

When should I use Focus Groups in Qualitative Research?

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Focus Groups, as explained by DJS Research Ltd.

The choice of what method to use, be it focus groups or one-to-one interviews, is balanced on factors such as, who the respondents are, the subject in question and obviously, the end goal. The two techniques are not mutually exclusive and a qualitative research consultant may well suggest that both techniques are used in conjunction with one-another.

Focus groups are more suitable when:

- Working with respondent groups who tend to form relationships easily such as young mothers and retirees;

Ideas need to be generated through discussion;

The topic in question would benefit from the respondents working in a team;

Sensitive topics such as medical conditions are being discussed and respondents feel more at ease talking in a group with people who have had similar experiences rather than with a moderator alone;

Conducting exploratory research.Â

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