

MC 4020
Focus Groups

In class we discussed what focus groups are, how to create an interview guide, and how to evaluate your interview transcripts. This week your group’s task is to create an interview guide, conduct focus groups with units on campus that deal with crisis communication (e.g. LSU athletics, LSU Communications, LSU faculty senate, LSU residence life). Make sure to address different crisis reactive strategies (pre-emptive action, offensive response, defensive response, diversionary response, vocal commiseration, rectifying behavior and deliberate inaction). We will create the focus group interview guides in class.

Each member of your group must take part in the focus group. You should compile and evaluate your findings from the focus groups. For this assignment each group must conduct one focus group with 6-12 participants on the topic of crisis communication. You must provide materials for the participants to evaluate during these focus groups (e.g., sample crisis policies). These focus groups should last approximately 60-90 minutes and must be taped.

Make sure to address the following from this week’s lesson on focus groups:

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
Overview.	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> • Why is this topic important? • State what you want to discover from your participants. 					
Sample.	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> • Define the population of interest. • What type of sample, sampling technique, and size of sample will you use? • What were the characteristics of your sample? • Provide questionnaire used to gather information about your sample (in Appendix). 					
Data Collection Method.	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> • Provide a rationale as to why a focus group would be a good 					

<p>method to use to examine this topic.</p> <ul style="list-style-type: none"> • Discuss any pertinent details regarding your focus groups. • When, where, how long, how many (Interview details). • Recorded? • What materials did you provide them to look at? (in Appendix) 					
<p>Interview Guide</p> <ul style="list-style-type: none"> • Provide consent forms (signed, in Appendix) • Provide interview guide (in Appendix) • Summary of the focus group introduction used, themes explored, background questions asked, narrative questions asked, general-specific questions asked, probes used, transitions used, focus group conclusion used. • Were there any decisions in the content of the questions? Ordering the questions? 	10	8.0	7.0	6.0	5.0-0.0
<p>Data Analysis Method.</p> <ul style="list-style-type: none"> • Who transcribed? (provide in Appendix). • How were the data sorted/categorized? • How were your categories verified? 	5	4.0	3.5	3.0	2.5-0.0
<p>Findings.</p> <ul style="list-style-type: none"> • What problems did you encounter during the focus groups? • How did you maintain control of the groups? • How did you show enthusiasm and energy? • What major themes emerged? (quotes) 	10	8.0	7.0	6.0	5.0-0.0

<ul style="list-style-type: none"> • What minor themes emerged? (quotes) • What do your findings imply? • What questions emerged after your focus groups? 					
Manship Essentials and AP Style <ul style="list-style-type: none"> • Style and content are appropriate for the target public(s). • Sentence structure. • Spelling and punctuation. • Accuracy. • Writing is interesting and informative. • Completeness: Reader is not left with any unanswered questions. • Style and format are appropriate for the medium you are using. • Content meets objectives. • Structure is appropriate: introduction, organization, transitions. • Grammar and syntax. 	5	4.0	3.5	3.0	2.5-0.0
Format: <ul style="list-style-type: none"> • 12 pt. Times New Roman Font. • 1" page margins all around. • No more than 4 pages single-spaced. • Make sure to include citations for all information in APA format. • Include cover page and reference page (will not count toward page length). • Appendixes will not count toward page total. 	5	4.0	3.5	3.0	2.5-0.0