The focus groups will begin during the second week of class. IPD faculty will post available time slots and teams are to register/confirm the best days and times for their team. 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. One of the team's members will act as the Moderator for these sessions.

As soon as possible each team must arrange to have a meeting with a representative at the Survey Research Laboratory (SRL) facility (412 South Peoria Street, 6th floor) to go over your team's draft of the Moderator's Guide. At that time, the SRL people will also introduce you to the room and facilities where your groups will be conducted. You should contact Ron Hazen immediately to arrange a time next week when you can all meet with him. His phone number at the SRL is 312-996-2171 and his e-mail is RonH@srl.uic.edu. He is expecting you to contact him.

When you meet with him you should have a complete draft of your team's Moderator Guide to show him, and let him comment on and make suggestions for improving upon the 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 Ron Hazen.

The deliverable for this assignment is a good Moderator Guide for your team to use in its three paid 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, and subsequent report/Executive Summary of your findings, should be included as an Appendix in your presentation/report to Pactiv.

1. Arrange to meet with Ron Hazen at the SRL.
2. Prepare initial draft of the Moderator's Guide, sections, questions, and time allocations for preliminary review by IPD faculty.
3. Prepare final Moderator's Guide for use in focus group research sessions. Prepare a report/Executive Summary of your findings based upon this research activity.
4. Submit hard copy to Prof. Page in class, and post electronic version to the class ftp site.

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