



“WEAR(E)ABLE”

BEST DRESSED SUSTAINABLY

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OUTPUT 1

FOCUS GROUP GUIDELINE



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GUIDELINES FOR CONDUCTING A FOCUS GROUP

Sometimes it takes time and listening to the opinions of others in a small & safe environment before they can freely express their thoughts & opinions. Focus groups are perfect choice for those kind of situations.

Well done focus groups can reveal all the necessary information & deep insight which you might need for your research. That's why - we prepared guidelines for you on how to conduct a focus group.

IN THIS GUIDE YOU WILL FIND:

- definition of focus group;
- details for conducting a high quality focus group;
- how to create effective focus group questions;
- recruiting & preparing for the participants;
- how to analyze the data of focus group.



DEFINITION OF FOCUS GROUP

- A focus group is a small group of six to ten people led through an open discussion by a moderator. 5 - 7 people is the ideal number.
- The moderator's goal is to generate a maximum number of different ideas & opinions from as many different people in the time allowed.
- The ideal focus group duration is from 45 to 90 minutes maximum.
- Focus groups are structured around a set of carefully prepared questions – usually no more than 10. Ideally, participant comments will stimulate & influence the thinking and sharing of others. Some people even find themselves changing their thoughts and opinions during the group. It takes more than one focus group on any one topic to produce valid results – usually three or four. You'll know you've conducted enough groups (with the same set of questions) when you're not hearing anything new.
(In this particular case (for "Wear(ea)ble" project), one focus group is enough).
- **A FOCUS GROUP IS NOT:**
 - Group therapy;
 - A conflict resolution session;
 - A problem solving session;
 - An opportunity to collaborate;
 - A promotional opportunity;
 - An educational session.

FOCUS GROUP IS...

a gathering of deliberately selected people who participate in a facilitated discussion intended to generate consumer perceptions about a particular topic or area of interest. These discussions should be held in an environment that is non-threatening and receptive (also, it really depends where you are gonna do it online / physically etc).

CREATION OF FOCUS GROUP QUESTIONS

- Twelve is the maximum number of questions for any one group. So, up from 8 to 12.
- Focus group participants won't have a chance to see the questions they are being asked. So, make sure they understand & can fully respond to the questions.
- Questions should be: short & to the point. Open-ended or sentence completion types. Non-threatening or embarrassing. Worded in a way that they cannot be answered with a simple "yes" or "no" answer (use "why" and "how" instead).

There are three sections of focus group questions:

WARM UP SECTION

The first few minutes of your group should be devoted to warming up the participants, making them comfortable in the group setting & also getting them started to think about the subject generally. Usually your first few questions should be very broad & designed more to get participants comfortable & just talking than necessarily finding out anything useful.

MAIN SECTION

This is when you ask most of your questions. Try to make those questions indirectly. In other words, if you are exploring reasons for a decline in sales of your products then ask your questions indirectly. For example, you might ask people what they feel about the price of your products, rather than specifically asking if they think they are too high, too low or about right. You might have to ask these specific questions if you don't get the feedback you wanted by asking about price generally. But try not to ask initially.

Try to ask in that way that people would answer to your questions without being prompted.

CLOSING SECTION

You may want to spend the last few minutes of your focus group rounding up your understanding of your participants answers & giving them time to respond. So, when designing your discussion guide you should not include so many questions that you do not have time for this rounding up process.

AN EXAMPLE OF "WEAR(E)ABLE" PROJECTS QUESTIONS

WARM UP SECTION:

1. What is your favourite clothing brand? Can you shortly describe the reasons behind it. Why it is your favourite brand? Who influenced you choosing exactly that clothing brand?
2. What do you think are the best things about fashion? Can you identify the bad things as well?

MAIN SECTION:

3. Do you know from what fabrics your clothing items are made? Can you identify a few ones?
4. Have you ever heard about concept of sustainable fashion? How do you understand the general concept of sustainable fashion? Can you describe it?
5. What do you think is important to know for the young people that they would be more conscious about choosing & buying their clothes?
6. Can you identify / provide best practice examples known in your country or internationally, related to more sustainable fashion? (E.G ethical, sustainable clothing brands , initiatives etc).

CLOSING SECTION:

8. Which social media channels do you use to obtain the information? Which influencers or bloggers in the field of fashion are relevant for you & why?

9. And the last, but not least. What do you think about second-hand clothing stores, clothing swap / "flea market"? Do you do participate in them?

RECRUITING & PREPARING OF THE PARTICIPANTS

- Our target group is 15 - 19 years old youngsters;
- 5 - 7 people is ideal number for the focus group;
- Pay attention to the age - meaning 15 year old & 19 year old youngsters can have really different attitude / perspectives towards things life. So, consider that.
- The best case would be that all the participants are very comfortable with each other but none of them would personally know each other;
- Think about how you will find the participants for the focus group? Through your organization social media accounts, through your own social media channels & so on. 1) Create a description, explanation why you are doing this research. 2) Create a survey that people could register, don't forget to put a note: all data collected will only be used for the research purposes of the Erasmus + Wear (e) able project" and include agree / disagree option;
- Prepare a participant list & a confirmation sheet that the person allows to use the information in the further research.

IMPORTANT NOTE

It may be important to collect demographic information from participants if age, gender, or other attributes are important for correlation with focus group findings. Design a short half page form that requires no more than two or three minutes to complete. Administer it before the focus group begins.

The moderator is welcoming participants, remind them of the purpose of the group and also sets ground rules.

BEFORE YOU START.

**Make sure that youngsters understands
the PURPOSE OF FOCUS GROUP.**

We have been asked by _____ to conduct the focus groups. The reason we are having these focus groups is to find out _____. We need your input and want you to share your honest and open thoughts with us.

1. WE WANT YOU TO DO THE TALKING. We would like everyone to participate. I may call on you if I haven't heard from you in a while.

2. THERE ARE NO RIGHT OR WRONG ANSWERS. Every person's experiences and opinions are important. Speak up whether you agree or disagree. We want to hear a wide range of opinions.

3. WE WILL BE TAPE RECORDING THE GROUP. We want to capture everything you have to say. We don't identify anyone by name in our report. You will remain anonymous.

HOW DO WE ANALYSE THE DATA?

Begin by transcribing all focus group tapes & inserting notes into transcribed material where appropriate.

Clean up transcripts by stripping off nonessential words. Simultaneously assign each participant comment / quote a separate line on the page as well as each new thought or idea therein.

Compile & Analyze ---> Make a structured paragraph!

SOURCES:

FOLLOW US FOR MORE!

HERE "WEAR(E)ABLE" social media accounts or organisations social media channels...

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