

Analyzing Focus Group Data

(<https://drkriukow.com/analysing-focus-group-data/>)

Group component	Aspect of interaction for analysis
<i>What?</i>	What topics/opinions produced consensus? What statements seemed to evoke conflict? What were the contradictions in the discussion? What common experiences were expressed? Did the collective interaction generate new insights or precipitate an <u>exchange</u> of information among participants?
<i>Who?</i>	Whose interests were being represented in the group? Were alliances formed among group members? Was a <u>particular member</u> or viewpoint silenced?
<i>How?</i>	How closely did the group adhere to the issues presented for discussion? How did group members respond to the ideas of others? How did the group resolve disagreements? How were emotions handled? How were non-verbal signs and behaviours used to contribute to the discussion?

Source: Willis et al. (2009:33), adapted from Stevens, 1996: 172