

Focus Groups

Introduction:

A focus group is a gathering of selected people who participate in a planned discussion that is intended to express their opinions about a particular topic that is being researched. Focus groups has individuals with characteristics of the overall population and can help the researcher gain a greater understanding of the topic.

The main purpose of focus groups is to draw upon respondents' attitudes, feelings, beliefs, experiences and reactions in a way in which would not be feasible using other methods, for example observation, one-to-one interviewing, or questionnaire surveys.

The video below describes how focus groups are created and managed.

https://www.youtube.com/watch?v=gQgwNfu7UMI&feature=emb_logo

The SlideShare below gives in-depth information on focus groups, how its conducted, its advantages and disadvantages.

<https://www.slideshare.net/JohnMorawski/focus-groups-5081094?ref=https://notesmaster.com/en/group/caribbean/1556-cape-covid19-support/25297-method-of-enquiry-focus-groups>