■ If not, ask audience, “What is your perception of a focus group?”
   A. Describe 5 characteristics of a focus group from publication.
   B. Describe 8 uses of a focus group from publication.

II. Selecting Participants
   A. Emphasize that focus group members ALL have some characteristic in common.
   B. Ask for descriptions or examples of focus groups which might be utilized in Extension. (See publication for examples)

III. Getting People to Attend
   A. Emphasize the 4 points in publication.
   B. These are critical to getting participation and ALL four must be followed.
   C. Discuss length of focus group and environment

IV. Types of Questions
   A. The development of a set of questions is the foundation for a productive focus group experience
   B. Share examples of opening questions, introductory questions, transition questions, key questions and ending questions. (see publication)

V. Moderating the Focus Group
   A. Discuss/share characteristics of effective moderators (see publication)
   B. Share example of introductory statement (see publication)
   C. Discuss taping and taking notes

VI. Summary
   ■ Distribute Checklist for Focus Group Interviews from publication

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