SIDE

Successful Innovators on Digital Culture Citizenship

2020-1-BE04-KA227-YOU-002816

I02.A3 – IMPLEMENTING LOCAL FOCUS GROUP FOR METHODOLOGY OF "CULTURE PANELS"

Developed by:

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INTRODUCTION: Overview and guidelines for the Focus Group technique

Below is a brief overview of focus groups:

Focus Group *is a qualitative data collection (research) technique based on the collection of information that emerges through a group discussion on a topic you want to investigate in-depth.*

*"**Focus**"* ⟹ *The discussion is focused and detailed to a limited number of topics that are explored in-depth (Stewart & Shamdasani, 1990)*

*"**Group**"* ⟹ *The source of information is not the individual but a group of individuals in interaction (Corrao, 2000)*

It is a particularly useful method for exploring in depth the opinions, attitudes, or behaviors of the community to deepen the attitudes underlying human thought and behavior.

The ability of focus groups lies in the debate that is created among the participants under the guidance of a moderator. It is these actors who, interacting with each other, verbally and non-verbally, will contribute to the co-production of the final information. Concerning this technique, it is preferable to use the expression *group discussion* rather than *group interview* (ibidem).

We illustrate to follow the main Focus Group's features:

♟️*Group, and not individual, as a source of information;*

♟️*Communicative interaction;*

♟️*Focus on a specific theme;*

♟️*In-depth investigation;*

♟️*The unpredictability of responses;*

• It's important to select one or more *MODERATOR/CONDUCTOR* (Bader & Rossi, 1998).

We suggest choosing a moderator/conductor from your staff who's able to:

⏚ *Talk non-directivity: the moderator uses a protocol to elicit the opinions of the participants but without being judgmental*

⏚ *Clarify the objectives of the meeting;*

⏚ *Explain how to participate;*

⏚ *Moderate the debate;*

⏚ *Facilitate interaction between participants;*

⏚ *Make sure that all the participants, and not just some, express their point of view;*

⏚ *Ask the questions (planned); the moderator collects the (pertinent) suggestions of the participants and returns them to the group*

⏚ *Use the disagreement between the participants to stimulate the expression of the points of view of each*

⏚ *Create an open environment and encourage discussion.*

⏚ *Follow up on topics;*

⏚ *Paraphrase statements.*

⏚ *Connect current and earlier comments. Involve everyone in the discussion.*

⏚ *Thank participants.*

Also, a good moderator & conductor doesn't:

⏚ *Criticize any comments*

⏚ *Ignore shy participants*

⏚ *Interject personal opinions during the topic discussion*

• *It is useful to select one or more OBSERVER that:*

⏚ *Takes note of non-verbal communication;*

⏚ *Participates actively in the data analysis phase and drafts the report*

⏚ *Welcomes the participants and introduces himself by describing his function*

⏚ *Sits outside the group*

DIGITAL CULTURE CITIZENSHIP AND THE ROLE OF "CULTURE PANELS":
INCREASE YOUTH'S SOCIAL PARTICIPATION AND SUPPORT EU VALUES AT THEORETICAL AND PRACTICAL LEVELS.

The Focus group has to be audio recorded and/or video recorded[1].

The Focus group, because of Covid-19, could be held online or in a blended version.

Duration time of this Focus Group:

Approx. 2 hours

Members involved in it:

Approx. 10 (local young artists, youth workers, NGOs, local stakeholders, etc.)

The age of participants should range between approx. 16 - 27 years old.

AGENDA:

1. Registration and presentation of participants[2] (20 min) - The conductor/moderator should introduce himself briefly in order to instill confidence within the group. After having delivered and gathered the informed consent form, by mutual agreement, it's possible to proceed to use the recorder (video and /or audio). After that, the participants will introduce themselves. That phase is important to allow the attendees to relax. In this phase, the moderator/conductor describes the general purpose of the session and any recording in a short statement of intent.

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[1]Please, use the ANNEX A attached in this document.
[2] Please, use the ANNEX B attached in this document.

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2. Question time[3] (1 hour and ½) - Facilitators need to show flexibility in allowing participants to express their views, but they also need to address any specific issue that is important to draw useful information from the group.

3. Summary (10 min) - At the end, a shortlist of the key points of the event should be collected. Be assured that all comments have been properly understood and give attendees a chance to make useful final statements: people often have insights and valuable after-thoughts.

This information will be very important and precious for the final report.

FOCUS GROUP THEMES AND QUESTIONS

To follow is attached a sample table referring to the focus group themes.
Each partner will discuss them according to his own experiences and local culture.
This table is a semi-structured common interview template.

This structure aims to support several focus groups (one per partner) about Digital Culture Citizenship and the role of "Culture Panels[4]" - to increase youth's social participation and support EU values at theoretical and practical levels.
The present semi-structured guide contains indicative topics that should be emerged during the focus groups. Obviously, its "semi-structured" format allows being flexible adapting it to the context and the dynamics of the groups.

THEMES	QUESTIONS
• *DIGITAL CULTURE CITIZENSHIP*	1. Based on your experience, do you think you are actively involved and/or engaged in the digital culture? How? - Alternative question: What are the times you have felt most that you are an active member of the digital world?

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[3] Please, see the following paragraph "Focus Group Theme And Questions".

[4] A panel discussion is a specific format used in a meeting, conference, or convention. It is a live, in-person or virtual discussion about a specific topic amongst a selected group of people (often experts of that cultural field) who share differing perspectives in front of an audience.

• *YOUTH'S SOCIAL PARTICIPATION*	2a. based on your daily experience (and that of the people you know) … what are the main practical **advantages** of digital culture?
	2b. based on your daily experience (and that of the people you know) … what are the main practical **disadvantages** of digital culture?
• *INCREASE YOUTH'S SOCIAL PARTICIPATION AND SUPPORT EU VALUES* • *CULTURE PANELS*	3. Do you think the digital world is an inspirational and creative place for everyone? (Yes/No) Because (Explain your answer)
	4. Have you ever heard of "culture panels" (Yes/No)? Collect experiences and share info about them.

At the end of the local focus group, every partner has to send to cefaseurope@gmail.com *annex B and C(not Annex A):*

ANNEX A – CONSENT FORM

Consent for Audio-Video Recording

I understand that all sessions may be audio/video recorded by appropriate clinical staff and trainees.

It is also my understanding that these recordings and observations shall be for the purpose of gathering useful info for SIDE's training course based on participants' feedback.
The recordings shall be used solely as authorized by the SIDE's partnership.
I understand that I may withdraw my permission to record future sessions at any point by submitting such withdrawal in writing. I have read and understand the conditions of this consent form and all of my questions have been answered to my satisfaction.
Please check one option below:

- o   I have read the terms above and agree to be audio-video recorded.
- o   I DO NOT consent to be audio-video recorded.

Client's Signature/Date

_____

Staff Signature/Date

_____

*Only if Client is under 18 years of age, Parent/Legal Guardian must complete the information below:

Relationship to Client: ……………………………………………………..

ANNEX B – Focus Group - REGISTRATION FORM

• *Organization:………………………………………………………………..*

•*Date and time:…………………………………………………………….*

•*Place……………………………………………………………………..*

•*Moderator:…………………………………………………………….….*

•*Number of observers:…………………………………………………….*

Participants list – REGISTRATION FORM (socio-demographic and variables):

NAME	SURNAME	AGE	JOB ORGANIZATION/ etc.	CONTACT to be recontacted for a further event of SIDE project(mail, phone nr., etc)	ROLE (Moderator, Observer, Participant, etc.)	SIGNATURE

ANNEX C

This is the common template of the focus group's summary report.
Please, replace the red text based on your experience and follow the instructions.
The final document should be approximately two pages.
We strongly recommend that you complete this document at the end of your Focus Group.
You will remember some details better. Only for the conclusions and reflections, we advise you to fill or modify them later - taking the time to elaborate on them.
After this, you will have to compile Focus Groups Evaluation Sheet

Once you have compiled them send these documents to cefaseurope@gmail.com

Focus group Summary Report (approx. 2 pages)

Introduction
[Cefas] Focus group was conducted at [Conference Room] on [Monday], [May 8, 2022], at [9:00 A.M]. There was a total of [12] participants.

Focus Group Profile
[Six boys and six girls] interested in [digital art] attended this focus group. All 12 participants spoke [Italian] fluently.

Briefly description of the Focus Group's course
(please, describe here briefly the main phases, highlight moments, impressions, mood, etc)
[...]

Summary of the Topics: Focus Group Q&A
[…]

Key Findings for Focus Group
(Please - using bullet points - Please list here the key summary points that have emerged.)
[a) *The importance of digital culture*]
[b) The digital divide]
[c)…]
[etc...]

Comments from Focus Group
(Optionally: if possible, quote or paraphrase here just some of the key phrases or comments from the focus group participants that may support the points you listed above.)
["I think that local culture should be more … " etc.]

Conclusions, Reflections, and further remarks about the Focus Group
(Please, write your conclusion, etc) […]

Focus Groups Evaluation Sheet

1. **Do you think the Focus Group had the right composition of people for the proposed objectives?**

Yes ☐

No ☐

Comments to the previous question

1000 characters maximum

2. **Would you change the composition of the FG in any way?**

Yes ☐

No ☐

If yes, what other criteria would you include for the selection?

1000 characters maximum

3. **Were they involved enough in the FG objective? If not, how could this be improved?**

Yes ☐

No ☐

Comments if the answer to the previous question is no

1000 characters maximum

4. **Was the duration of the FG sufficient to achieve the expected results? If not, how could this be improved?**

Yes ☐

No ☐

Comments if the answer to the previous question is no

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1000 characters maximum

5. **Were the general objectives of the FG clear?**

Yes ☐

No ☐

6. **Were the expected outcomes clear?**

Yes ☐

No ☐

7. **Were the working methods clear?**

Yes ☐

No ☐

8. **Were the information and communication exchanges during the meetings enough to make clear conclusions on the fulfillment of the FG purpose? If not, what would you change?**

Yes ☐

No ☐

Comments to the previous question

1000 characters maximum

9. Was the meeting's structure followed? If not, what would you change about the agenda?

Yes ☐

No ☐

Comments to the previous question

[ ]

1000 characters maximum

10. Please briefly comment on the general feedback you received from the FG participants.

[ ]

1000 characters maximum

References

Bader, G. E., & Rossi, C. A. (1998). Focus groups: A step-by-step guide. Bader Group.

Côté-Arsenault, D., & Morrison-Beedy, D. (1999). Practical advice for planning and conducting focus groups. Nursing Research, 48(5), 280-283.

Corrao, S. (2000). Il focus group, Franco Angeli, Milano.

Krueger, R. A. (1997). *Analyzing and reporting focus group results* (Vol. 6). Sage publications.