

# Focus Groups: A Quick Guide

A tool for gathering diverse perspectives in educational research

## What is a focus group?

“A focus group is a gathering of a limited number of individuals, who through conversation with each other, provide information about a specific topic, issue or subject”  
(Savin-Baden & Major, 2023: 374-375)

-  Small group
-  Open discussion
-  Insights from potentially shared & differing perspectives

## Facilitator Dos & Don’ts

### DO

-  Let participants speak freely but ensure the discussion stays on track
-  Use gentle prompts, not persuasion
-  Listen actively & remain neutral
-  Value & respect all contributions

### DON'T

-  Skip consent or ethical procedures
-  Share your personal views & opinions
-  Ask leading questions, e.g. ‘Many students say online lectures are boring. Would you agree?’
-  Allow one participant to dominate
-  Rush through the discussion

## Focus Group Flow

### 1 START



### 2 DURING



### 3 CLOSE

