

Detailed Table of Contents

Acknowledgments	xiii
Introduction to the Focus Group Kit	xv
About This Book	xix
Part I: THE FOUNDATION	1
1. Introduction to Analysis	3
The Concept of Analysis	4
What Makes Qualitative Analysis Complex?	5
2. Critical Ingredients of Qualitative Analysis	9
Analysis Must Be Systematic	10
Analysis Must Be Verifiable	11
Analysis Requires Time	12
Analysis Is Jeopardized by Delay	12
Analysis Should Seek to Enlighten	13
Analysis Should Entertain Alternative Explanations	15
Analysis Is Improved by Feedback	15
Analysis Is a Process of Comparison	17
Analysis Is Situationally Responsive	18

3. Analysis Principles of Particular Importance to Focus Group Research	19
Focus Group Analysis Is Unique	20
Let Your Objectives Guide the Analysis	21
Don't Get Locked Into One Way of Thinking	22
Questions Are the Raw Material of Analysis	23
Effective Analysis Goes Beyond Words	23
Early Analysis Can Move the Study to Higher Levels	24
Computers Can Help—or Hinder	24
Analysis Takes Special Skills—and Some People Can't Do It	26
Analysis Must Have the Appropriate Level of Interpretation	27
Analysis Must Be Practical (Appropriate for the Situation)	28
4. Analysis Considerations for Focus Group Research	31
Consider the Words	32
Consider the Context	33
Consider the Internal Consistency	34
Consider the Frequency of Comments	36
Consider the Extensiveness of Comments	36
Consider the Intensity of Comments	36
Consider the Specificity of Responses	37
Consider What Was Not Said	37
Find the Big Ideas	38
Part II: DOING ANALYSIS	39
5. The Analysis Process	41
At the Beginning . . . Consider Analysis When Designing the Study	42
At the Beginning . . . Discuss Options for Analysis and Reporting With Sponsor	43
At the Beginning . . . Consider Analysis Implications of Questions	43
At the Beginning . . . Make Preliminary Decisions on Analysis Strategy	44

Option 1: Transcript-Based Analysis	45
Option 2: Tape-Based Analysis	45
Option 3: Note-Based Analysis	46
Option 4: Memory-Based Analysis	46
During the Group . . . Conduct and Analyze Several Focus Groups	46
A Little Later . . . Immediately After the Group	50
A Little Later . . . Periodically Review Analysis Strategy and Adjust as Needed	51
A Little Later . . . Conduct Additional Focus Groups and Possibly Modify Questions	51
At the End . . . Use Analysis Strategy on Remaining Groups	52
At the End . . . Prepare and Present Report	52
6. Tools and Equipment for Making Analysis Easier	53
Quality Microphone	54
Tape Recorder	54
Video Camera	54
Transcription Machine or Variable-Speed Tape Player	55
Flip Charts and Response Forms	56
Computer	57
Long Table, Scissors, and Colored Marking Pens	57
7. Questions Focus Group Analysts Must Face	61
Questions Asked of Focus Group Researchers	64
Is This Scientific Research?	64
Isn't Focus Group Research Just Subjective Opinions?	65
Isn't This Soft Research?	67
How Do You Determine Validity?	68
Can You Generalize?	69
Why Don't You Use Random Sampling?	71
How Big Is the Sample? or How Can You Make Those Statements With Such a Small Sample?	72

Questions Asked by Focus Group Researchers	73
How Do I Capture Information?	73
Should I Analyze by Questions or Themes?	73
Should I Edit Messy Quotations?	73
How Should I Interpret Nonverbal Communication?	74
How Should I Report Numbers in Focus Group Results?	74
What's Done With Information That Comes After the Focus Group?	75
Should I Ever Exclude or Ignore Information?	76
Who Should Analyze Focus Group Data?	76
8. Strategies Used by Experts	79
"Analysis—Honoring the Stories" by Mary Anne Casey	80
"Report Writing Without Guilt" by Reyn Kinzey	85
"An Analysis Strategy Based on Post-Session Debriefings" by David L. Morgan	87
"Computerized Analysis" by David L. Morgan	89
"Analyzing and Reporting Focus Group Results" by Marilyn J. Rausch	94
9. Advice for First-Timers	97
Few, Few, Few	97
Keep It Simple	98
Remember the Purpose and What the Client Wants	98
Ask Final Questions	99
Tape and Transcribe Yourself	99
Work With an Assistant	100
Work With a Mentor	100
Part III: SHARING RESULTS	103
10. Principles of Reporting	105
Remember the Purpose of Study	105
Consider the Audience	106
Consider the Options	107

11. Written Reports	109
Narrative Report	109
Report Memo	115
Top-Line Report	118
Bulleted Report	120
12. Oral Reports	121
Types of Oral Reports—A Continuum of Possibilities	122
Unstructured Conversational Report	122
Structured Conversational Report	123
Sponsor Debriefing	123
Informal Briefing	123
Formal Briefing	124
Formal Presentation/Lecture/Professional Meeting	124
Tips on Oral Reporting	124
Allow Time for Questions	124
Sequence Your Comments	124
Be Careful of the Ho-Hum Syndrome	125
Limit Your Points	125
Use Visuals and Quotes	126
Tell Your Audience What You Want Them to Do	126
Select the Right Reporter	126
POSTSCRIPT: For Graduate Students Only	129
References	134
Index to This Volume	135
Index to the Focus Group Kit	137
About the Author	139