No. 5 Focus Group Moderator Guide

The focus groups will begin on October 6th. Between now and the time your team conducts its first focus group, each team must prepare a Moderator's Guide. This is a set of questions the moderator will ask the group to guide the discussion and conversation in the direction the team wants it to go.

As soon as possible each team must arrange to have a meeting with Jill Ronco at her office at the Survey Research Laboratory facility (412 South Peoria Street, 6th floor) to go over the Moderator's Guide with her. At that time she will also introduce you to the room and facilities where your three groups will be conducted. You should contact Jill immediately to arrange a time next week when you can all meet with her. Her phone number at the SRL is 312-996-2171 and her e-mail is jillr@srl.uic.edu. She is expecting you to contact her.

When you meet with her you should have a complete draft of your team's Moderator Guide to show her and let her comment on and make suggestions for improving it. The draft you show her should be a second or third draft rather than a first draft. Please send your guide draft to Prof. Page (alp3@uic.edu) so he can review and comment on your guide before you show it to Jill.

The deliverable for this assignment is a good Moderator Guide for your team to use in its three focus groups. Also, you can modify or revise your guide after each group is completed as you learn from and benefit from the previous group discussion. Your guide should be included as an Appendix in your findings report to COPCO.

Project Requirements

1. Arrange to meet with Jill Ronco at the SRL.
2. Prepare initial draft of Moderator’s Guide, sections, questions, and time allocations for preliminary review by IPD faculty.
4. Submit hard copy to Prof. Page in class, and post electronic version to the class .ftp site.

Due Date

First draft reviewed by Prof. Page as soon as possible.
2nd/3rd/final draft reviewed by Jill Ronco prior to your group’s first session.