Evaluation Working Group Webinar

Focus Groups with Children

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7th October 2022
11:00 – 12:00
Introduction
Overview of the Session

My Experience and examples of focus groups with Children
Benefits and drawback of focus groups
Pre-meeting checklist
Rapport Building
Questioning
Task/activity
Closing the meeting
Top Tips
My Experience Conducting Focus Groups

In Person

Online

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## Positives and Negatives of Focus Groups with Children

<table>
<thead>
<tr>
<th>Positives</th>
<th>Negatives</th>
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<tr>
<td>Children feel comfortable with peers</td>
<td>Rapport needs to be built</td>
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<tr>
<td>Check understanding of questions</td>
<td>Answers can be effected by other in group</td>
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<td>Deeper dive into questions</td>
<td>Children may be shy</td>
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<td>Use of a comfortable environment</td>
<td>Can be more time consuming than alternatives (group size, length)</td>
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<td>Can be more age appropriate than alternatives</td>
<td>Specific limitations online i.e., body language</td>
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Pre-Meeting

Information Sheet: Parents/Carers/Children

Assent from Children: Verbal & Written

Consent from Parents, including recording

Online location, surroundings and devices

In-person location, where and what to bring

Adults, their role & guidance

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Rapport Building

**Appearance** – think about what you wear and what you bring with you

**Smiling** – friendly approach

**Names** – learn and use names, name tags

**Small talk** (e.g., how was day, what did you do during play time?)

**Shared experiences** (e.g., when I was at school.....)

**Icebreaker** – Favourite?
Questions? Quick Task...

Icebreaker Task:

Come up of an icebreaker task that you could use in your research.....or for this example situation:

A group of children have arrived for a focus group on breakfast cereal, they don’t know each other, what ice breaker task/question could you give?
Questioning

- Interview guide
- Re-worded questions
- Main areas to cover

- Start one by one
- Progress to hands up
- Ask those who do not volunteer answers

- Summarise points given
- Re-phase/clarify
- Check for any additions
Activities/Tasks

Activities, tasks, or things other than just talking, can be a great way to get richer data from the children, and help the shy children share more.

Pen and paper exercises can take the focus of eye contact and talking to an adult, to looking and describing what has been written/drawn.
Questions? Quick Task...

Activity Task

Come up of an activity that you could use in your research.....or for this example situation:

A group of children have arrived for a focus group on breakfast cereal, you want to find out what they eat frequently, what could you ask them to draw/write, or can you think of other activities other than questioning?
Closing the Questions

Summarising – recapping what was said

Anything missing?

Impact of their contribution
Top Tips

Background to online call

Physical space/room and possible distractions

Inform adults of what their role is (whispering, feeding information)

Okay not to answer any questions

Run two audio recordings just in case!

Otter ai (consent)

Reminder for forms and sessions
Thanks for Listening...any Questions?
Evaluation 'Drop-In' Clinics

Are you thinking about carrying out and planning an evaluation at work? Do you have a question or challenge you like to discuss with an expert and get some advice on?

Book a place at our evaluation ‘drop-in’ clinic where you can meet online with Professor Andy Jones, Public Health Expert Advisor, Norfolk County Council on a one-on-one session for advice and guidance on the next steps for your evaluation.

Stay tuned for the upcoming one on our website: https://adph.org.uk/networks/eastofengland/phresh-events/#drop-in-clinics

All are welcome – no question too big or small!