

How to Run a Focus Group for a Delphi Study or Survey

THE DOS AND DON'TS OF FOCUS GROUPS

DO

Do Be Agile

Small and agile focus groups are ideal. Remember that the goal of the focus group is to rapidly discuss numerous ideas.

Do Set a Flexible Agenda

The agenda should encourage the flow of ideas, not suppress it. It is important to give guidance to the group, but it is a mistake to give a rigid program.

Do Be a Moderate Moderator

Moderators should be flexible and direct the conversation only enough to keep the participants on topic.

DON'T

Don't Aim for Consensus

The aim of most focus groups is not consensus: it is just the opposite. In most cases, the objective of a focus group is diversity over consensus.

Don't Remember Everything

The moderator of the focus group should not be expected to remember all the details of the discussion. Some form of recording the focus group is mandatory.