

Focus group analysis

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Literature tips:

- Reed, Jan & Roskell Payton, Valerie (1997): Focus groups: issues of analysis and interpretation, in: Journal of Advanced Nursing, 26(4), 765-771.
- Elizabeth J Halcomb, Leila Gholizadeh, Michelle DiGiacomo, Jane Phillips, and Patricia M Davidson (2007): Literature review: considerations in undertaking focus group research with culturally and linguistically diverse groups. Journal of Clinical Nursing 16, 1000-1011.

Importing data

- Focus group transcripts can be directly imported via the provided import icon, both with and without time stamps.
- **IMPORTANT:** The colon ":" is the symbol for MAXQDA to automatically recognize a change of speaker. It should be used for this purpose only (in the transcript or document to be imported), otherwise false detections will occur.
- An existing audio or video file can be assigned afterwards, if need be. Use right click on the document in the list of documents-window.
- The advantage of importing focus groups as focus group transcripts is that MAXQDA offers the possibility to analyze the document as a whole, but also to analyze individual participants/speakers at any time.
- After the import you can immediately select the overview of the focus group speakers. To call up the overview, click with the right mouse button on a focus group in the "List of documents" and select the entry "Focus Group speakers" under the heading "Overviews".
- Here you will find all speakers and both, the number and the length (absolute and relative) of their contributions.

Overview of Focus Group Speakers

Focus group: Focus Group Transcript No.1

6 focus group speakers from 1 focus groups

Speaker	Focus group	Contributions	% Contributions	Characters	% Characters
Moderator	Focus Group Tr...	17	38,64	2766	24,18
Lucas	Focus Group Tr...	11	25,00	3344	29,23
Miles	Focus Group Tr...	3	6,82	900	7,87
Lisa	Focus Group Tr...	3	6,82	899	7,86
Casey	Focus Group Tr...	7	15,91	2417	21,13
Parker	Focus Group Tr...	3	6,82	1114	9,74

Variables in focus groups

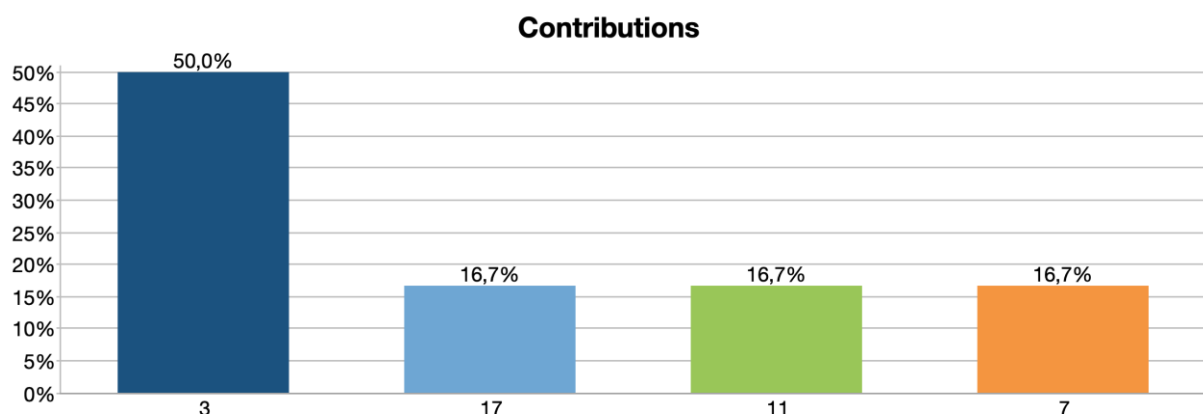
- Similar to "normal" documents, you can add variables here that characterize the speakers, such as gender. The purpose of this is to later distinguish between precisely these variables, i.e. characteristics, in the qualitative analysis: what do the male speakers say about a certain topic and what do the female ones say?
- If we add a variable, the overview looks like this:

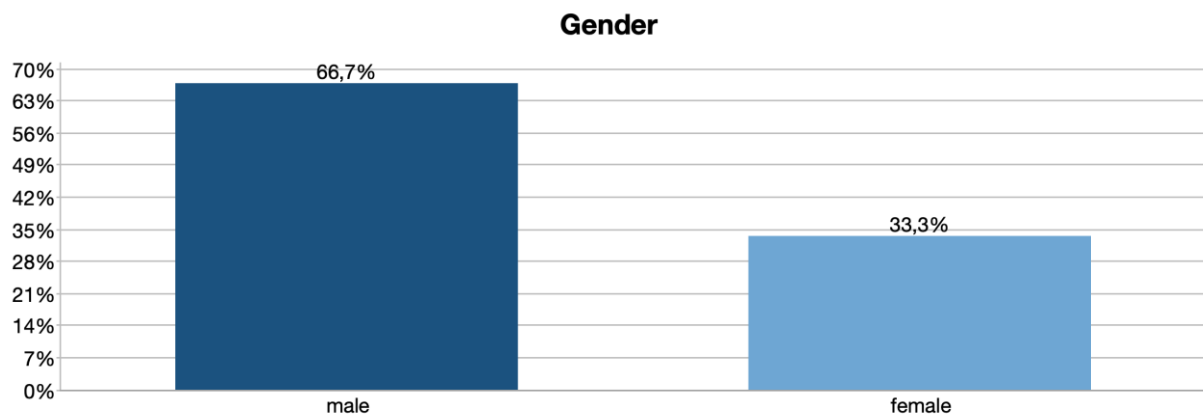
Overview of Focus Group Speakers

Focus group: Focus Group Transcript No.1 6 focus group speakers from 1 focus groups

Speaker	Focus group	Contributions	% Contributions	Characters	% Characters	Gender
Moderator	Focus Group Tr...	17	38,64	2766	24,18	male
Lucas	Focus Group Tr...	11	25,00	3344	29,23	male
Miles	Focus Group Tr...	3	6,82	900	7,87	male
Lisa	Focus Group Tr...	3	6,82	899	7,86	female
Casey	Focus Group Tr...	7	15,91	2417	21,18	female
Parker	Focus Group Tr...	3	6,82	1114	9,74	male

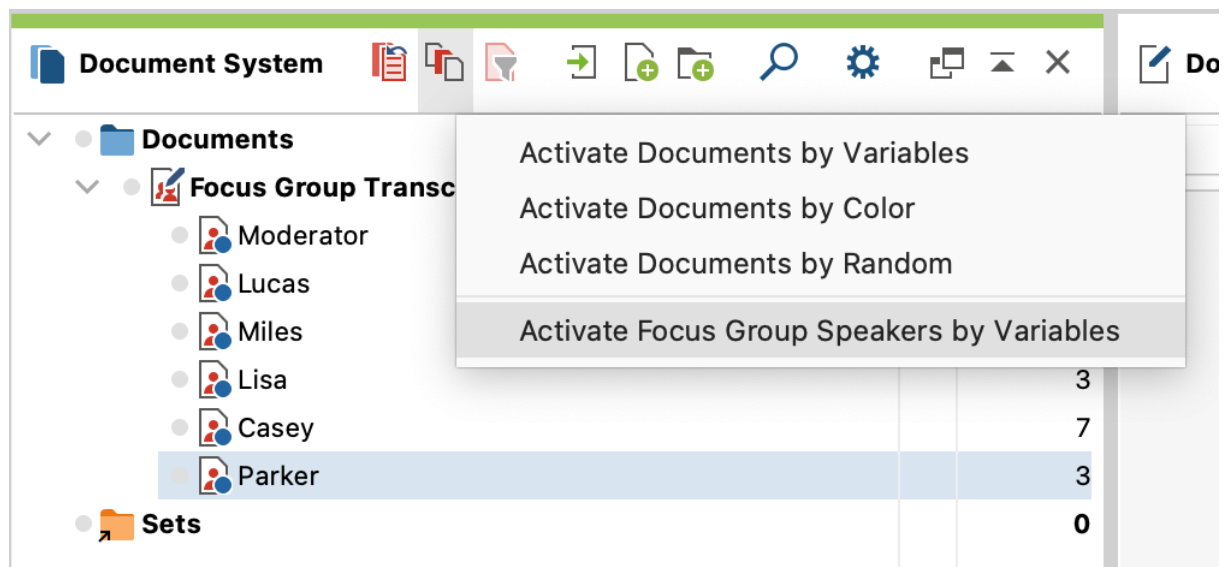
- Small statistics can be generated for the information in the overview of the focus group speakers, for example to describe the existing data set:





Coding process and coded segments

- The coding process for focus groups works in the same way as the process for "normal" documents.
- In the same way, paraphrases and memos can be used and evaluated according to text passages.
- For a more detailed analysis of the coded segments, individual speakers can be activated or compared by using the variables, for example all female or all male speakers. Here you have to select the entry "Activate Focus Group Speakers by Variables".



- The activation works again in the same way as the activation procedure according to document variables.

Activate by variable

Variables

- Focus group
- Contributions
- Characters
- Gender

Conditions

[Gender] = male

OR AND

☒ = (equal)
☐ < (smaller than)
☐ ≤ (smaller or equal)
☐ > (larger than)
☐ ≥ (larger or equal)
☐ ≠ (unequal)
☐ ∃ (contains)

Value

male

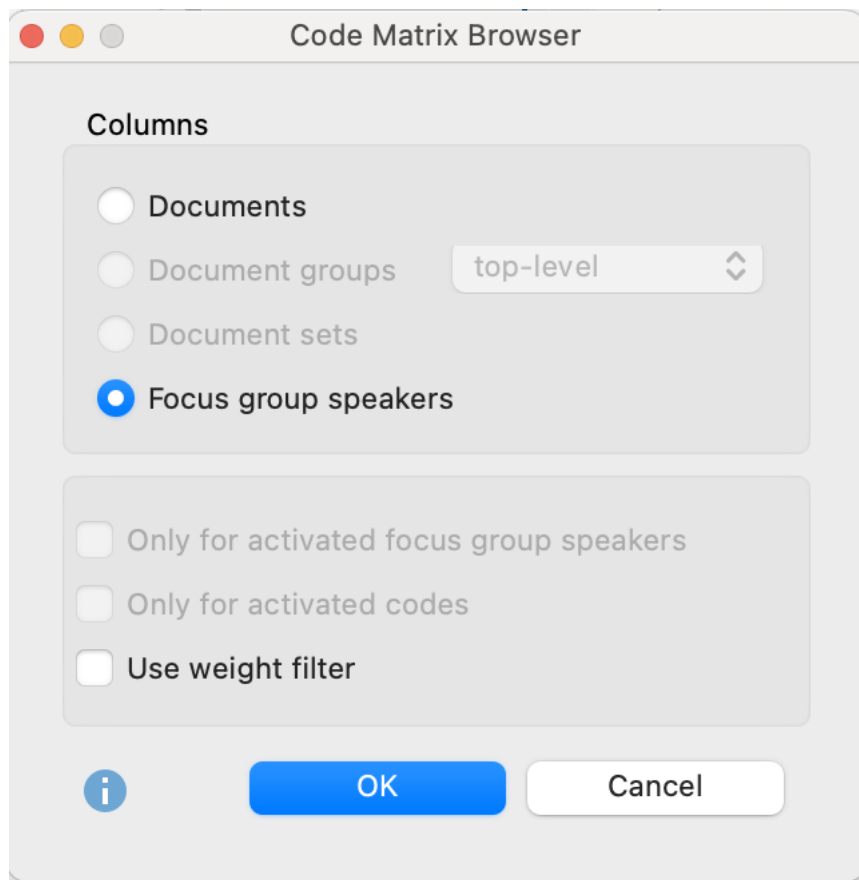
☐ Insert all variable values as conditions

4 Focus group speakers (Total: 4)

Activate Cancel

Visual tools

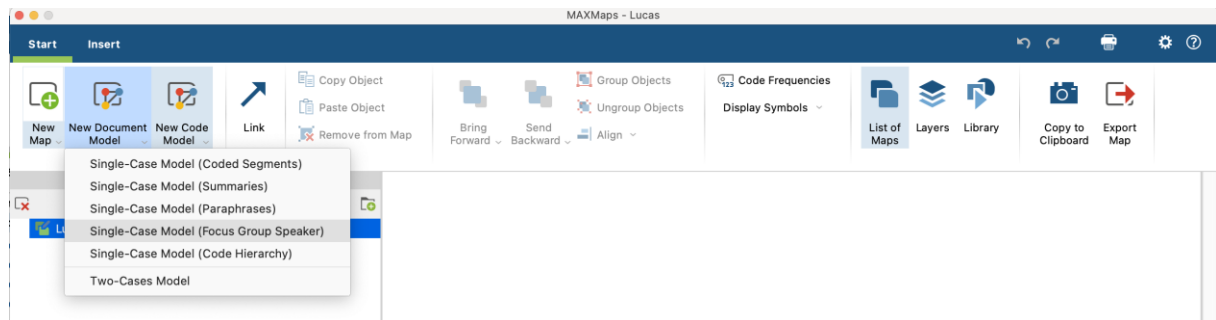
- With the Visual Tools a speaker-accurate display of the distribution of the codes is possible. To do this, simply select the item Focus Group speaker, for example in the code matrix browser.



- As usual, patterns can now be recognized, completeness checked or the distribution exported.

Code System	Moderator	Lucas	Miles	Lisa	Casey	Parker	SUM
Autocode - ANY: job work	9	6	2	6	0	1	24
SUM	9	6	2	6	0	1	24

- With the MAXMaps, individual case maps can now be generated for the speakers.



Single-Case Model (Focus Group Speaker)

