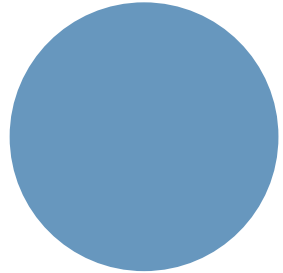


Evaluation in Libraries

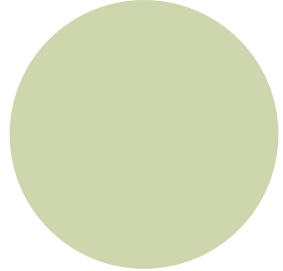
BEST PRACTICES FOR FOCUS GROUPS



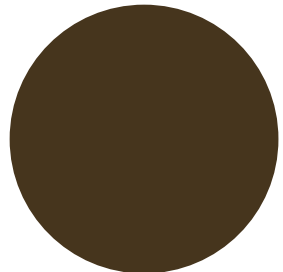
What is a focus group?



Interview with 6-8 participants to solicit a range of perspectives



Data emerges from the discussion among the group



Moderator poses questions, manages group dynamics, and keeps things on topic

Focus group process

1. Introduction

Explain the purpose, obtain informed consent, and set ground rules

2. Opening question

Ask participants to introduce themselves and answer an easy question

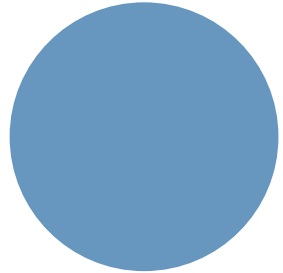
3. Discussion

Introduce a series of 5-6 questions/tasks that spark conversation

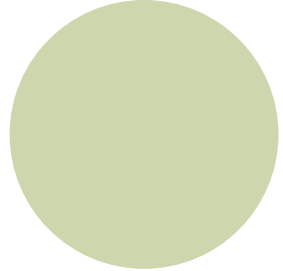
4. Conclusion

Thank participants, explain how data will be used, and provide a token of appreciation

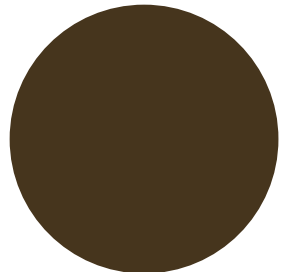
Example tasks to spark discussion



Participants make a list individually, then moderator captures ideas on chart paper



Participants rate their experience/perspective, then discuss their ratings



Participants draw a diagram of their experience, then explain what happened

Tips for success

Staff

One moderator and one person to take notes and manage logistics

Refreshments

Helps create a welcoming, comfortable environment

Audio recording

Necessary to capture detailed information from multiple, overlapping speakers

Preparation

Develop and test discussion guide, have a plan for managing challenging participants, and practice (a lot)



Information for Potential Applicants

[Evaluation Resources](#)

Cohorts

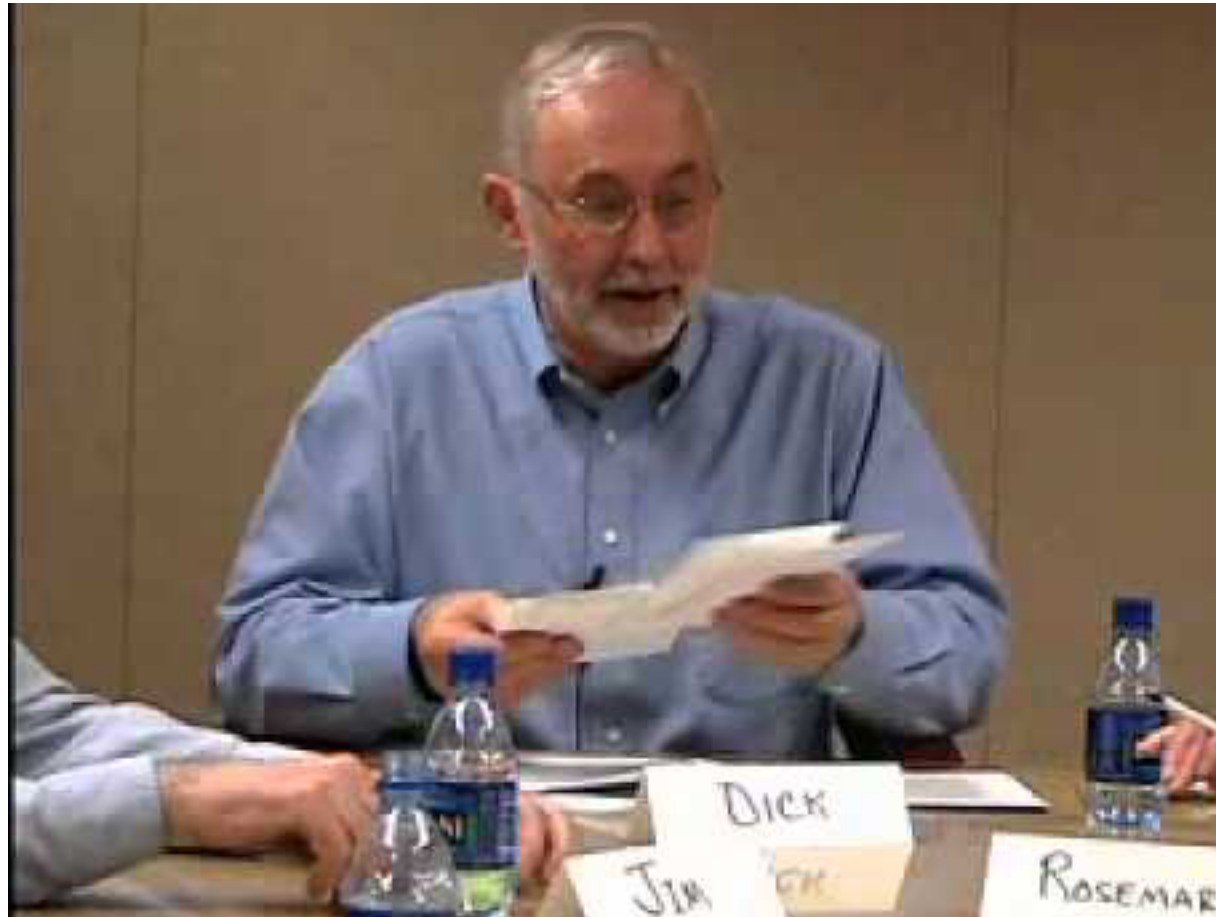
Video 7: Focus Groups



Resources mentioned in this video:

[Focus Group Quick Tips – University of Wisconsin Extension](#)

[Focus Groups: A Practical Guide for Applied Research \(Krueger and Casey\)](#)



Moderating a focus group by Richard Krueger
<https://www.youtube.com/watch?v=xjHZsEcSqwo>