Interactive Focus Groups

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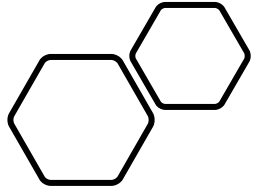
Presentation Layout

- How was that?
- What, When, Why?
- Examples
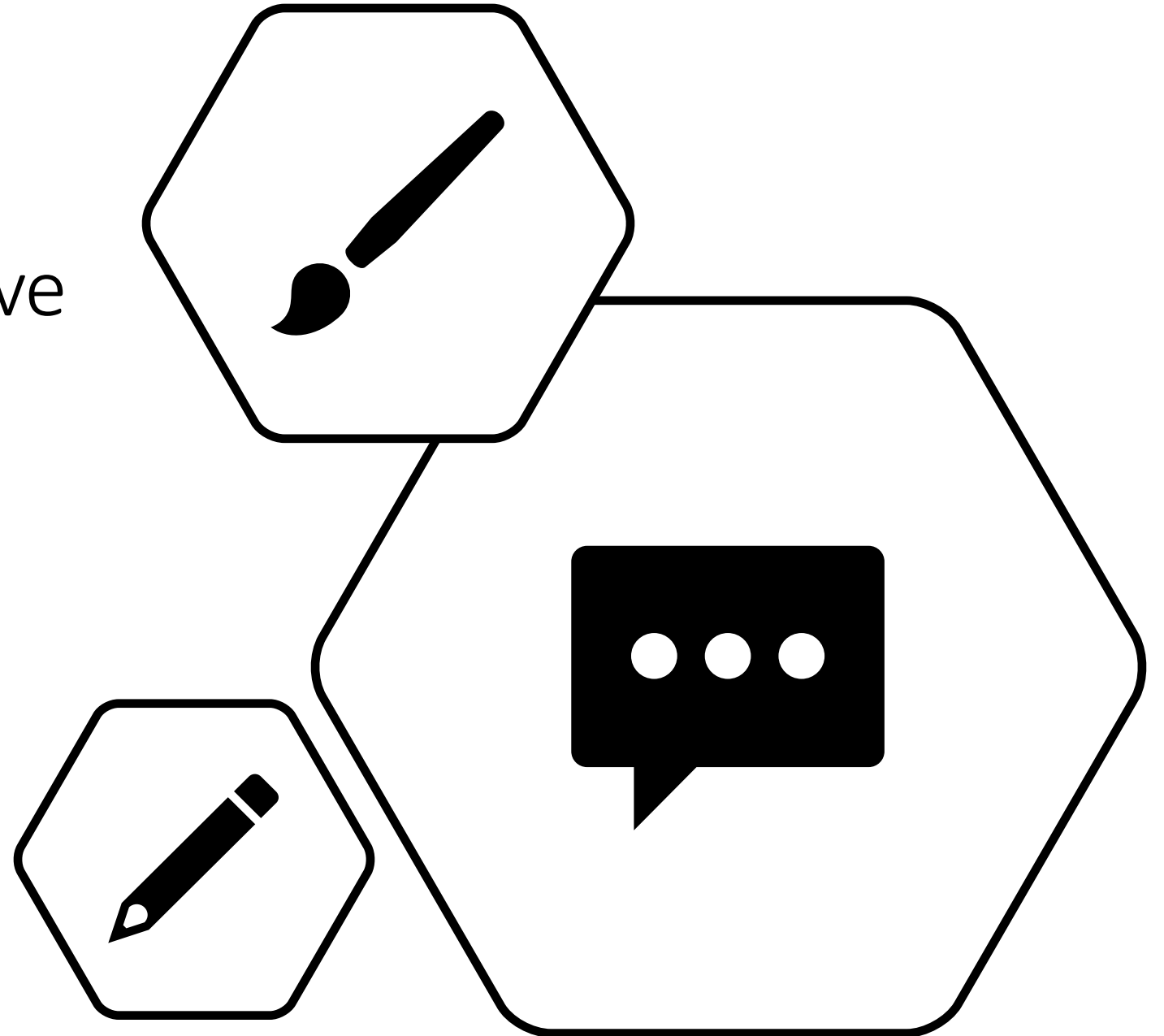- How… Let's build one together

How was the interactive group?

- What did you think?

What, When, and Why?

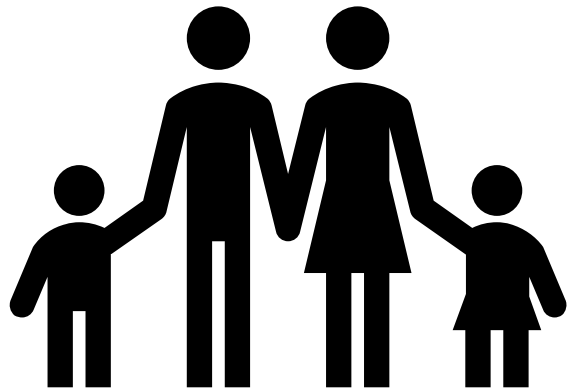LANLF Evaluation Institute 2021

What is an Interactive Focus Group?

- Engages participates in pre-planned activities to get answers to questions
- Typically involves writing, drawing, talking with one other person, talking with the whole group

When can you use an Interactive Focus Group?

- With Children
- With Adults
- Anytime you think you might benefit from a variety of data collection methods

Why use an Interactive Focus Group?

Engages the talkers and the listeners

Speeds up transcription time (not usually as much to transcribe literally)

They are fun for you and the participants!

Allows multiple means of communicating responses (verbal, written, drawn)

And you can sometimes end up with cool pictures of drawings to use in final reports.
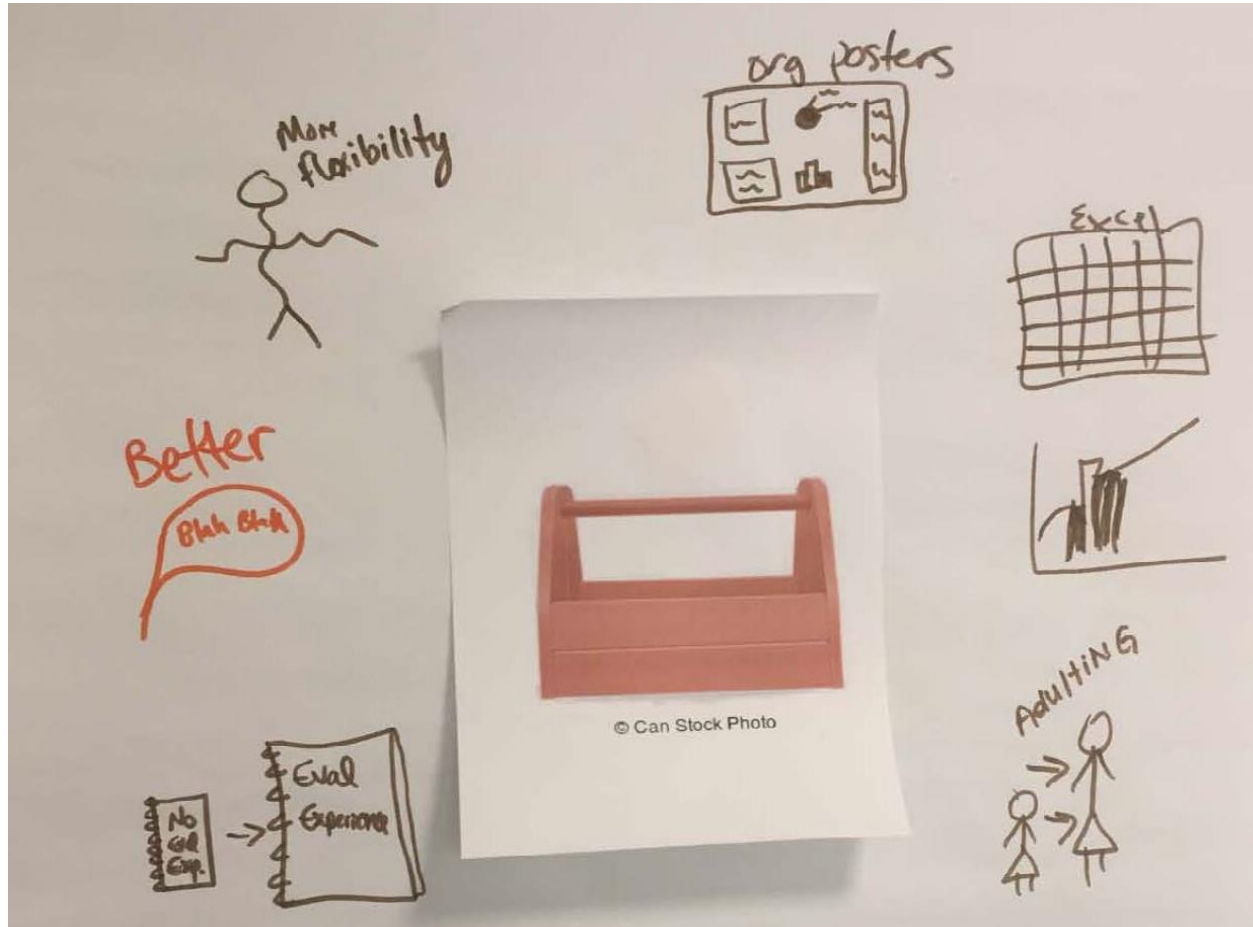
Examples

Enlace Comunitario Youth Leaders Evaluation
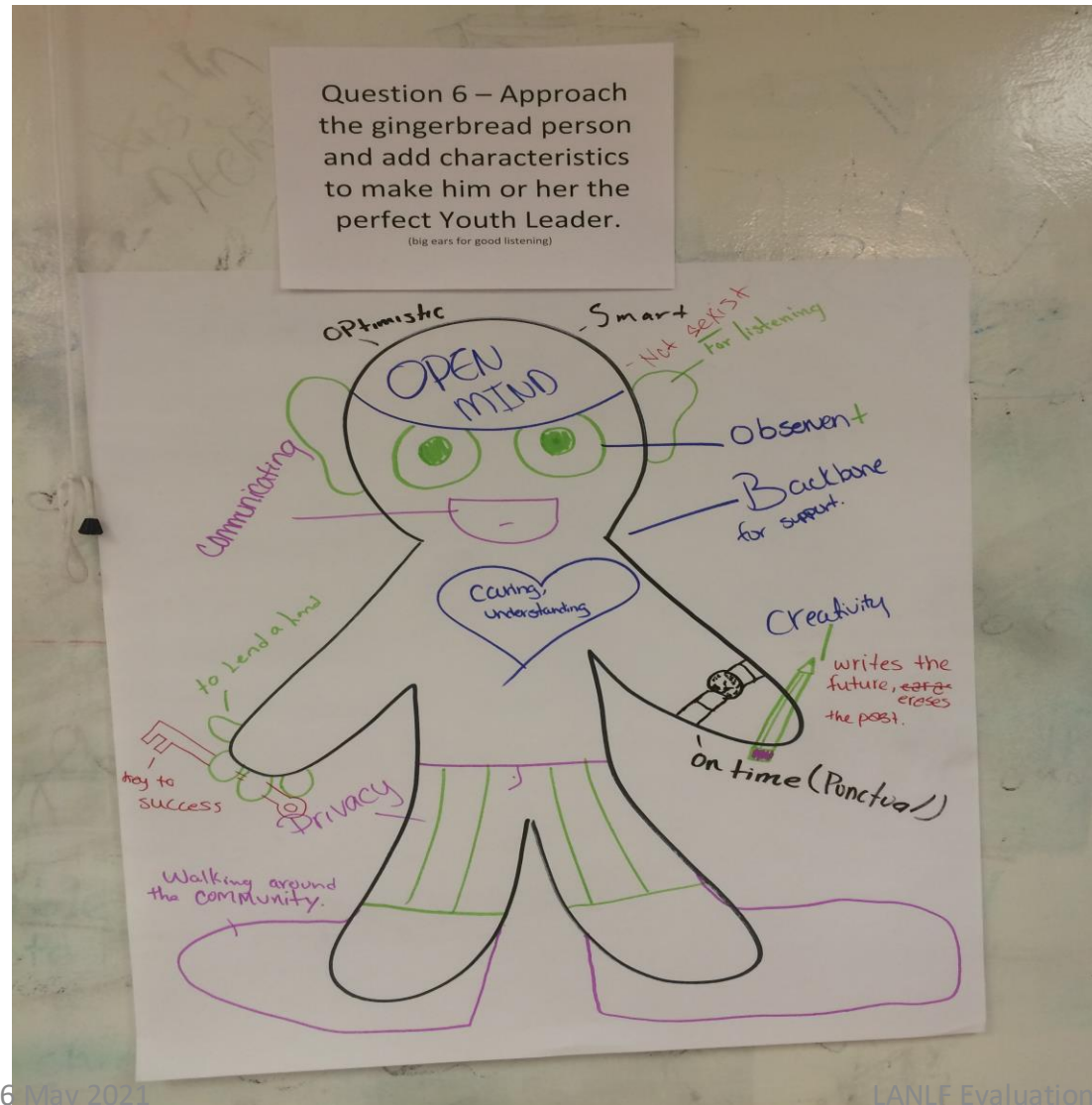
Evaluation Goal 1: Impact of the program on Youth Leaders themselves as a result of their training and participation in the Youth Leaders program.

Activity: Add **characteristics** to the gingerbread person to make him or her **the perfect Youth Leader**

Evaluation of the Evaluation Lab (Eval^2)
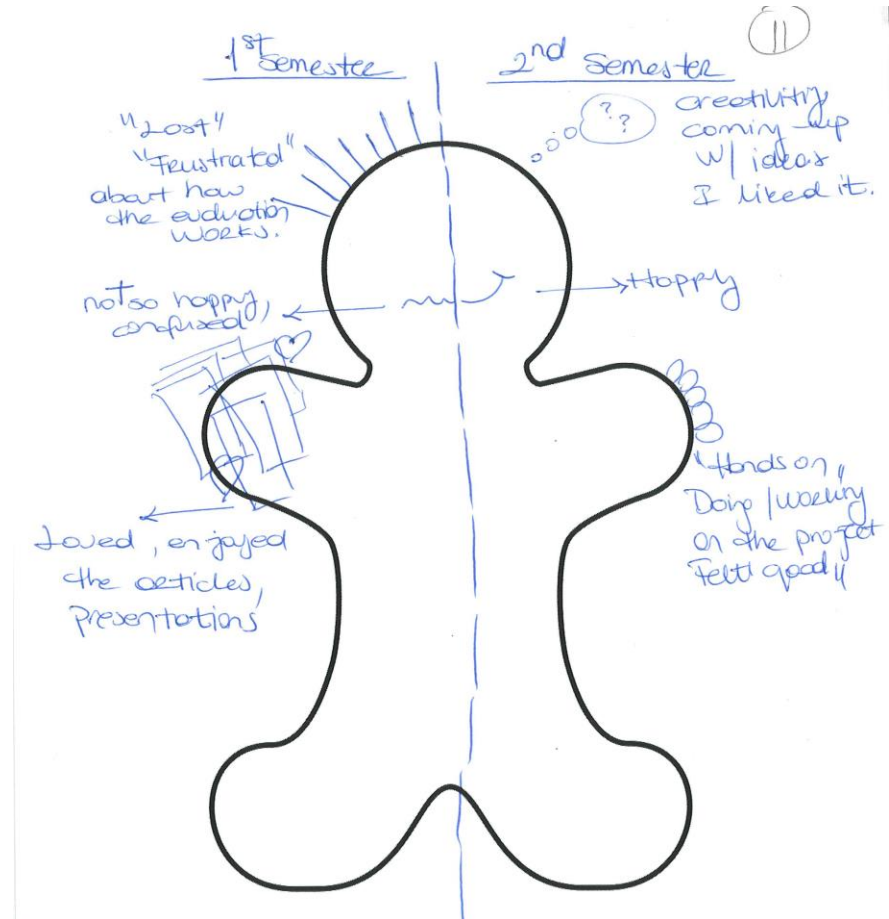

One of the questions: What skills can be attributed to the students' participation in the lab?

Activity: Draw the **tools** you now have in your **evaluation toolbox**!

Evaluation of the Evaluation Lab (Eval^2)

One of the questions: What did the course feel like for students?

Activity: Draw what you **felt** like in the course on this gingerbread person.

How?

Practice Round

Building the Protocol

1. Articulate the evaluation goals – what are you hoping to learn from the convened group of participants?

2. Assign activities to each goal

3. List materials needed to complete each activity

4. Assign timeframe to each activity

Why articulate the goals?

- Help avoid the issue of asking everything under the sun, just because you've got a group convened.

- Ensure that everything you ask is intentional and directly related to/supportive of your reasoning for convening the group.

Our Practice Evaluation Goal - Joy in Work

Goal 1: To find out what people consider **important** for them to feel joy in their work

Goal 2: To understand what employees experience as **preventing** joy of work

Goal 3: To find out what individuals consider is **within their power** to do to find joy in their work

Goal 4: Find out what **the organization can do** to foster joy in work

Practice Protocol

1. Articulate the evaluation goals – Joy in Work
2. **Assign activities to each goal**
3. List materials needed to complete each activity
4. Assign timeframe to each activity

Our Activities

Speed Answer Round – Goal 1 & 3:

Question: Think of a time when you felt really happy at work, and tell us what made that happen.

Question: When you've had a hand in making a day great, what did it look like?

Individual Answers – Goals 1 & 2:

Question: What are three things that will make a great workday for you?

Question: Are there everyday frustrations that corrode your sense of joy? If yes, what are they?

Plus and delta – Goal 4:

Question: What does your organization do that makes the workplace a worthwhile place to be?

Question: What would you like your organization to do to make the workplace a worthwhile place to be?

Possible Activities (with explanation for future use)

Gingerbread Person – individual or group
- Express sentiments about something (feeling)

Speed Dating – pairs
- Short questions
- Answer with a partner (more private)

Group Lists – groups of no more than 5 (usually)
- Less private, but gives opportunity to brainstorm

Individual Answers – individual
- Entirely private
- Opportunity to share freely
- Can be drawn, listed, paragraph, bullets, etc.

Plus and Delta – big group, individual, smaller groups
- Gives participants a chance to voice thoughts about program in question

Practice Protocol (continued)

1. Articulate the evaluation goals
2. Assign activities to each goal
3. **List materials needed to complete each activity**
4. Assign timeframe to each activity

Our Materials

Speed Answer Round – Jamboard

Individual Answers – Jamboard

Plus and delta – Jamboard

Materials! (in-person)

- **Gingerbread Person** – either flipchart with gingerbread person drawn **or** printouts of gingerbread person, markers either way

- **Speed Answer Round** – flashcards, tape, markers, questions printed or written on the board

- **Group List** – flashcards, tape, markers, printed out "box" or a visual that shows the activity we're doing

- **Plus and delta** – flipchart, markers, also pens, paper for those who may not want to share out loud

- (As you add activities, make sure you brainstorm about what materials you'll need)

Materials! (virtual)

- **Gingerbread Person** – Jamboard

- **Speed Answer Round** – Jamboard – use sticky note function

- **Group List** – Jamboard – use sticky note or image function

- **Plus and delta** – Jamboard or survey

- (As you add activities, make sure you brainstorm about what materials you'll need)

Practice Protocol (continued)

1. Articulate the evaluation goals
2. Assign activities to each goal
3. List materials needed to complete each activity
4. **Assign timeframe to each activity**

Timeframe

- Strongly based in how long you have for the group
- Actual time in each activity should allow for movement, explanation, questions
  - Activity times in the **protocol** will be **shorter** than how long the overall activity actually takes
- **For today's practice we had 60 minutes so 45 minutes on activities and 15 for explanation and for overlap.**
  - **Speed Answer Round** – 10 minutes
  - **Individual Answers** – 15 minutes
  - **Plus and Delta** – 15 minutes

A note about going virtual…

- Everything takes LONGER
  - Not everyone knows how to use jamboard, zoom, etc. – have to factor this in and either make the group longer, make fewer activities, have other ways for folks to participate
- Your materials will look more like – Jamboard, poll, chatbox, etc.

Our Protocol

- See [handout](#)

Closing and Next Steps

Interactive Focus Groups:

- Engage the **talkers** and the **listeners**
- Speed up **transcription** time
- Are **fun** for you and the participants!

After your Interactive Focus Group:

- Take pictures of everything posted on the walls or on easels so you can type into excel or word.
    - For virtual groups, be sure to **save all digital pieces** (jamboards, etc.)
- Debrief: Ask yourself, **how did it go**? What could have been **better**?
- Review data: try to highlight the diversity of **ideas** and the **common themes**.

Questions, thoughts, ideas?

Your turn!

- Use the [Build Your Own Protocol handout](#) to brainstorm ideas for how you might run your own interactive focus group!
- You'll have 30 minutes to work with your organization – facilitators will be around for questions!