



Incubator for
Clinical Education
Research

Getting started in running interviews and focus groups

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Hugh Alberti

Learning outcomes



Describe what is required to conduct interviews and focus groups



Prepare a discussion schedule



Describe the role of an interviewer or facilitator



Distinguish between conducting interviews and focus groups

Steps for running interviews and focus groups



PREPARATION



CONDUCTING THE
INTERVIEW/ FOCUS GROUP



REFLECTION

Discussion schedule

Welcome & introductions

Introduction to the purpose and format of the focus group. Introduce aim of project

Review of focus group information sheet

Take informed consent

Ask participants to introduce themselves

Discussion schedule, questions

Initial questions

General, 'fact-like' eg role, experience, understanding of the topic

Example: Has there ever been a medical student present in your consultation either in the surgery or hospital?

Tell us about that

Discussion schedule, questions

Key questions

Address the research questions

Structured to ensure flow- eg chronology, themes. General-specific, positive-negative

Example

- oPatients' knowledge
- oPatients' roles
- oStudents' roles
- oBarriers/ enablers
- oSupport
- oConsent

Closing

Summarise what's been discussed

Check: if this reflects their views/ anything missed

Example:

Thank you for your time today, Is there anything important that I have not covered?

Sort out reimbursement, if planned

Small group discussion

What key questions will you include in a discussion schedule for research on a topic of your choice.

You can use this topic if you wish:

Barriers and facilitators to teaching undergraduate medical students in general practice

Doyin's top tips



Prepare a schedule with the research questions in mind



Use this as a guide not a checklist of all questions to be asked



Be prepared to be taken along a different path from what was planned- this makes the data interesting



Guide the discussion to ensure it's relevant to the topic- try to strike a balance



Read and learn from published studies



Think of it as a chat with a focus on the research topic- so enjoy it

Do



Reflect



Improve

Recommended reading

Stalmeijer, R. E., Mcnaughton, N., & Van Mook, W. N. (2014). Using focus groups in medical education research: AMEE Guide No. 91. *Medical teacher*, 36(11), 923–939.
<https://doi.org/10.3109/0142159X.2014.917165>



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