

Aachen Summer Simulation Seminar 2014

Group Activity 02
Focus Groups

Peer-Olaf Siebers

pos@cs.nott.ac.uk

Seminar Organisation



Seminar Organisation

- Day 1: Introduction to Modelling and Simulation
 1. Lec01: Introduction to Modelling an Simulation
 2. Lec02: Foundations of Simulation Modelling
 3. Lec03: Conceptual Modelling
 4. Practice01: AnyLogic Introduction (in pairs)
- Day 2: Application of Modelling and Simulation Methods
 5. Practice02: Java Basics + First Model (in pairs)
 6. Lec04: SDS Modelling
 7. GroupActivity01: Conceptual Modelling (in small groups)
 8. Lec05: DES Modelling
 9. Practice03: SDS or DES Tutorials (in pairs)

Seminar Organisation

- Day 3: Application of Modelling and Simulation Methods
 10. GroupActivity02: Focus Group (in small groups)
 11. Lec06: ABS Modelling + Hybrids
 12. Practice04: ABS Tutorial 1: Wind Turbine Maintenance (in pairs)
 13. Practice05: Exploring the AnyLogic Model Library (optional)
 - Day 4: Knowledge Gathering
 14. Practice06: ABS Tutorial 2: Blob World (in pairs)
 15. Lec07: Input Modelling / Experimentation / Output Analysis
 16. GroupActivity03: Discussion of your own project ideas (whole group)
 17. Lec08: Model Verification and Validation
- Feedback

Focus Groups



Motivation

- Enable you to run a focus group



A Focus Group is ...

- What?
 - A carefully planned discussion
 - To obtain perceptions of a defined interest area
- Where?
 - In a permissive, non-threatening environment
- How?
 - Conducted by a trained interviewer (moderator, facilitator)

A Focus Group is NOT ...

- A debate
- Group therapy
- A conflict resolution session
- A problem solving session
- An opportunity to collaborate
- A promotional opportunity
- An educational session

Who?

- Small group (7-10) with common characteristics relating to discussion topic
- Who are the stakeholders?



Why?

- Collect qualitative data
- Determine feelings, perceptions and manner of thinking of participants regarding products, services, opportunities ...
- Attitudes and perceptions are developed in part by interaction with other people
- Promote self-disclosure among participants
- It's dangerous to take "customers" for granted

Limitations?

- Risk of biases introduced by the moderator(s)
- Domineering and/or passive participants
- Usually does not provide depth of information compared to other methods, such as key informant interviews

Moderator's role

- Stays relaxed and sets tone
- Introduces and guides the discussion
- Actively and carefully listens
- Does NOT participate, or share views, or engage in the discussion
- Does NOT editorialise comments
- Promotes everyone's participation
- Is non-judgmental and respectful



Types of Questions

1. Engagement questions: introduce participants to and make them comfortable with the topic of discussion
2. Exploration questions: get to the meat of the discussion
3. Exit question: check to see if anything was missed in the discussion

Example: Dental Flossing Focus Group



- Engagement questions:
 - What is your favourite toothpaste?
 - What do you notice when you look at other people's teeth?
- Exploration questions:
 - Who in particular has influenced your dental habits?
 - What are the pros and cons of flossing your teeth?
 - When you floss, what is your routine?
 - How do you feel when you are told about possible damage caused by not flossing?
 - How do you feel about yourself when you floss regularly or when you don't?

Example: Dental Flossing Focus Group

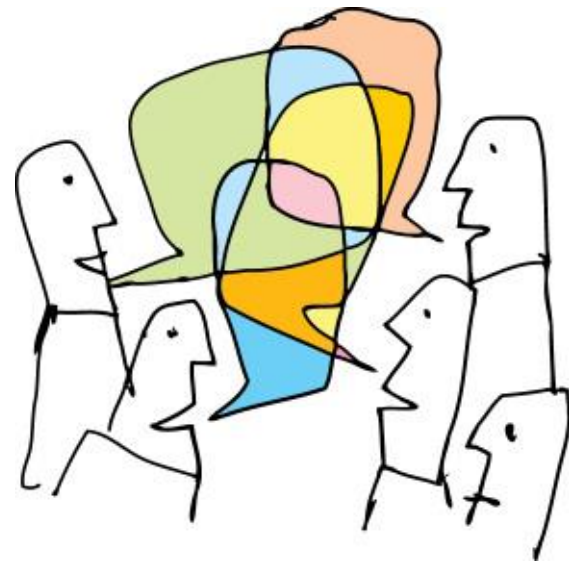
- Exit question:
 - Is there anything else you would like to say about why you do or do not floss your teeth on a regular basis?



- Remark: You might want to put flossers and non-flossers in separate groups

Getting Started

- Role play
 - A moderator and/or note taker
 - Stakeholders?
- Discussion
- Summarize the session
 - Clear objectives for the study
 - Solutions you are proposing



Questions / Comments

