Each of you will conduct a focus group session with a group of your peers and submit a brief report (1-2 pp.) on your findings.

Schedule

* Post working drafts of your report on Blackboard before the start of class on Monday, Jan. 7.
* **Submit final copy for grading by the end of the day on Tuesday, Jan. 8.**

**Developing the session rationale**

Teams will work in class today reviewing and approving focus group proposals. Based on that review, each of you will develop a rationale for your session. The rationale can be broadly defined or zero in on specific issues related to products or services and demographics (i.e. gender, ethnicity, etc.). It should clearly identify the issue or problem under study, the information being sought, and the value of that information for our clients.

**Conducting the session**

Each team member will recruit four or five individuals (not necessarily TU students) who can spend approximately an hour talking about issues related to the team’s social media. You can also hold a virtual session if you wish. Participants should be told that their identities will not be disclosed and that all responses are confidential.

**Formatting the report**

The focus group report should include:

* a statement of the rationale for conducting the session;
* the session’s time and setting and basic demographic information about the participants (age, sex, academic major/job);
* a narrative account of the session organized by topics with quotes from the participants (use first name pseudonyms);
* a list of what you consider the two or three most important findings from the session with a discussion of their implications for our clients and next steps your team should take.

A sample focus group report and a report checklist is available on Blackboard.