FOCUS GROUPS

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Office hours: T/F 11-12
        W 4:30-5:20 and by appt.

Course Description: This course looks at focus groups from a number of different perspectives. We will learn the uses and appropriate implementations of focus groups, as well as the practical steps necessary to design and carry out focus group research. We will look critically at focus group research, the different approaches, and the benefits/costs of focus groups through readings, discussions, and conducting individual focus group projects.

Required Materials:
The following book can be found online.

GRADING
-Your grades are based on the following point system
  Research Project 60 points
  Take-home Final 30 points
  Class participation 10 points

More information will be given on each of the requirements. If you do not participate in the focus groups for your group, you cannot complete the research project and will not pass the course.

Schedule
Please do assigned readings prior to the class when they will be discussed. The readings we do and the issues we discuss will be ongoing and referenced in subsequent classes. It may be necessary to adjust this schedule slightly due to changes that occur during the semester but the dates for the focus groups will remain the same.

W 1/28 Introduction
W 2/4 Understanding focus groups
               Read handout
W 2/11 Group/Library Assignment
       (Class Does Not Meet)
W 2/18  Begin reading Krueger book

W 2/25  Planning A Focus Group
Read Krueger/handouts

Preliminary Focus Group Proposal Due

W 3/4  Preparations and expectations

W 3/11  Moderating Focus Groups
Read Krueger/handouts

Focus Group Interview Materials Due

W 3/18  Focus Groups

W 3/25  Focus Groups

W 4/1  Focus Groups

W 4/8  SPRING BREAK

W 4/15  SPRING BREAK

W 4/22  Understanding Focus Group data

Focus Group Notes and Observations Due

W 4/29  Analyzing Focus Group results
Read Krueger/handouts

W 5/6  Writing Focus Group Reports

W 5/13  Final