













# Practicalities of VOICES focus groups Part 1

Preparation
Setting the scene

Page 52

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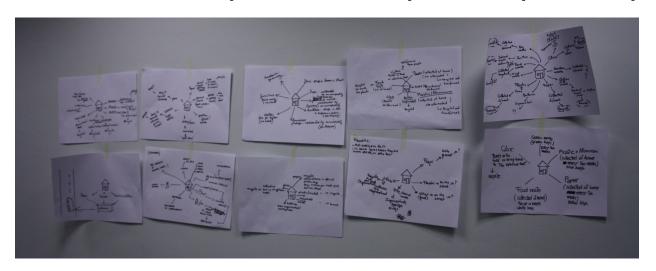






### Basics of waste management

- Familiarize yourself with waste management in your country
- Goal: to have a general overview to be able to foresee and respond to input of participants









# Get to know your participants

- Table recruitment (Page 54)
- Familiarize yourself with the different backgrounds/characteristics of the participants
- Goal: to prepare potential group dynamics, understand the differences in input

Name	Gender M/F	Age	Municipality	. ,	Housing situation







### Informed consent

- Print 2 forms per participant
- The forms need to be signed by all participants (note taker is responsible for collection/check)

#### The form includes:

- Information about low risks
- Audio/video taping
- Data collection and storage
- Use of anonimized quotes







# Prepare during this training

- Read the script carefully
- We will practice the script during the training sessions
- Scripts in own language will be available on Friday

Ask questions when things are unclear!







### Prepare yourself

- Read the script out loud
- Check out the time it takes you
- Memorize the questions and know them by heart
- Visualize the questions in your head, but more importantly the possible answers
- Practice questions with colleagues, friends, family is possible







# Questions while preparing?

- Contact the trainers (Page 52):
  - Janneke Elberse, j.e.elberse@vu.nl
  - Barbara Tielemans, <u>B.m.tielemans@vu.nl</u>

- For specific questions about handling situations during focus groups:
  - Frank Kupper, <u>f.kupper@vu.nl</u>







### Check the location

- Visit the site beforehand
- Make notes of things you need to arrange
  - Flip charts, beamer, enough wall space, tables etc.
- Make sure the location is suitable
- Arrange refreshments







# Check and buy your materials

- Toolkit (Page 72) describes all materials necessary for the focus group
- Buy materials that you need
- Understand and test your voice recorder
  - Enough disk space to record 3 hours
  - Spare batteries
- Flip chart check: does the tape work on the wall, no stains on the wall when writing with markers







### Prepare the powerpoint slides

Insert the text from the translational office







Adapt slide 2



Insert name of the location of the FG

Name
Note taker















# The day itself

- Be on time to:
  - Prepare your tables
  - Prepare your materials
  - Prepare refreshments
  - Prepare yourself



Welcome the participants









### Prepare the location

#### Prepare the tables:

- Moderator and note-taker must be able to see every participant
- Moderator and note-taker must be able to reach everybody while walking around
- Participants should be able to see both the PowerPoint and the wall with flip charts







### Prepare materials

- Put 5 flip charts on the wall: 2 landscape and 3 portrait
- Turn on beamer and computer
- Prepare materials for participant:
  - Name tag
  - 2 large post its
  - 3 red, round stickers
  - 1 marker









### Prepare materials

- Prepare your own materials:
  - Name tag of moderator and note-taker
  - Post its in a different color then participants
  - Several markers
  - Extra materials in case it is needed
  - Voice recorder









# Prepare yourself - Responsibilities

#### Moderator:

- Create an open and safe environment
- Guide and stimulate the discussion
- Make the process visible on the flip charts
- Give everybody opportunities for input

#### Note-taker:

- Time
- Observation
- Informed consent
- Assistance when necessary













### Practicalities of VOICES focus groups Part 2

Processing the focus group

Page 62

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### To receive

- The pdf final version of the manual (step 2 of exercise 3 will be finetuned)
- Pdf of training presentations
- Explanations of the role of the note taker
- Evaluation questionnaire (translated)
- Informed consent form (translated)
- Overview of the data flow







### Dataflow deadlines

#### **Deadlines:**

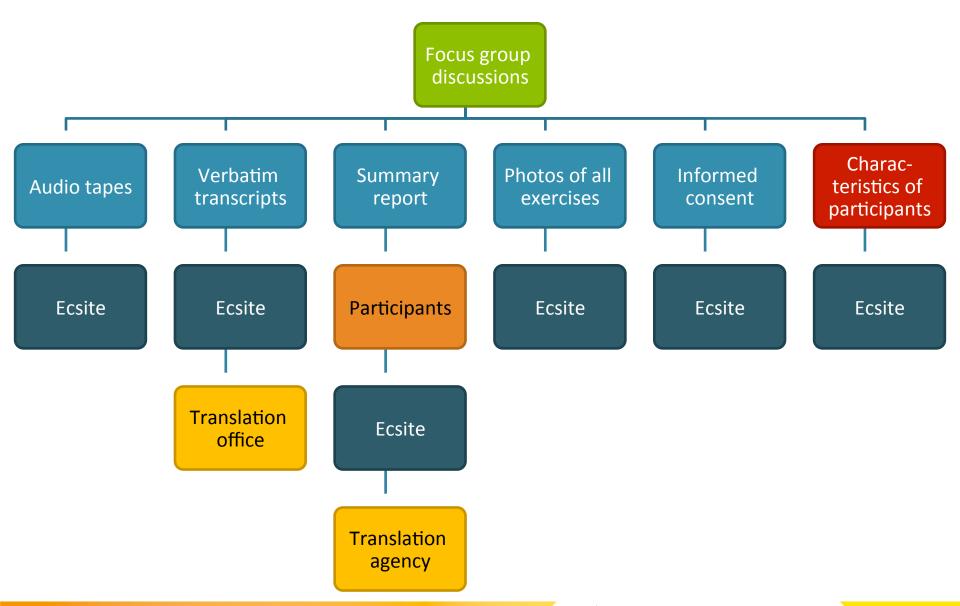
- Complete first the summary report to send to participants for comments (within a week from focus group).
- Full transcripts in original language ready within 1 week after the focus groups.
- Summary report (including participants feedback) after 3 weeks
- All focus group materials (photo's) within 1 week
- When you complete a document before the deadline, please send it as quickly as possible!
- See page 69 for a detailed list of documents we request from you







### Dataflow









### Dataflow codes

Туре	Code
Audio file	Country_city FG#_audiofile partx
Transcript	Country_city FG#_transcriptOV
Summary	Country_city FG#_summaryOV
Photos	Country_city FG#_photo exercise# drawing#
Informed consents	Country_city FG#_informed consent participant#
Evaluation questionnaire	Country_city FG#_Questionnaire participant#







### Summary reports

- Your write a summary report for each focus group (max. 1100 words)
- Write the summary as quickly as possible after the FG
- This report can be based on the notes of the note-taker!
- See format on page 62 64
- See example on page 76 79







### Feedback participants

- Participants are asked to provide feedback and/ or additional input
- Send the report preferably by e-mail
- The participants have two weeks to respond
- After feedback finalize the summary report.
  - Put additional input and feedback in annex (max 400 words)
  - Do not correct the report, apart from clear mistakes







### **Elements Transcript**

#### Four elements:

- 1. Box with focus group details
- 2. Observations essential for the focus group
- 3. The verbatim transcript
- 4. Brief summary of experiences and lessons learned







# Box with focus group details

Code	Country_city FG # _ transcriptOV
	Example: Netherlands_Amsterdam FG3_transcriptOV
Location	Location where the focus group took place
Date & time	Date and time when the focus group took place
Moderator	Name
Note taker	Name
Observers	If present
Participants	#women and #men
Age category	Example: Participants were between 18 and 32







### Observations

Write down in a couple of sentences important observations which might have influenced the outcomes or the process.

- Example: one person was very dominant, others might have felt restricted
- Example: during the focus group there was a lot of constructing noise that might have influenced the concentration of the participants
- Example: a specific word choice affected the focus group







# Verbatim transcript (page 66)

- Verbatim transcription is the art of converting spoken word into text such that a message is captured exactly the way it has been spoken.
- It is an intensive activity, attention in necessary to capture the correct messages.
- Indicate who is speaking with a code
  - -[M] = moderator
  - -[P1] = participant 1
  - [NT] = Note-taker







### Verbatim transcripts

Capture every word

#### DO NOT REPHRASE ANYTHING!

See example on page 66







### Verbatim transcript

- Include laughter, breaks, uhms and ahs
- Communication has a lot of components other than words

```
[M]: What does your mother think?
```

[P7]: .. Not much [uhm]. She agrees with me . yeah.

[M]: Really?! [Laughs] Are you sure?! [P7 laughs]







### Verbatim transcripts

 Indicate two or more speakers at the same time with '/':

[M]: what do you think of this idea?

[P3]: /yes, great, I would buy it

[P8]: /awful, it wouldn't suit my lifestyle

[P1]: I remember I saw a TV show about / waste

[P10]: / I saw it on the news yesterday







### Verbatim transcripts

#### Also include:

- Fillers: the ums, ahs, you knows, I would say.... that are often used by speakers to buy time to think.
- False starts: sentences that are started but never completed





### Brief summary of experiences

- Write half a page on:
  - What is your experience as a moderator?
  - Did the FG go according to plan?
  - Did the exercises work out?
  - What lessons did you learn?
  - What is your advice to Ecsite for similar projects?







### For further questions

- Contact the trainers (Page 52):
  - Janneke Elberse, j.e.elberse@vu.nl
  - Barbara Tielemans, <u>b.m.tielemans@vu.nl</u>





