

CENTER FOR MARKETING TECHNOLOGY - ONLINE FOCUS GROUP

The CMT will be facilitating online focus groups via Zoom for the remainder of the semester. This document outlines the steps that need to be taken in order to conduct a successful and smooth focus group virtually. Please feel free to email the CMT at ga_cmt@bentley.edu in case of any questions or assistance with regards to the process. A member of the CMT staff will be available to assist from Monday to Thursday between 830AM and 630PM, and on Fridays from 830AM to 430PM. Please email us at least a day in advance of the focus group to make an appointment.

FOCUS GROUP ESSENTIALS

Keep the following points in mind while setting up a focus group to ensure a fruitful discussion that generates useful data for research. Remember that a focus group is not a debate. It is an open and spontaneous discussion where everyone should participate equally.

- A focus group should have 6-10 participants and one moderator.
- The time of discussion should be between 45 and 90 minutes.
- The moderator should prepare a maximum of 12 questions for the duration of the event. However, 8 questions is the optimal number in order to explore the subject adequately.
- Keep the discussion free-flowing and avoid making it too structured. Presenting one question to the group may automatically lead to a discussion that answers other questions so make sure that participants are comfortable and do not feel like they are being interviewed.

For a more detailed breakdown of the various elements of a focus group, please refer to the linked document: https://datainnovationproject.org/wp-content/uploads/2017/04/4_How_to_Conduct_a_Focus_Group-2-1.pdf.

SETTING UP THE EVENT ON ZOOM

Follow the instructions on the link to set up your Zoom event:

<https://docs.google.com/document/d/11tvCu0GbibOyIsQKpKItXsQW9bhn9-Jx26m4VJKYN50/edit>

Once you begin hosting the event and all expected participants have joined, make sure to complete the following steps prior to starting the focus group:

- Ensure that everyone can hear you and that your microphone is unmuted at the base of your screen.
- Remind participants to unmute their microphone if they wish to speak, or they will not be heard.

- Press 'Record' on the ribbon at the base of your screen. You can record to the Zoom Cloud and make the link available for playback, or you can save your recording locally (recommended) for later upload to Blackboard. Once you complete the focus group and end the meeting, you will be prompted to convert the recording to an mp4 and save the recording to your desired local folder.
- Change the layout to 'Galley View' on the top right of your screen. This ensures that you can see all your participants at the same time. Additionally, the participant speaking at any given point will be highlighted in green.

UPLOADING THE RECORDING TO BLACKBOARD

1. Login to your Blackboard and navigate to the desired folder.
2. 'Build Content/ Upload' and choose Kaltura media from the dropdown.
3. Upload the video into Kaltura media. This will take a while.
4. Once complete, you will see a preview window which then takes 20-30 minutes to cache the video.
5. Check the preview to see if it is working. If it works, then the recording has been uploaded successfully.
6. Share the video by clicking the 'Share' button and selecting the desired students, faculty, or individuals.