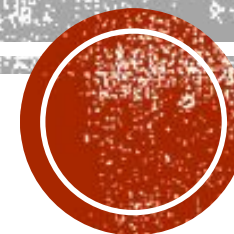# TECHNIQUES

Laura Babayan

18.07.2019

TOPICS

Focus Groups

(10.21)

Interviews

(10.25)

Survey or Questionnaire

(10.45)

FOCUS GROUPS

Focus group elements:

- Objective

- Plan

- Participants

- Discussion Guide

- Skilled Moderator (BA)

- Recorder

- Report

🧑‍🤝‍🧑 FOCUS GROPS

The focus group plan defines activities:	Purpose
	Location
	Logistics
	Participants
	Budget
	Timelines
	Outcomes

👥 FOCUS GROPS

Strengths	Limitations
Saves time and costs	Trust issue
Learning people's attitudes, experiences, and desires	Homogeneous group
Active discussion and the ability to ask others questions	Skilled moderator is needed
Can be recorded easily for playback	Schedule difficult (for the same date and time)
Online focus group opportunity	Online focus groups limit interaction
	It is impossible to read body language in online focus group
	Vocal participant could influence the results of the focus group

INTERVIEWS

Basic types of interviews:

Structured
- with predefined set of questions

Unstructured
- without determined format or order of questions

INTERVIEWS

Successful interviewing depends on factors such as:

- level of understanding of the domain by the interviewer

- experience of the interviewer in conducting interviews

- skill of the interviewer in documenting discussions

- readiness of the interviewee to provide the relevant information

- interviewee's mind about the goal of the interview

- rapport of the interviewer with the interviewee

INTERVIEWS FLOW

Opening

- describe the purpose
- confirming the interviewees' role
- explaining how the information will be recorded and used

During

- focusing on established goals
- considers the willingness to participate and provide information
- considers the possibility of the need for more meetings
- practices active listening
- takes written notes or records

Closing

- asking about overlooked areas
- providing contacts for the interviewees
- summarizing the session
- outlining the process of results usage
- thanking the interviewees for the time

INTERVIEWS

Strengths	Limitations
Establishes rapport with stakeholders	Time is required for plan and conduct
Useful in variety of situations	Requires involvement of the participants
Enables observation of non-verbal behavior	Training is required to conduct effective interviews
Interviewer can ask follow-up and probing questions	Resulting documentation may be subject to the interviewer's interpretation
Allows interviewees to express opinions in private	A risk of unintentionally leading the interviewee

SURVEY OR QUESTIONNAIRE

Two types of questions used in a questionnaire:

- **Close-ended** – is asked to select from a list of predefined responses:
  - ❑ Yes/No response,
  - ❑ a multiple-choice selection,
  - ❑ a rank/ order decision,
  - ❑ a statement requiring a level of agreement.

- **Open-ended** – is asked to answer questions in a <u>free form</u> without having to select an answer from a list of predefined responses.
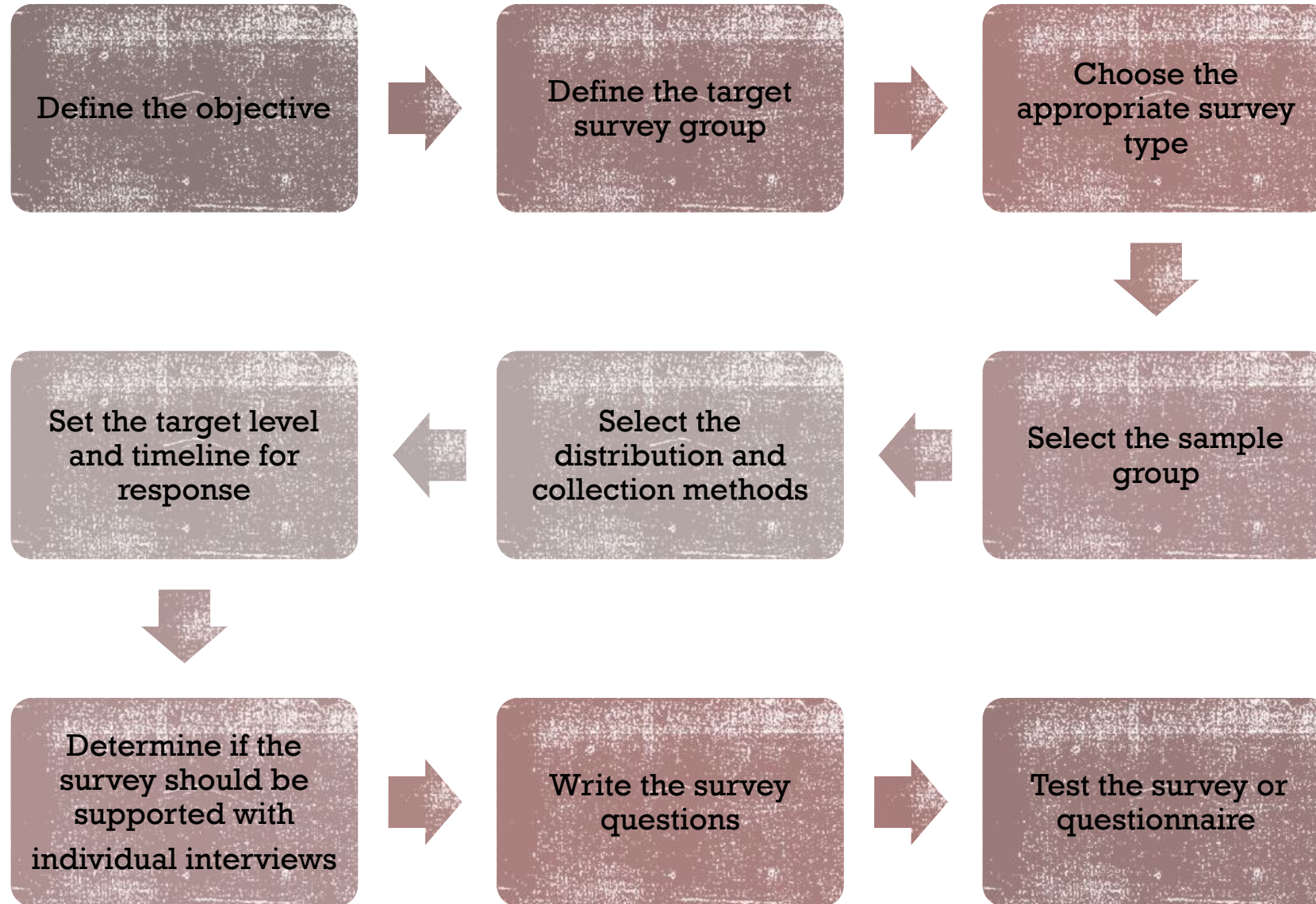
SURVEY OR QUESTIONNAIRE

Questions should be asked in such a way that it does not affect the response data

Questions should be expressed in a neutral language.

Questions should not be structured or sequenced to condition the respondent to provide perceived desirable answer.

📋 SURVEY OR QUESTIONNAIRE

Define the objective → Define the target survey group → Choose the appropriate survey type

↓

Set the target level and timeline for response ← Select the distribution and collection methods ← Select the sample group

↓

Determine if the survey should be supported with individual interviews → Write the survey questions → Test the survey or questionnaire

SURVEY OR QUESTIONNAIRE

Document the Results

- collate the responses

- summarize the results

- evaluate the details and identify any emerging themes

- formulate categories for encoding the data

- break down the data into measurable increments

SURVEY OR QUESTIONNAIRE

Strengths	Limitations
Quick and relatively inexpensive method	Requires specialized skills in statistical sampling methods
Easier to collect information from a larger audience	The response rates may be too low for statistical significance
Does not require significant time from respondents	Use of open-ended questions requires more analysis
Effective and efficient when stakeholders are geographically dispersed	Ambiguous questions may be left unanswered or answered incorrectly
Using closed-ended questions, surveys can be effective for obtaining quantitative data	Additional questions may be required depending on the answers provided
Using open-ended questions can provide insights and opinions that are not easy to obtain with other methods	

THANK YOU

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