

Focus Group Analysis in MAXQDA

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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

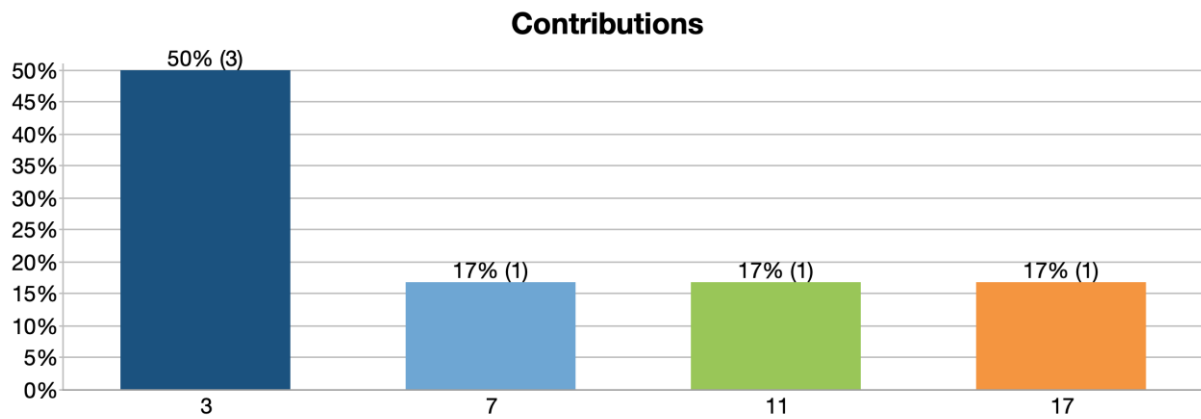
- Focus group transcripts can be directly imported via the provided import icon, both with and without time stamps.
- IMPORTANT: The colon ":" is the symbol for MAXQDA to automatically recognize a change of speaker. It should be used for this purpose only (in the transcript or document to be imported), otherwise false detections will occur.
- An existing audio or video file can be assigned afterwards, if need be. To do so, use a right click on the document in the "Documents"-window and choose "Link Audio/Video file".
- The advantage of importing focus groups as focus group transcripts is that MAXQDA offers the possibility to analyze the document, but also to analyze individual participants/speakers at any time.

Variables in focus group data

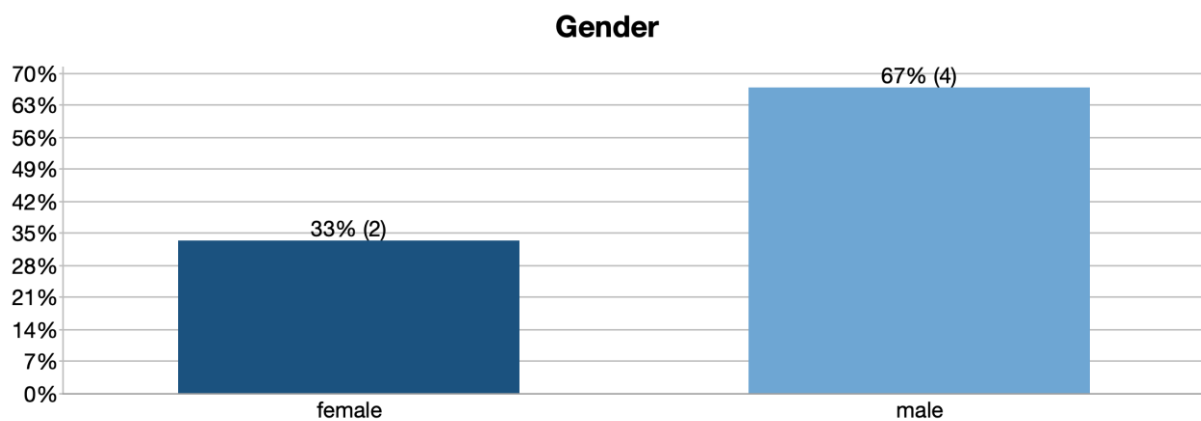
- Like "normal" documents, you can add variables here that characterize the speakers, such as gender or a party affiliation. The purpose of this is to later distinguish between precisely these variables, i.e. characteristics, in the qualitative analysis: what do the male speakers say about a certain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

| Speaker | Focus group | Contributions | % Contribut... | Words | % Words | Characters | % Characters | Gender | Party affilia... |
|-----------|------------------|---------------|----------------|-------|---------|------------|--------------|--------|------------------|
| Moderator | Financial cri... | 17 | 38,64 | 514 | 23,12 | 2766 | 24,18 | male | |
| Lucas | Financial cri... | 11 | 25,00 | 663 | 29,82 | 3344 | 29,23 | male | liberal |
| Miles | Financial cri... | 3 | 6,82 | 166 | 7,47 | 900 | 7,87 | male | social |
| Lisa | Financial cri... | 3 | 6,82 | 189 | 8,50 | 899 | 7,86 | female | conservative |
| Casey | Financial cri... | 7 | 15,91 | 472 | 21,23 | 2417 | 21,13 | female | |
| Parker | Financial cri... | 3 | 6,82 | 219 | 9,85 | 1114 | 9,74 | male | |

- You can generate small statistics based on these variables in the overview of the focus group speakers, for example to describe the existing data set:



| Descriptive statistics | |
|------------------------|-------|
| Mean value | 7.33 |
| Standard deviation | 5.22 |
| Variance | 27.22 |
| Minimum | 3.00 |
| 1st Quartile | 3.00 |
| Median | 5.00 |
| 3rd Quartile | 10.00 |
| Maximum | 17.00 |
| Range | 14.00 |



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 must select the entry "Activate Focus Group Speakers by Variables" in the "Documents"-window.
- The activation works in the same way as the activation procedure according to document variables. Use "Activate Documents Based on Variable Values".

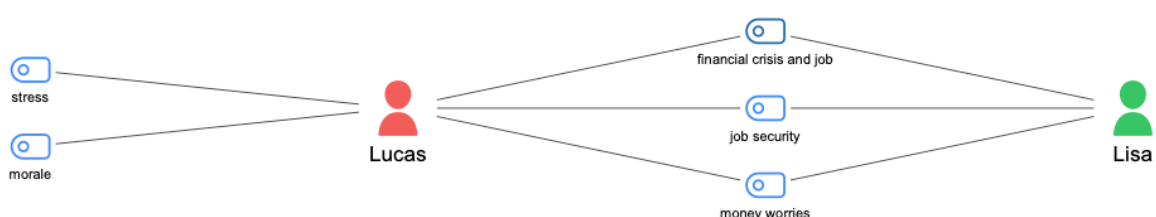
Visual tools

- With the Visual Tools, it is possible to display a speaker-accurate distribution of the codes.
- 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 |
|---|-----------|-------|-------|------|-------|--------|
| <input checked="" type="checkbox"/> financial crisis and job <input type="checkbox"/> money worries <input type="checkbox"/> job security <input type="checkbox"/> stress <input type="checkbox"/> morale | | 4 | 1 | 3 | | 1 |
| | | 1 | | 1 | 1 | 1 |
| | | 2 | 1 | 2 | | |
| | | 1 | | | | |
| | | 1 | | | | |

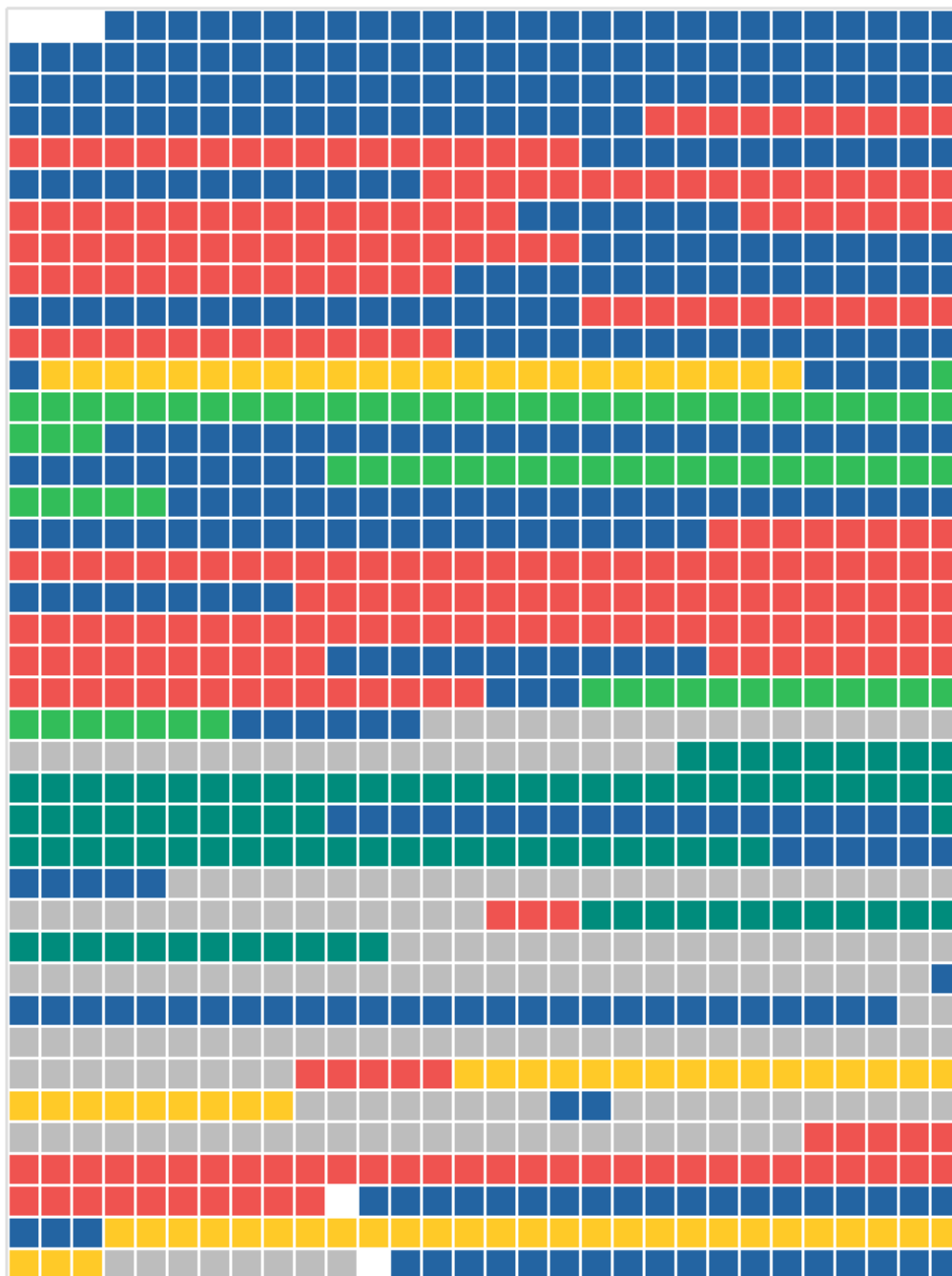
- Using MAXMaps, we can generate a two-cases model, to compare our coding results.

Two-Cases-Model (Focus Group Speakers)



- A Document-Portrait shows us the interaction of the different speakers and how the focus group discussed certain topics .For this, you need to use different colors during the coding process or assign same later on.

Document Portrait: Financial crisis discussion



Focus group data and AI

- Our AI Assist for example helps to summarize the document or the coded segments.
- With a right click on the document, you can ask AI Assist to summarize the transcript:

Document summary

08.02.24 13:12 - Daniel Rasch

AI Summary

- The focus group discussion was about the current financial crises and general economic downturn
- Participants discussed job security, morale at work, and personal financial concerns
- Lucas expressed feeling under pressure at work and experiencing stress-related health issues
- Miles, an artist, mentioned the lack of job security in his field
- Lisa, a carer, expressed dissatisfaction with her job and financial struggles
- Participants also discussed global finance, including the impact of the Euro and the financial situations in Greece, Ireland, Portugal, and Spain
- They also discussed the impact of the downturn on local environments, including the closure of small businesses and the effect of car parking charges on passing trade
- The discussion highlighted the importance of libraries and other cultural institutions in the community
- The moderator thanked the participants for their input and suggested continuing the discussion over coffee.

- In terms of an analysis, AI Assist also helps create subcodes and suggests relevant examples.

08.02.24 13:16 - Daniel Rasch

AI subcode suggestions

1. Job insecurity and stress

- Fear of losing job due to financial crisis
- Pressure to work extra time for no pay
- Lack of morale and high stress levels
- Increased disciplinary action due to employment laws
- Health issues related to overworking and stress

2. Low pay and lack of power

- Feeling underpaid for job responsibilities
- Inability to negotiate for higher pay
- Lack of power to change pay or job conditions

3. Job security and luck

- Feeling lucky to have a job at all
- Difficulty finding permanent or secure employment
- Feeling irreplaceable in current job

4. Irregular employment

- Inconsistent or temporary work
- Low pay for agency or contract work

5. Financial crisis impact on job

- Job security affected by financial crisis
- Work based in areas heavily impacted by financial crisis