



FOCUS GROUP MODERATION FOR QUALITATIVE RESEARCH (1-day course)



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Course No 3 in a series of courses, designed to meet your continued professional development requirements. During this course, you will learn how to run and effectively organise focus groups to get the maximum amount of insights from participants.

While focus groups can reveal an abundance of insightful information, they must be well executed, and providing an environment that puts participants at ease and allowing them to answer questions in their own words, requires considerable planning and structure.

This course will provide the tools for this planning and structure, so you will be able to conduct high-quality focus groups. The following topics will be explored:

- Defining a focus group
- Designing focus group questions
- Recruiting and preparing for participants
- Moderation and conducting the focus group

Particular emphasis will be placed on questions for focus groups, what they should be and how to ask them to get the maximum amount of insights. The appropriate presentation style for moderators to use when running focus groups will be explored and hands on guidance will be given.

For further information please email info@srlresearch.com