

# Analyze Focus Group Data

## The mindset of this session

*Multiple speakers in a transcript can be a tricky thing—moving from speaker to speaker, tracking the flow of the conversation—there are a lot of moving parts. By setting up your data with the built-in focus group analysis tools, you will have more options as you move forward and efficient ways to explore your data before you make efforts to code it. Additionally, once you've coded it, you have options to see distribution by speaker(s).*

## Session outline

### Commentary

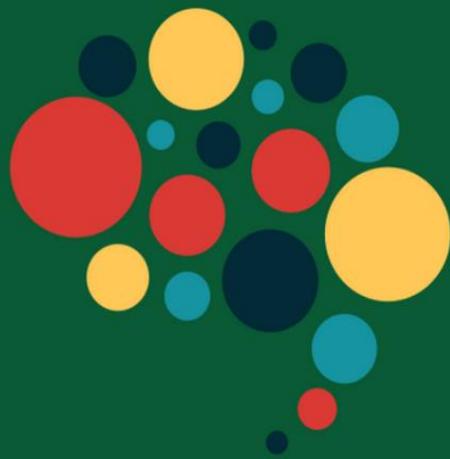
- Focus group speakers as documents, document variables, and codes

### Demonstration

- Data import & proper formatting
  - Line breaks and colons –avoiding false speaker codes
- Data exploration
  - Overview of focus group speakers
  - Codeline
  - Word Explorer
- Activation
  - Focus group speakers as documents
  - Focus group speaker variables
  - Focus group speakers as codes

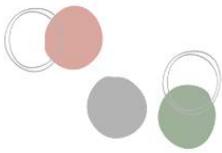
## Further Reading

[MAXQDA Manual Chapter Twenty-One: Analyzing Focus Group Data](#)  
[MAXQDA Press: Analyzing Focus Groups with MAXQDA](#)



# iQDAS

Qualitative Data Analysis Solutions



## About Me

Spinning through microfiche as an undergrad I knew research was my home. But in taking a chance to teach abroad I discovered a love for teaching. Today I'm privileged to live in both worlds--a researcher and consultant on numerous projects and a trainer for students and researchers new to QDAS and qualitative methods.

## Why Work With Me

- 5+ years of experience working with MAXQDA and training new users
- Custom training and consulting options--only book what you need
- A combined 10+ years of formal teaching experience

## My Services

- Customized QDAS training/education
- Research project consulting
- Co-analysis and contract-based analysis work
- On-demand support services

## My Contact

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