Focus Group Practice

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**Focus Group Practice** is unique in providing a picture of focus group moderation and interaction that is based on the study of what actually happens in well-run focus groups. Using cutting edge theories of interactions, Puchta and Potter throw light on the practice of moderation.

This book addresses these key questions:

- How are participants encouraged to be animated and involved?
- How are arguments and esoteric anecdotes discouraged?
- How are responses guided in the required direction?
- Above all, how does a moderator keep participants focused?

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**Focus Group Practice** is divided into seven useful hints for conducting well-run focus groups:

- Chapter One, *Focus Groups and Interaction*, discusses the purpose of the book and a brief history of focus groups.
- Chapter Two, *Producing Informality*, suggests ways in which the facilitator(s) can assist participants into a more informal atmosphere, placing participants at ease during the focus group.
- Chapter Three, *Producing Participation*, provides suggestions to facilitators on participant involvement.
- Chapter Four, *Producing Opinions*, provides avenues in which facilitators may persuade participants in forming opinions.
- In Chapter Five, *Producing Useful Opinions*, Puchta and Potter provide tools in which to gather opinions from participants which may be beneficial to the purpose of the focus group.
- In Chapter Six, *Providing Varied Opinions*, Puchta and Potter provide suggestions in which a facilitator may bring about various opinions based on the topic of discussion within the focus group.
- In Chapter Seven, *From Practice to Strategy*, Puchta and Potter provide suggestions on how to plan a focus group using the tools suggested throughout the book.
- In the Appendix: *Transcription Symbols Used in This Book*, Puchta and Potter provide examples of important symbols used in transcribing the focus group session.

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Chapter One: Focus Groups and Interaction

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b. How to read this book
c. Transcript and talk in the world
d. A short history of the focus group
e. What are focus groups?
f. Conversation analysis and discursive psychology
g. Focus group talk as task-oriented talk
h. A survey of the book

Chapter Two: Producing Informality

a. The business of talking and being
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c. Producing informality in focus groups
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Chapter Three: Producing Participation

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Chapter Four: Producing Opinions

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b. Evaluation and attitude in focus group writing
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Chapter Five: Producing Useful Opinions

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b. Shaping the future and repairing the past
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d. Repeat receipts
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Chapter Six: Producing Varied Opinions

a. A mundane world and variable views
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c. Managing disagreement
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e. Turning practices into strategies

Chapter Seven: From Practice to Strategy

a. General themes in moderation – things that are not wanted
b. General themes in moderation – things that are wanted
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e. Focus groups and the future of market research

Appendix: Transcription symbols used in this book