

# Planiranje i sprovođenje kvalitativnih istraživanja (2)

# Šta su fokus grupe?

- Kao metod poznate od 40tih godina prošlog vijeka
- Robert Merton – politički marketing
- Razvoj – od primjene u zdravstvu do široke primjene svuda
- Definicija: Grupni intervju zasnovan na labavo strukturiranom vodiču
- Ne postoji “ispitivač” nego moderator
- Ključna interakcija među članovima grupe

# Kad ih koristiti?

- Da dobijem nova znanja, reakcije, testiram ideje, pripremim se za kvantitativno istraživanje
- Kad ispitanici mogu biti “anonimni” i kad ne treba da posjeduju specijalizovano znanje već iskustvo (kad su zamjenjivi)
- Iako ispitanici dolaze sa iskustvom grupe, nalazi nisu reprezentativni
- Kad nas interesuje *zašto ili kakvo je nešto*

# Prednosti i mane

Prednosti	Mane
Fleksibilnost i eksploarativni karakter prikupljanja informacija	Nema follow-up-a
Dobre su za prikupljanje informacija o temama o kojima se malo zna	Ponekad ih je teško moderirati
Pristup interakcijama	Mogu da skrenu s teme
Dobre za senzitivne teme, mogu voditi i osnaživanju ispitanika	Logistički teške za organizaciju
Smanjuju uticaj moderatora na podatke	Nije dobro ako su ljudi zauzeti
Dobro za teško uhvatljive grupe	Dugo traju
	Traže ogromno vrijeme za obradu

# Učesnici

- Heterogenost ili homogenost
  - Želimo li grupe koje su raznorodne da bismo imali suprotstavljene stavove ili grupe koje su istorodne tako da se ljudi osjećaju prijatno i mogu da se otvore – zavisi od pitanja - ne prepuštati slučaju!
- Prijatelji, poznanici i stranci
  - Pravilo kaže stranci, ali mogući izuzeci
- Veličina “uzorka”
  - Manje je bolje (5-8)
  - Uvijek pozvati 2-3 osobe više, jer se neko neće pojaviti
  - Šta onda raditi sa osobama koje su višak?

# Etički obziri

- Informisani pristanak obavezan
- Svako može napustiti grupu u svakom trenutku
- Svako može tražiti da se njegovi podaci brišu u svakom trenutku
- Informacije treba da ostanu u grupi

- Računajte da vam treba bar pola sata više nego što ste planirali (neko će kasniti, neko će se raspričati)
- Bolje organizovati grupe popodne nego prije podne
- Predregrutacioni upitnik – pitajte stvari na osnovu kojih ćete provjeriti da li je neko podesan ispitanik

# Primjer informisanog pristanka

## MATERIAL EXAMPLE 5.3

### Research consent form

NB: this consent form was the one we used for the focus group on weight and obesity for this book, so it has some elements specifically related to that. This is the typical level of detail needed in the UK. Compare it to the New Zealand example on the *companion website*, which is more specific. Always check the specific requirements of your local/institutional ethics codes and develop your consent form accordingly. It would typically be required to be on institutional letterhead.

#### Participant Consent Form – Focus Group on Weight & Obesity

I give my consent to participate in the focus group on weight and obesity. I understand that I am participating in the group on a voluntary basis and I am free to decline to answer any question or to leave the focus group at any time, without giving a reason. I also understand that I can withdraw from the research at any time before (*insert data one month after date of focus group*), without giving a reason.

I understand that all information provided is anonymous and confidential and that I cannot discuss the things that other participants say in the group with other people outside of the group.

I understand that the focus group will be audio-recorded and transcribed by a professional transcriber. Only the researchers (Victoria Clarke and Virginia Braun) and the transcriber will hear the audio-recording of the focus group in full.

I understand that the focus group will be reproduced and analysed in *Qualitative Research in Psychology: A Practical Guide* (working title) by Virginia Braun and Victoria Clarke (Sage). Extracts from the focus group may be quoted in other publications and presentations.

Name: .....

Signature: .....

Date: .....

Signature of researcher: .....

If you have any questions about this research, please contact:

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*This research has been approved by the School of Life Sciences Ethics Committee.*

Different ethics bodies view retrospective withdrawal differently, so check your local requirements. We recommend a date of one month after data collection. This gives participants time to reflect and change their mind, but it also does not mean you need to delay your analysis too long, for fear of participant withdrawal of data. In our experience, no participant has ever retrospectively withdrawn any data, and we research some of the most sensitive topics possible.

In some places like the UK, the researcher may be expected to sign a consent form. As best practice, you may also need or want to give a signed copy of the consent form to the participant.



# Vodič za fokus grupu

- Primjer na sljedećoj strani
- Osnovne teme i pripremljena potpitanja
- Pripremljeni tzv. stimulusi

## MATERIAL EXAMPLE 5.1

### Weight and obesity focus group guide

Set up by saying we're seeking *their* thoughts and opinions; that nothing is right or wrong, that they are welcome, but aren't required, to talk about personal experiences. Some of the questions will be about real issues, and some will be speculative.

Start by asking everyone to introduce themselves and briefly say what the last thing they ate was (you set a 'light-hearted' tone by going first).

#### Starting questions

- What's the first thing that comes to mind when I say the word 'weight'?
- What's the first thing you think about when I say the word 'obesity'?
- Who counts as obese? (How fat do people need to be for you to think they're obese?)

These questions are broad, and aim to access the meanings most commonly available – the general discourse on the topic.

Questions in parentheses are clarificatory and/or could work as probes.

#### Obesity and weight (individuals)

- Why do you think people get fat or obese?
  - Lack of exercise?
  - Eating? (healthy/unhealthy? junk food? Quantity?)
  - Compulsive (over)eating?
  - Modern lifestyles (sedentary lifestyles, driving, television, convenience foods [ready meals])
  - Advertising of junk foods?
  - Genetics (a 'fat gene')?
  - Lack of will power?
- Some people get fat (obese), while others do not – why do you think that is?
  - Genetics (a 'fat gene')?
- Do you think willpower is a useful idea for thinking about weight and obesity? (get them to discuss)
- Do you think people can be 'fat and fit'? (get them to discuss)
- What do you think/feel when you see an obese person?

Questions are organised into 'themes' that cover the range of issues we want to discuss. Each theme addresses a particular issue.

Questions like this are very open questions, that should stimulate a diverse discussion among participants, but they also target a particular form of 'knowledge' – we wanted ideas or attributions about 'causation'.

Questions listed under the main question (either as inset bullet points or in parentheses) act as prompts for discussion. They would only be used if they weren't first raised by the participants, or if participants didn't say anything in response to the question.

#### Weight and society

- Do you think it's acceptable to be obese in society? (why/why not?)
  - How about fat? What about just 'chubby'?
  - Does this vary by age? (Class? Race?)
- What media messages have you encountered about people's weight?
  - Do you think the media depict fat/obese people in a negative way? If yes, how do you feel about these depictions?

In the original guide, this question was worded: "How do you think the media depict fat/obese people? (What do you think about such depictions?)". However, piloting showed that it didn't work, and we changed it to this.

### The obesity epidemic

- Do you think we're having an obesity epidemic? (If not, why not? Moral panic by the media?)
- Why do you think are we having an obesity epidemic?

### Beyond the obesity epidemic

- What do you think could be done to resolve an obesity epidemic?
  - Banning junk food?
  - Food industry standards for food content?
  - Having a 'fat tax' (taxing high fat and sugar foods more than healthy foods)?
  - Banning advertising of junk and convenience food?
  - More government healthy-eating campaigns (e.g. 5 a day)?
  - More government exercise campaigns (to get people exercising at least 5 x a week)?
  - Teaching children how to cook?
  - More physical education in schools?
  - Incentives for active commuters (e.g. walking, biking etc.)?
  - Safe walking to school schemes for kids?
  - Gastric band surgeries for individuals to help them lose weight?
- What levels of intervention do you think would be necessary to resolve an obesity epidemic? (Government? Local Government? Industry? Individuals?)

As you will see, many of the main questions are very general, and seek views and perspectives, and should stimulate discussion among participants.

### Weight and responsibility

- Do you think obese people are more of a 'burden' on society than thinner people?
  - In what ways? Why/how is it a problem?
  - If so, what could be done?
- What do you think about the idea that fat/obese people should be held responsible for their weight?
  - Should they have to pay more tax (because they are more of a burden on health care systems)?
  - Should they be required to pay more for things like seats in airplanes, trains, etc. – if they need more than one seat or a wider seat?
- Do you think *society* should be held responsible for individuals' weight? If so, what could society do?
  - Should advertising of high sugar/high fat foods be banned?
  - Should tax payers pay for surgery and weight loss programmes for obese individuals (e.g., gastric bands on the NHS, Weight Watchers and exercise programmes prescribed [paid for] by GPs)?
  - Do you have any other ideas for societal-level interventions?

On the original guide, this was worded "What other things might society be required to do?". In the pilot, it didn't work as a question, so we changed it to this.

### Closing

- Do you have any other thoughts or views you'd like to share?
- Can you tell me why you decided to participate in this focus group?
- What has it felt like to participate in a focus group? Is it what you expected? (If not, what did you expect?)

The first closing question is designed to allow for anything relevant that hasn't been covered to be addressed. Sometimes really important data appear at this point. The second and third questions bring the session back to the participants; they also provide the researcher with information about possible 'perspectives' on the topic that may inform analysis, and provide a back-up check that the group has been 'ok' for the participants.

# Osnovna "pravila"

- Informacija o tome koliko će trajati razgovor
- Mobilni telefoni treba da budu isključeni ili bar utišani
- Ako neko treba da ide u toalet, samo neka izađe tiho
- Pokušajte da pričate međusobno, a ne samo sa moderatorom
- Ne postoje tačni odgovori, budite slobodni da se ne slažete s drugima u grupi
- Pokušajte da ne pričati "u glas"

# Asistent

- Vodi računa da stvari teku nesmetano
- Ako nešto treba da se uradi, on-a preuzima tu ulogu – da moderator ne prekida rad
- Npr. snimanje
- Vodi bilješke
- Bilješke su veoma važne!

# Šta da očekujete?

- Brbljivce
- Eksperte
- Stidljivce
- Nezainteresovane

# Predložena literatura

- Virginia Braun, Victoria Clarke, *Successful Qualitative Research: A Practical Guide for Beginners*, Sage, 2013
- Dodatni materijali:  
<https://studysites.sagepub.com/braunandclarke/study/qualitative.htm>