

The background of the slide is a blue-tinted image. On the left side, there are several overlapping business charts, including a pie chart and a bar chart with various percentage labels like 11%, 24%, 9%, 10%, 28%, and 11%. On the right side, a person's hands are visible, holding a tablet or a stack of papers. The overall theme is business and data analysis.

BURKE INSTITUTE

Moderator Training: *Focus Groups and IDIs*

Seminar Q01

Moderator Training: *Focus Groups and IDIs*

SESSION 1: DESIGNING QUALITATIVE RESEARCH PROJECTS

- Keys to moderating – the basics every moderator needs to know
- How does qualitative research fit into the overall research scheme and how can it be used most effectively
- Determine which qualitative research techniques are most effective for your project
- Pointers on determining how many groups, which participants to invite, which cities to select and the appropriate moderator
- Typical costs and fees

SESSION 2: DISCUSSION GUIDE DEVELOPMENT

- How to create a discussion guide
- Sequencing of topics and questions
- What should and shouldn't be included in a guide
- The inverted pyramid approach
- The four main stages of a discussion guide
- Discussion guide workshop

SESSION 3: HOW TO ELICIT RESPONSES

- Review three levels of eliciting responses
- Nonverbal communication techniques
- Questioning skills – direct and non direct questions, probing, the why question
- How to avoid asking biasing questions
- How to ask importance questions
- Laddering techniques and questioning skills

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SESSION 4: PRACTICE INTERVIEWS

- Practice one-on-one virtual interviews with a fellow classmate(s)
- During this exercise each participant will use a guide they created to practice their questioning techniques
- After each interview, the small group will discuss the session and provide feedback for the moderator from a participant's point of view.
- The seminar leader will debrief the group and share key learnings

SESSION 5: MANAGING GROUP DYNAMICS

- Learn how to "liven up" and bring energy to dull sessions
- Video clips and examples of how to handle non-responsive, unqualified or dominant participants
- What to do when participants ask questions
- Dealing with group related dynamics
- Backroom tips and tricks

SESSION 6: MODERATE A VIRTUAL MOCK FOCUS GROUP

- This session will provide each seminar participant with the opportunity to apply everything we have learned during the seminar
- The group will be divided up into small teams
- Each person on the team will then lead a 30 minute virtual mock focus group with your teammates
- A Burke Institute moderator will observe your virtual group and provide feedback for you and your team
- The feedback session will be an interactive sharing by everyone on that team
- Each seminar participant will have the opportunity to watch and learn from other moderators as they lead their groups
- Each seminar participant will also be able to be a participant to see what it is like to both moderate and participate in a focus group