What is a focus group interview and which types of questions can it answer?

Focus group interviews are interviews of smaller groups of people, typically between 5 and 10 persons. They can be conducted in various ways and using different methods, depending on their aims. They can often be more forward directed and abstract in nature, than individual interviews, e.g. creating future scenarios, or suggest improvements or action. They will often not provide in-depth knowledge on individual experience, like the individual interviews, and it is not a suitable method for getting to know about painful experience or issues which are very personal.

Practical info: how will the process be when planning a focus group interview survey

* We will take a talk with you, who want to have this study conducted, to explore the aim of the study, and what you expect, and which actors in the field you would like to involve.
* Based on this, we will organize an interview guide, and select potential interviewees, for your approval.
* We suggest that we approach the interviewees in a common letter, where you are also the sender. After this, we work on our own: we take phone contact with the interviewees, visit them for interview and conduct the analysis. In this phase, we will only contact you if we face difficulties in the environment or other unforeseen events. This planning phase will typically take 2-3 full days, depending on transport and theme.
* One focus group interview will normally take 2½-3 hrs.
* Depending on how in-depth an analysis you want, the interviews can be summarized or fully transcribed. One hr.’s interview will typically take about 5 hrs to transcribe. There are several options, and this should be agreed with you from the start. It is almost impossible to give a precise estimate on time needed for the analysis and reporting. We will make an estimate on this beforehand, and agree on the number of hours, which will be part of the contract, and guarantee that the job will be done for the agreed fee.