

INTEREST TRANSCRIPT Issues RESPONSIBLE NARRATIVE context
DMR CASE STUDY Transferability TRUSTWORTHY ISSUES THEME DEPENDABILITY Observation opinion Theme
DMR KEY INFORMANT INTERVIEW INTEREST FRAMEWORK ANALYSIS context
DMR Reflexibility NOTE TAKING Credibility OUTLINE TRIANGULATION TRANSFERABILITY context ISSUES
Theme NOTE TAKING Grounded Theory TRIANGULATION OPINION Outline Issues context
Key Informant Interview Research CREDIBILITY Observation ETHICAL Content Analysis THEME
Note taking Confirmability PURPOSIVE SAMPLING Case study Dependability
In depth Interview DMR Issues ding opinion Confirmability DISCOURSE ANALYSIS interpret Ethical

Qualitative Methods in Health Research

NARRATIVE TRUSTWORTHY TRANSFERABILITY Integrity REFLEXIBILITY Outline DMR
DMR Issues DEPENDABILITY DMR ON INTEREST CODING OPINION ISSUES
DMR NARRATIVE INTEGRITY DMR ch DMR opinion DMR GROUNDED THEORY
Focus Group Discussion Trustworthy Observation understanding
Outline PURPOSIVE SAMPLING Issues interpret Coding TRANSCRIPT Narrative UNDERSTANDING DMR
DMR OPINION DMR Issues Framework Analysis THEME DMR CONFIDENTIALITY RESPONSIBLE ISSUES
DMR Phenomenology DMR Issues INTERPRET DMR understanding CONFIRMABILITY CASE STUDY
INTRODUCTION OBSERVATION DMR Note taking DMR COMMUNITY CONTENT ANALYSIS
DMR DMR Integrity DMR TRANSCRIPT DMR CONTEXT DMR Issues INTRODUCTION CONFIDENTIALITY
Issues Note taking DMR Community Coding INTRODUCTION CONFIDENTIALITY Theme DMR Content Analysis

Focus Group Discussion (FGD)

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Outline of Presentation

- What is FGD
- Use of FGD
- Preparation before FGD
- Conducting FGD
- After FGD
- The nitty-gritty

What is Focus Group Discussion?

- Focus groups are group discussions that gather people to discuss a specific topic of interest to the researcher.

What is Focus Group Discussion? Cont.

- Takes the advantage of group interaction to produce data and insights that would be less accessible without the interaction found in a group.
- Guided by a skilled moderator or a facilitator into increasing levels of focus and depth on the key issues of a research topic.

Use Focus Group Discussions

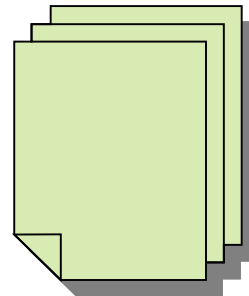
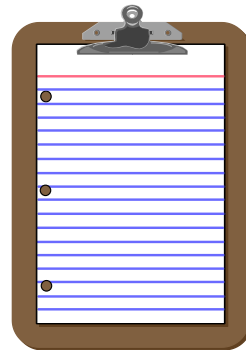
- **Exploratory studies**: a valuable method to explore a topic about which little is known
- **Testing ideas**: about new programmes: it is possible to use focus groups to see what the community feels about the new plan
- **Solving specific programme problems**: Focus group can be used to identify problems that may be easily solved
- **Evaluating programmes**: a simple form to provide extra information about a community's ideas about a programme's effectiveness.
- **Staff/management problems**: solving staff or personnel problems.
- **To discover**: local words related to the topic.

Preparation before FGD

- Identification of study objectives
- Situation analysis
- Recruitment of participants
 - With the help of gatekeepers to reach homogenous group
- Selection of participants (ability to discuss)
 - ✓ Number in one group
 - ✓ Length of discussion
 - ✓ Number of groups required
 - ✓ Number of FGD per day
- Review thoroughly FGD guide

•Preparation of supporting materials

- ✓ voice (tape or digital) recorder, batteries
- ✓ notebook or paper (A4 or legal) and clipboards
- ✓ pens/pencils, FGD guide; labels, background information sheet and gifts...



PREAMBLE (5 minutes)

1. There are no right or wrong answers - all views are acceptable. (Reassure)
2. There are no right or wrong answers - all about finding out what people think
3. There are no right or wrong answers - all about finding out what people think
4. There are no right or wrong answers - all about finding out what people think
5. There are no right or wrong answers - all about finding out what people think
6. There are no right or wrong answers - all about finding out what people think
7. There are no right or wrong answers - all about finding out what people think
8. There are no right or wrong answers - all about finding out what people think
9. There are no right or wrong answers - all about finding out what people think
10. There are no right or wrong answers - all about finding out what people think

INTRO (5 minutes)

Like to go around the room and have you introduce yourselves ...

1. First name
2. Last name
3. How long you've been working for
4. What you do for a living

GATORTADE USAGE (15 minutes)

1. It's time to introduce a bit about how you typically use your Gatorade ...
2. How many times do you use it?
3. What are some of the most common types of occasions you drink it?

BRIEFLY EXPLOR (5 minutes)

If you were to take away your Gatorade from you, what difference would that make to your life?

PAST GATORTADE PURCHASE (15 minutes)

How you actually went about the process of choosing the Gatorade, and record any criteria you used for buying your drink?

PAST GATORTADE SELECTION PROCESS

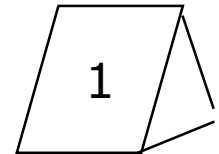
Do you remember the last time you went about choosing your Gatorade, tell any features you looked for and how you got about choosing one?

EXPLORATION PROCESS

PAST GATORTADE CRITERIA

1. OK, so now tell me what you actually looked for in a Gatorade?

EXPLOR (5 minutes)



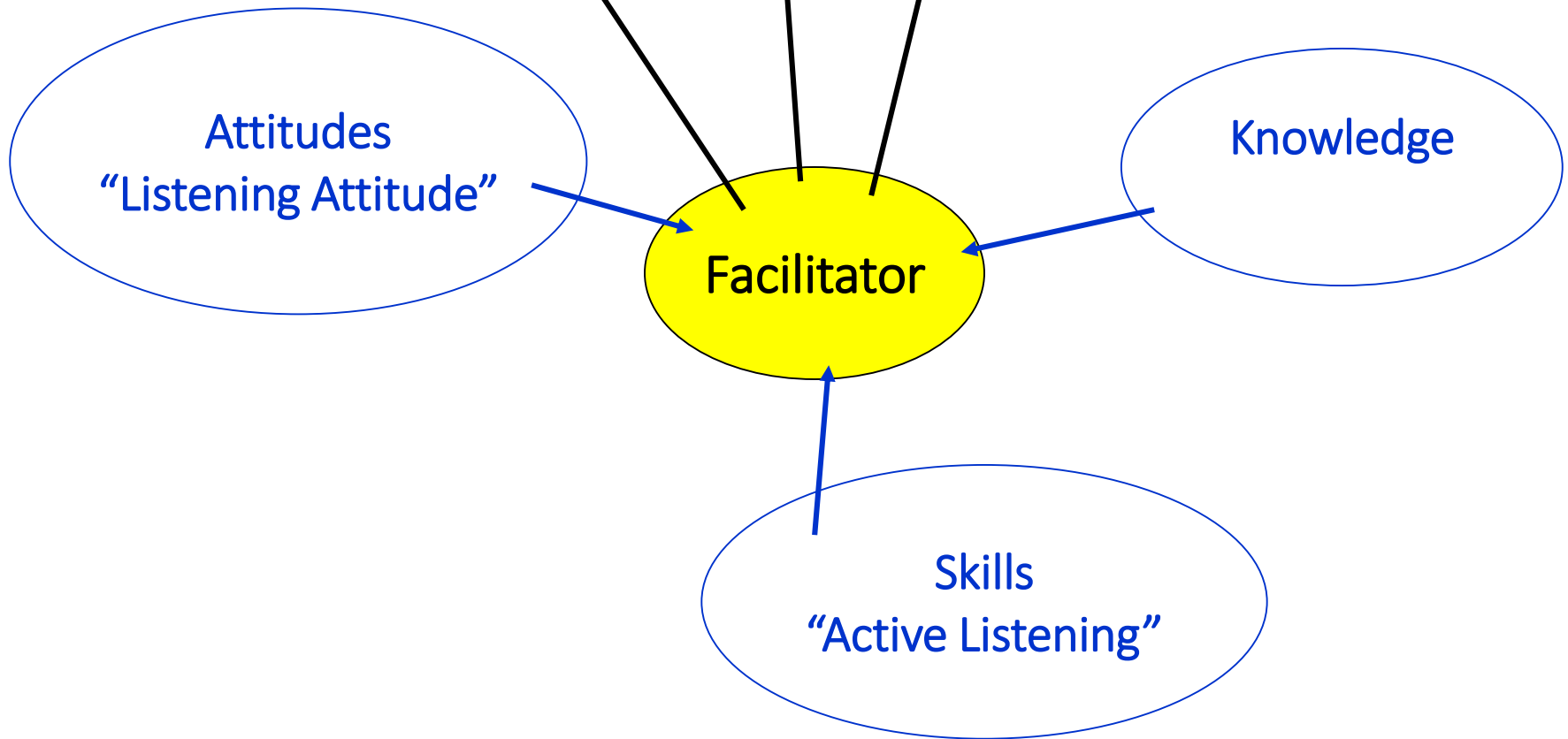
- Scheduling date and time
- Selecting moderator/ facilitator for FGD
- Selecting note taker

Tone of voice - အသံ

The way the question is asked - ဥာဏ်

Body language - ဟန်

ချာန်



Conducting the FGD: Place or setting



Conducting the FGD: Sitting plan



Conducting the FGD: Starting the discussion

- Introduce yourself , note takers and the participants
- Explain the purpose of FGD
- Ask permission/consent (participation & recording)
- Ensuring confidentiality
- Collect background information of the participants

Conducting the FGD: Facilitating the discussion

- Encourage discussion
 - ✓ Be enthusiastic
 - ✓ Show interest
 - ✓ React neutrally
- Reorientating the discussion
- Listen carefully
- Time management

Conducting the FGD: Making conclusion

- Summarize
- Ask additional comments
- Thanks

* Check that all cassette tapes are appropriately identified

Consider/prepare for some special circumstances

After FGD

Expand notes

- Moderator and note-taker should do together
- Should do immediately

Review transcribed notes/transcripts

- Add researcher comments
- Observations about the group
- Remarks to probe in later discussion
- Any methodological or operational problems

The nitty-gritty

- Get to know the context of study sites
- Selection of participants
- Setting
- Take time to explain the purpose of study/
introductory section
- Be neutral (verbal and non-verbal responses)
- Note taking

Try to listen their voices rather than to talk!

References

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Thank you

