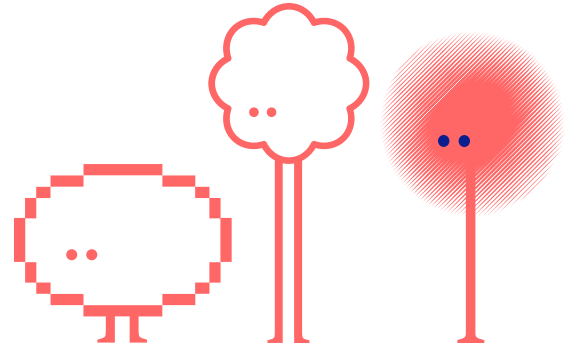


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# FOCUS GROUPS



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## Immersive Arts Audience Resource Bank

### Focus Group Best Practice Guidelines

A focus group is a facilitated evaluation session where a group of audiences are asked questions around a theme or topic. This can be done during or at the end of a project.

Focus groups are a good way to get more in-depth responses to open ended themes and questions about your experience. Participants can share, discuss and debate their thoughts in a safe and facilitated way.

Ideally these will be small groups of 5–8 participants.

#### Beforehand

Make sure that information sheets/consent forms/demographic info has been collected and the participants have had the chance to ask any questions about their data/the research. Direct them to the lead researcher if you are unsure.

Have the topics and question prompts to hand.

Ask about any access needs (this may already be known when recruiting the participants).

Ask names/pronouns.

Try to create a welcoming, quiet environment.

Offer refreshments (if possible).

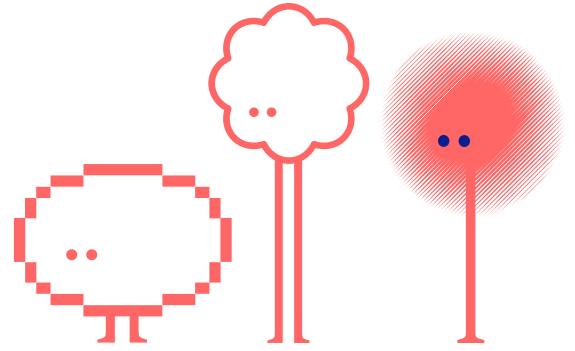
If you are recording the session, let participants know when the recording starts and stops.

It can be useful to also have a note-taker in addition to the facilitator (if possible).

It can be useful to have post-it notes / paper / pens to hand in case participants want to jot things down.

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# FOCUS GROUPS



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## Immersive Arts Audience Resource Bank

### During

It can be useful to say something at the start like:

'thank you very much for your time today and for your feedback. This is valuable to our process and understanding of our developing work. Please respect each other in this space and allow everyone to speak. We are aiming for this to be a discussion around some themes/questions that we are trying to explore'

If you have limited time, you could add 'I may move us on if needed, apologies in advance if I need to interrupt you to do this'.

Try to allow everyone to speak, if someone is dominating the conversation, you can say, 'what does everyone else think about this?'

You can ask follow-up questions to clarify something or get further information.

If no one is speaking, try to rephrase the question, or if this still doesn't work, move on to another question/theme.

Observe body language, as this can be informative.

It can be tricky to balance letting the conversation flow and making sure you stay focused. This often depends on what you are trying to find out and how much time you have. If you have limited time, you may need to keep a tighter grip on leading the discussion.

### After

Thank everyone for their contributions and time.

Stop the recording and check it has saved.

If possible, note down some key things that emerged.

### Managing and using the collected feedback

Save the feedback data securely, making sure you are complying with UK [GDPR guidelines](#).

Use software to transcribe the recording (if needed).

Read and analyse the data - see [Audience Resource Bank\\_Analysis](#) for tips.

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