

FOCUS GROUP

In brief

They consist of a series of meetings in which groups of people get involved to confront and express their opinions on certain topics/issues of interest to the company. Detection methodology is used to identify targets, causes and directions during the planning course of training activities or internal communication projects.

What is it?

Focus Groups are a technique of qualitative research aimed at collecting a group of people's perceptions and attitudes with respect to a specific theme/topic/problem or with respect to a product or an idea.

They usually consist of meetings involving the participation of 8/12 people who are called upon to meet and discuss a topic of interest, starting from stimuli and questions put forward by a conductor/facilitator. The facilitator is assisted by an observer who has the task of detecting group dynamics in relational terms.

The main characteristic of this technique is interaction: the general aim of the interview, in fact, is to create a climate of openness and dialogue that allows the participants to freely express their opinions.

What is it for?

- collecting information and understanding perceptions about the context in question
- detecting organisational needs (communication, training, etc) of particular targets
- facilitating the exchange of ideas and information
- sharing common perceptions