

# Focus Group Analysis

## Key things to remember

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The structure of focus group data enables you to manipulate your data in some very interesting ways. To make sure that you can get the most out of these tools, here are a few things you'll want to remember.

- **Transcript Format**

Your transcript should be formatted to have a speaker name followed by a colon, then the text, and finally a line break. That will look like this:

*Speaker: Some text here.*

*Speaker 2: Some additional text here.*

- **Import as a focus group, or convert later**

Use the proper import function. Although your transcript may just be a Word document, importing as simple transcript or text file will not autocode the speakers and you'll miss out on that functionality mentioned above.

- **Make use of speaker variables**

Speaker variables allow you to quickly activate speakers by any criteria that they might share. This makes it simple to activate multiple speakers and can open up some very interesting comparisons when combined with coding.