



Course Code & Title	LISS360 Developing Focus Groups in Social Science Research				
Convenor(s)	Professor Andrew Clark, School of Health and Society, University of Salford				
Institution	KCL, QMUL + IC	Department		LISS DTP	
Academic Year	2020-21	Term		Summer	
Number of sessions	1	Research Platform	Qualitative Research (QuL)	Length of Session(s)	3 hours
Day, Date		Start : End		Room Location	
Wednesday 8 June 2022		10:00 - 13:00		Via Zoom	
Enrolment Links:	Click here to register for this course on Skillsforge. You may be prompted to log in.				

Course Description:

This session will introduce focus groups, their history and methodological rationale in social science research. It will outline some of the challenges and issues to consider when running focus groups in your own research. Attendees will be introduced to the core aspects of designing and running focus groups (including moderation) and analysing focus group data. The session will include practical and interactive activities.

Indicative content: why use focus groups in research; designing focus group research; sampling and recruitment; moderating focus groups and dealing with challenging participants; moving focus groups online; what to do with focus group data.

Reading List:

No required reading is needed: The following provide overviews of the method:

- Gibbs, A. (1997), 'Focus groups', *Social Research Update*, Issue 19 Winter 1997. Available at <http://sru.soc.surrey.ac.uk/SRU19.html>
- Kamberelis, G. and Dimitriadis, G. (2011), 'Focus groups: Contingent articulations of pedagogy, politics, and inquiry. In Denzin, N. and Lincoln, Y (eds) *The Sage Handbook of Qualitative Research* 4th edn. Sage, 545-561
- Kruger, R. and Casey, M. (2014) *Focus Groups: A Practical Guide for Applied Research* 5th edn. Sage
- Morgan, D. (2007) *Focus Groups as Qualitative Research* 2nd ed. Sage
- Morgan, D. (1996) 'Focus groups', *Sociology*, 22, 129-156



London Interdisciplinary Social Science Doctoral Training Partnership Advanced Research Methods in Social Sciences

Eligibility:

Open to all PhD students working in social science and related disciplines including health & social care

You must be a PhD student registered at King's College London, Queen Mary or Imperial College.

Pre-course preparation:

No preparation is required but attendees are expected to have a solid understanding of qualitative research

Number of students:

Minimum: 7

Maximum: 50