

Focus Group Analysis Types

ANALYSIS TYPE	Memory based analysis	Note based analysis	Tape based analysis	Transcript based analysis
DESCRIPTION	Moderator analyzes based on memory and past experiences and gives oral debriefing to client	Moderator prepares a brief written description based on summary comments, field notes and selective review of tapes	Moderator prepares written report based on an abridged transcript after listening to tapes plus field notes and moderator debriefing	Analyst prepares written report based on complete transcript. Some use of field notes and moderator debriefing
ORAL OR WRITTEN REPORTS	Usually oral report only	Usually oral and written report	Usually oral and written report	Usually oral and written report
TIME REQUIRED PER GROUP	Very fast Within minutes following the discussion	Fast Within 1-3 hours per group	Fast Within 4-6 hours per group	Slow About 2 days per group
PERCEIVED LEVEL OF RIGOR	Minimal	Moderate	Moderate to High	High
RISK OF ERROR	High	Moderate- depending on quality of field notes	Low	Low

Krueger, R. A. (2006). *Focus Group Interviewing*.