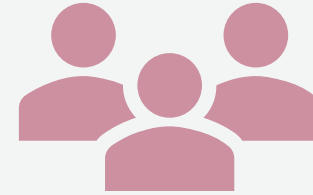


Research methods

Methodological challenges when using focus group for research with persons with deafblindness



Background



A study where 5 people met twice in a focus group, a part of a master thesis



Focus group interview

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Originally a tool for propaganda and advertising

World War II

Commercial purposes

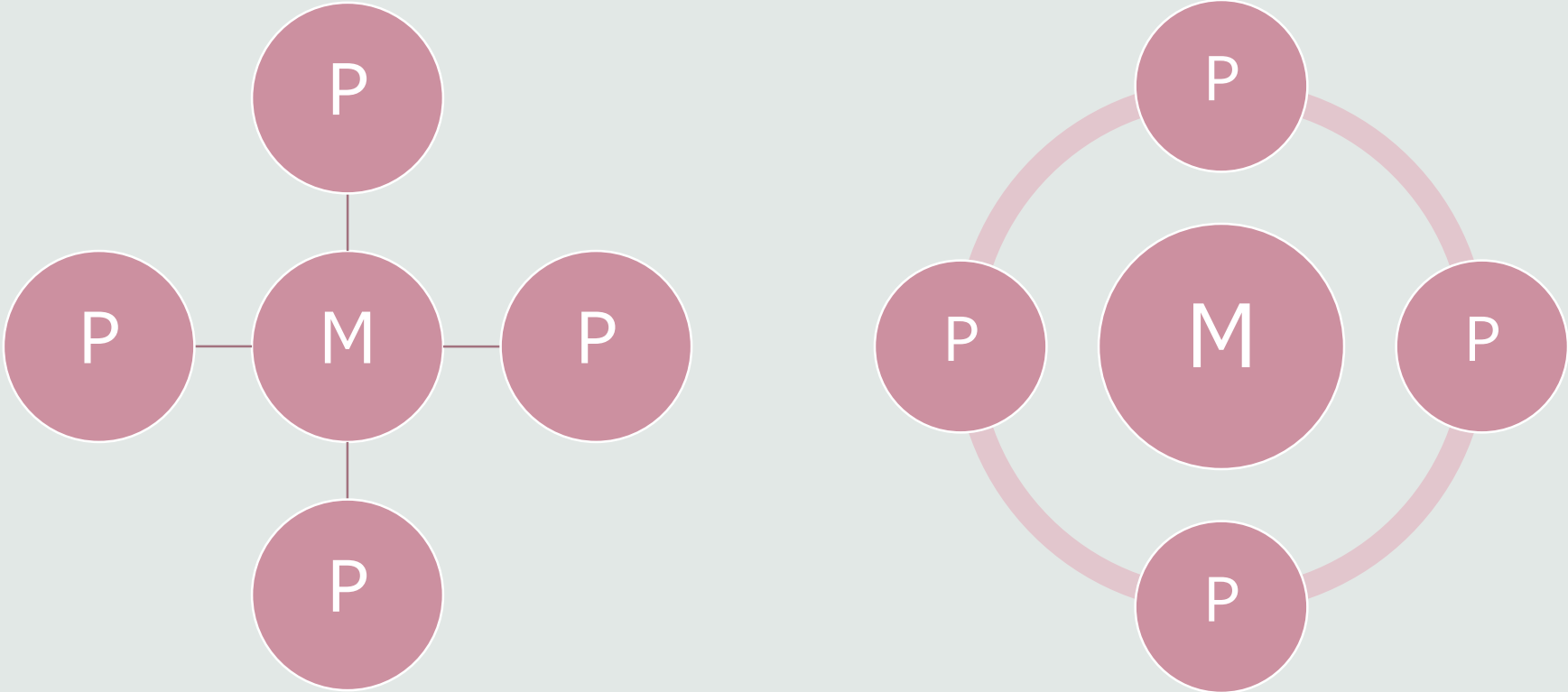
What characterizes focus group interviews as a method?

Qualitative research method

A group's experiences with a phenomenon or situation

Develop new practices

Group interview vs focus group interview



Basic features of focus group as a research arena



SOCIAL INTERACTION



SHARED EXPERIENCES



A FRIENDLY
ENVIRONMENT

What type of knowledge is revealed by the method?

Rich descriptions

Discussions in the group can trigger associations and new knowledge.



When is focus group interviews an appropriate method?



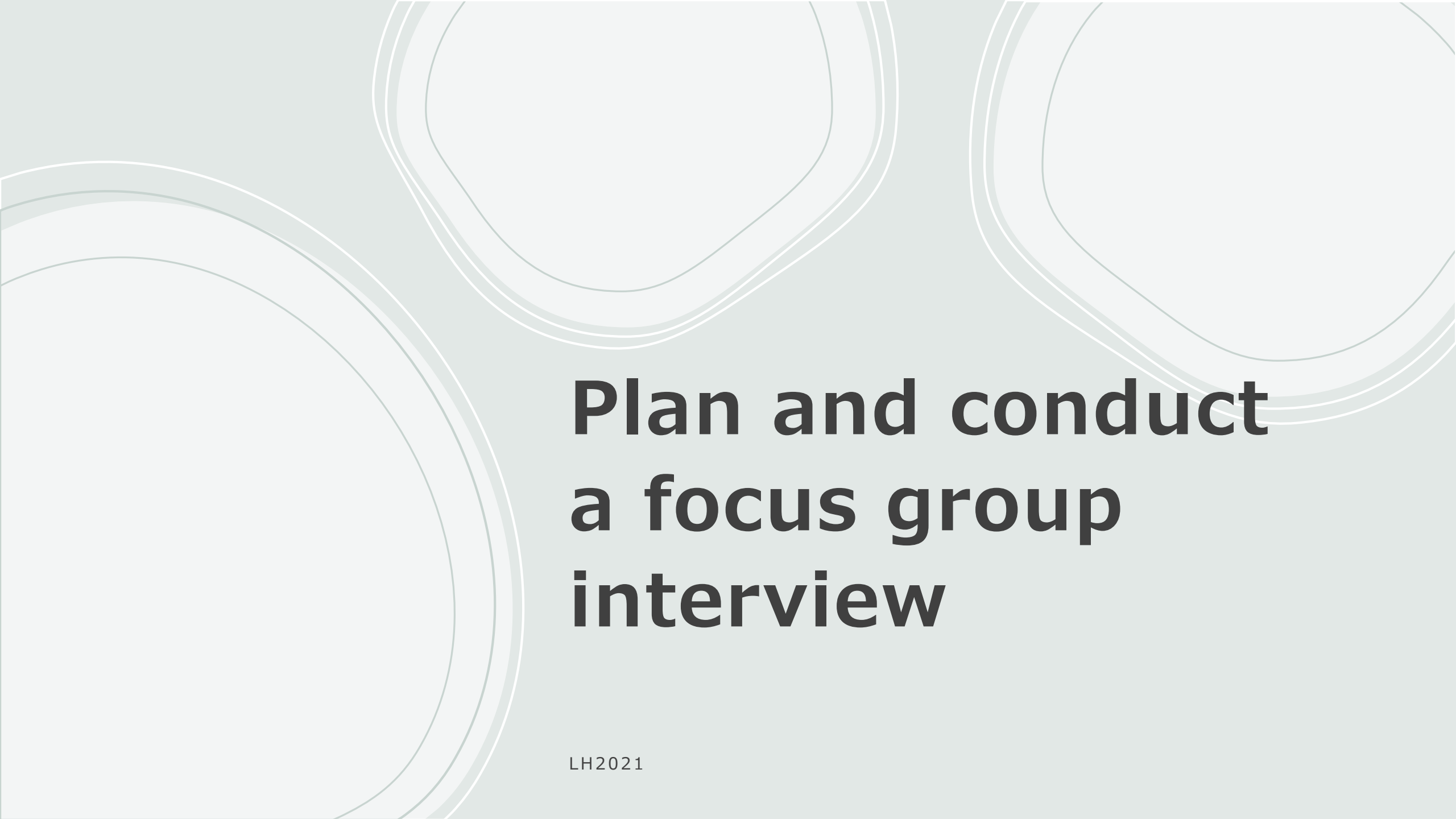
KNOWLEDGE FROM A
SMALL GROUP



EXPLORE SHARED
EXPERIENCES AROUND A
PHENOMENON



WHEN IT IS DESIRABLE TO
DEVELOP A DEEPER
UNDERSTANDING OF A
PHENOMENON

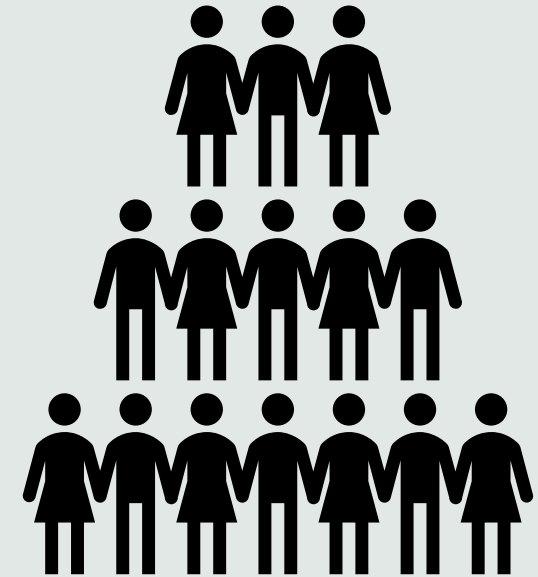


Plan and conduct a focus group interview

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Recruitment

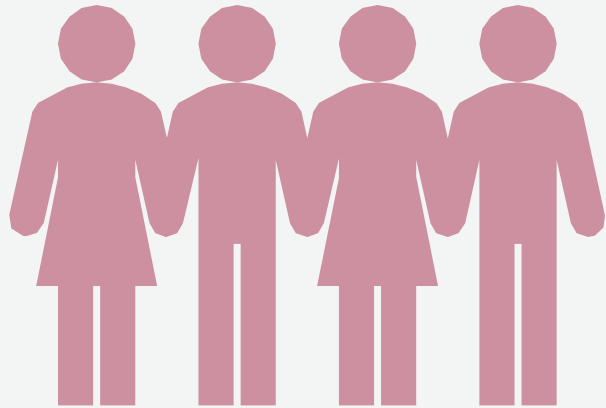
A small population



Group composition

Homogeneous or heterogeneous
group

Old acquaintances



Group composition - communication

Form of communication and language



Collaboration with the interpreting service

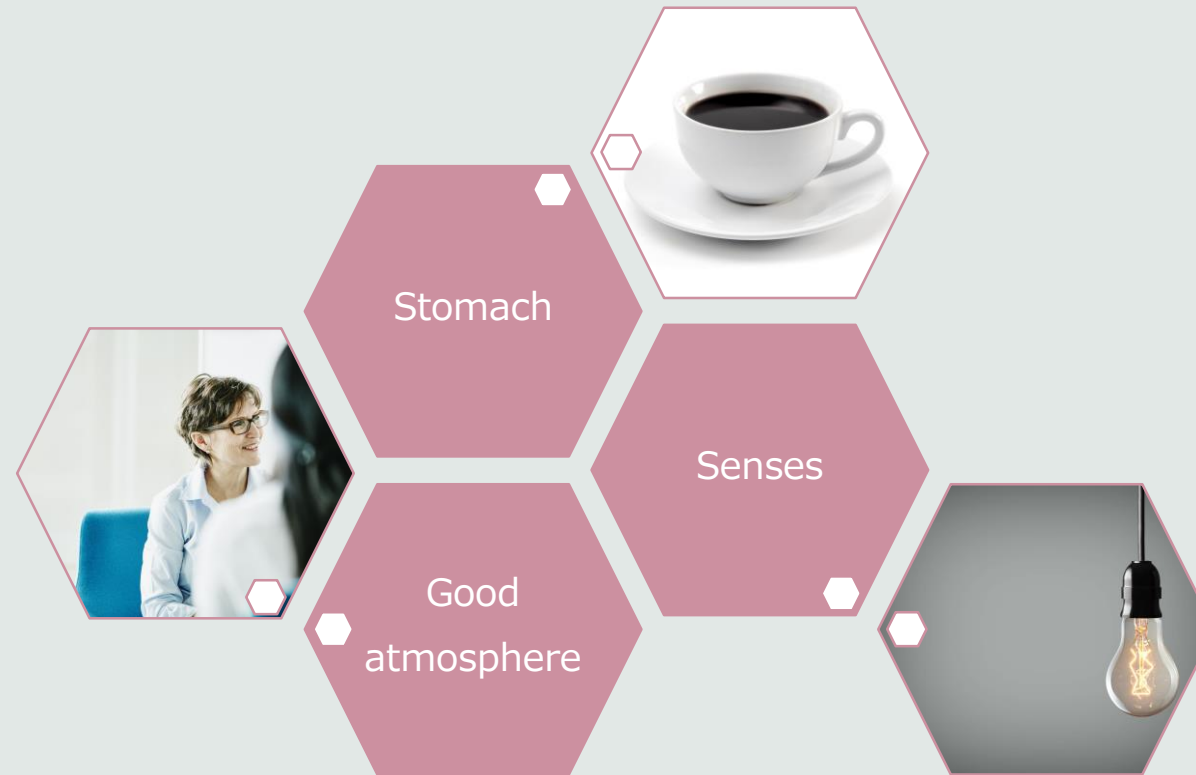


The interpreters gained
methodological knowledge



Knowledge of topic

Framework conditions



The population's need for facilitation

The size of the room and the location of the participants and their interpreters.

Hearing equipment

Lighting

Pauses

Time

The role of moderator and co-moderator

Develop good questions - language

Role distribution

The group dynamics

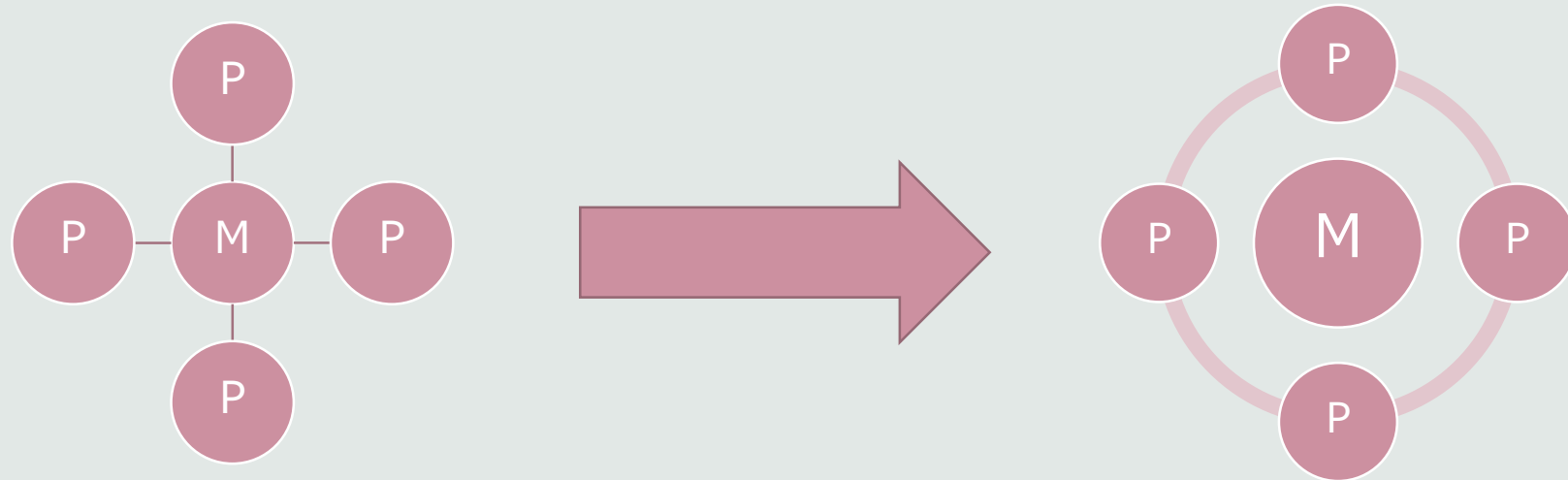


ROLES IN THE GROUP

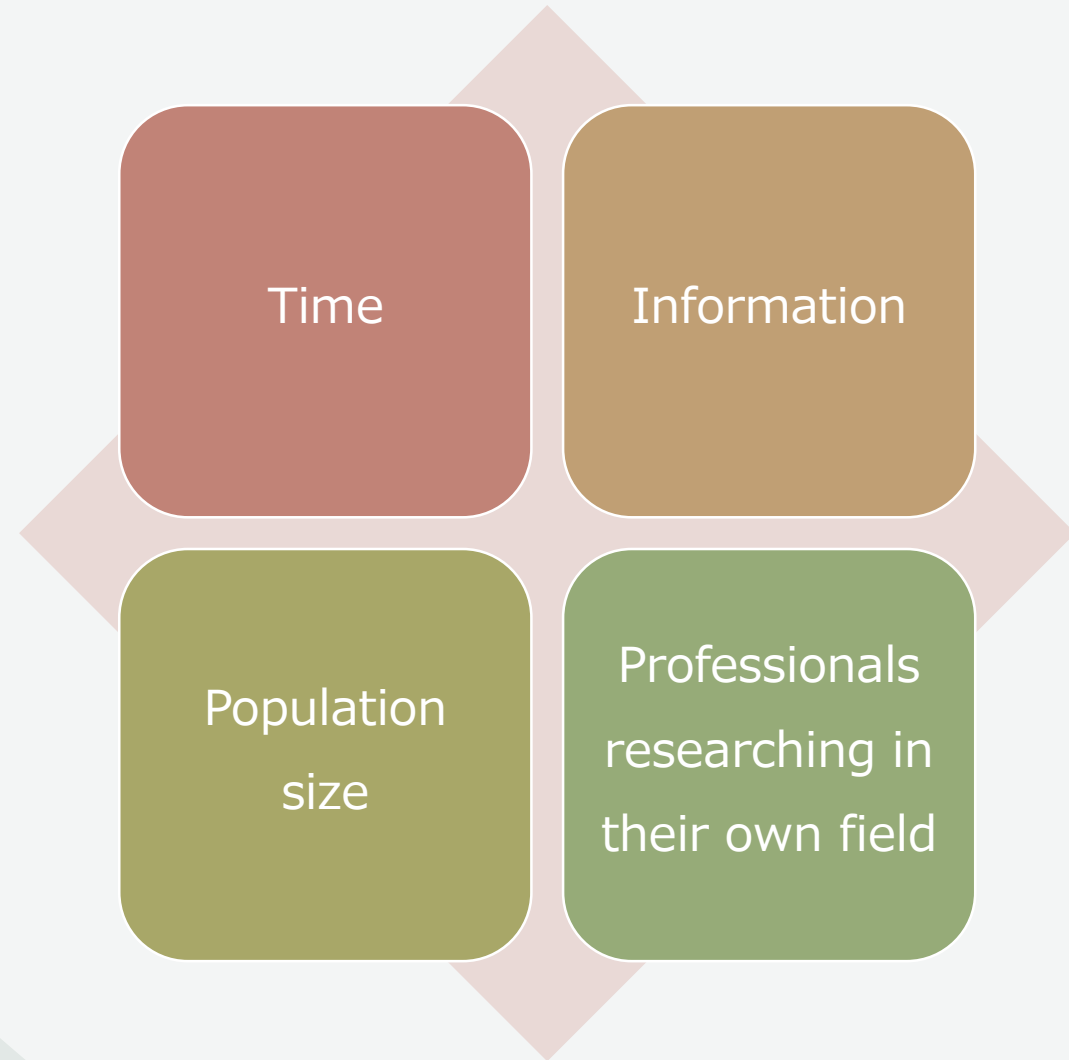



SAFETY

From group interview to focus group interview



Summary





**Would I have done
it again?**

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