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from Noun Project

A focus group consists of 6 to 8 community members discussing specific questions about an issue, or giving feedback on a product or a social intervention.

Choosing Participants for Focus Groups

Ensure your focus group represents the diversity of the community. Select a sample of people that are likely to provide varied opinions, perspectives and experiences.

Example: If the issue you are researching involves the entire secondary school student body, include one or two students from each grade (6-12), ensuring a mix of genders and nationalities (stratified sampling). Alternatively, you could randomly select students (random sampling) or choose participants who are willing to talk to you (convenience sampling). You might need a teacher's help for this.

Leading a Focus Group Discussion

Here are key steps for leading a focus group discussion:

- 1. Planning:** Arrange a comfortable setting with enough seating. Prepare your questions and invite participants. Ask someone to help with note-taking, video-recording, or observation, because it can be difficult to manage these alone.
- 2. Conducting the Focus Group:**
 - Start by thanking participants and explaining how their answers will be used and recorded. Ensure they are comfortable and ask them to complete [consent forms](#).
 - Introduce the discussion topic, whether it's an issue you are researching, or some product or pilot social intervention. Keep the introduction clear and concise, under 5 minutes.

- Keep the discussion structured with pre-prepared questions. Aim for no more than six questions to give everyone a chance to share their perspectives. Mix open-ended general and specific questions.

3. Wrapping Up: Conclude the discussion, collect consent forms, and inform participants about the next project stages and when they might hear back from you. Organize your notes and thoughts immediately after the focus group to make sure you record the insights accurately.