

Conducting Online Focus Groups

Readings

If you have time and wish to do some preparation ahead of the workshop, please consult one or more of the below Course Readings which are available online or have been provided for you in the pack of materials. There is also a list of Further Readings which you can dip in to depending on your area of interest.

Course Readings

Note: these readings cover the use of video-conferencing technologies to conduct a virtual focus group.

Abrams, K., Wang, Z., Sing, Y. and Galindo-Gonzalez, S. (2015) 'Data Richness Trade-offs Between Face-to-Face, Online Audiovisual, and Online Text-Only Focus Groups.' *Social Science Computer Review*, 3: 80-96. (Provided)

Archibald et al. (2019) 'Using Zoom Videoconferencing for Qualitative Data Collection: Perceptions and Experiences of Researchers and Participants.' *International Journal of Qualitative Methods*, 18: 1-8.

Daniels, N. et al. (2019) 'STEER: Factors to Consider When Designing Online Focus Groups Using Audiovisual Technology in Health Research.' *International Journal of Qualitative Methods*. 18(1): 1-11.

Gothberg, J., Applegate, B., Reeves, P., Kohler, P., Thurston, L. and Peterson, L. (2013) 'Is the Medium Really the Message? A Comparison of Face-to-face, Telephone, and Internet Focus Group Venues.' *Journal of Ethnographic & Qualitative Research*, 7: 108-127. (Provided)

Smith, T. (2014) 'Experiences of Therapists and Occupational Therapy Students Using Video Conferencing in Conduction of Focus Groups.' *The Qualitative Report*, 19: 1-13. (Provided)

Further Readings

Note: the below readings also cover other forms of online focus groups such as asynchronous focus groups and text-based chat forums.

Cameron, K.A. et al. (2005) 'Adolescents' Experience With Sex on the Web: Results From Online Focus Groups.' *Journal of Adolescence*, 28: 535-540.

Chase, L. and Alvarez, J. (2000) 'Internet Research: The Role of the Focus Group.' *Library & Information Science Research*, 22(4): 357-369.

Coulson, N. (2015) *Online Research Methods for Psychologists*. London: Palgrave Macmillan.

Deggs, D. et al. (2010) 'Using Message Boards to Conduct Online Focus Groups.' *The Qualitative Report*, 15(4): 1027-1036.

Fox, F.E. et al. (2007) 'Doing Synchronous Online Focus Groups With Young People: Methodological Reflections.' *Qualitative Health Research*, 17(4): 539-547.

Glassmeyer, D. and Dibbs, R. (2012) 'Researching from a Distance: Using Live Web Conferencing to Mediate Data Collection.' *International Journal of Qualitative Methods*, 11: 292-302.

Harmesen, I.A. et al. (2013) 'Why Parents Refuse Childhood Vaccination: A Qualitative Study Using Online Focus Groups.' *BMC Public Health*, 13: 1183. <http://www.biomedcentral.com/1471-2458/13/1183>

Monolescu, D. and Schifter, C. (2000) 'Online Focus Group: A Tool to Evaluate Online Students' Course Experience.' *The Internet and Higher Education*, 2(2-3): 171-176.

Moore, T. et al. (2015) 'Online Focus Groups and Qualitative Research in the Social Sciences: Their Merits and Limitations in a Study of Housing and Youth.' *People, Place and Policy*, 9(1): 17-28.

Morgan, D. L. (2019) *Basic and Advanced Focus Groups*. Thousand Oaks, CA: Sage.

Morgan, D. L. and Lobe, B. (2011) 'Online Focus Groups.' In: S.N. Hesse-Biber (ed.) *The Handbook of Emergent Technologies in Social Sciences*. New York: Oxford University Press.

Oringderf, J. (2004) "My Way": Piloting an Online Focus Group.' *International Journal of Qualitative Methods*, 3(3): 69-75. (Provided)

Rezabek, R. (2000) 'Online Focus Groups: Electronic Discussions for Research.' *Forum: Qualitative Social Research*, 1:1:18.
<http://www.qualitative-research.net/fqs/>

Ross, L.E., Stroud, L.A., Rose, S.W. and Jorgensen, C.M. (2006) 'Using Telephone Focus Groups Methodology to Examine the Prostate Cancer Screening Practices of African-American Primary Care Physicians.' *Journal of the National Medical Association* 98: 1296.

Rupert, D.J., Poehlman, J.A., Hayes, J.J., Ray, S.E. and Moultrie, R.R. (2017) 'Virtual Versus In-Person Focus Groups: Comparison of Costs, Recruitment and Participant Logistics.' *Journal of Medical Internet Research* 19: e80.

Salmons, J. (2016) *Doing Qualitative Research Online*. London: Sage.

Schneider, S.J. et al. (2002) 'Characteristics of the Discussion in Online and Face-to-Face Focus Groups.' *Social Science Computer Review*, 20(1): 31-42.

Stancanelli, J. (2010) 'Conducting an Online Focus Group.' *The Qualitative Report*, 15(3): 761-765.

Stewart, K. and Williams, M. (2005) 'Researching Online Populations: The Use of Online Focus Groups for Social Research.' *Qualitative Research*, 5(4): 395-416.

Sweet, C. (2001) 'Designing and Conducting Virtual Focus Groups.' *Qualitative Market Research*, 4(3): 130-135.

Tates, K. et al. (2009) 'Online Focus Groups as a Tool to Collect Data in Hard-to-Include Populations: Examples from Pediatric Oncology.' *BMC Medical Research Methodology*, 9(15):
<http://www.biomedcentral.com/1471-2288/9/15>

Thrul, A. et al. (2017) 'Conducting Online Focus Groups on Facebook to Inform Health Behavior Change Interventions: Two Case Studies and Lessons Learned.' *Internet Interventions*, 9: 106-111.

Turney, L. and Pocknee, C. (2005) 'Virtual Focus Groups: New Frontiers in Social Research.' *International Journal of Qualitative Methods*, 4(2): 32-43.

Tuttas, C. (2015) 'Lessons Learned Using Web Conference Technology for Online Focus Group Interviews.' *Qualitative Health Research*, 25: 122-133.

Walker, D.M. (2013) 'The Internet as a Medium for Health Services Research: Part 2.' *Nurse Researcher*, 20(5): <http://journals.rcni.com/doi/abs/10.7748/nr2013.05.20.5.33.e295>

Watson, M. et al. (2006) 'The Analysis of Interaction in Online Focus Groups.' *International Journal of Therapy and Rehabilitation*, 13(12): 551-557.

Wilkerson, J.M. Iantaffi, A., Grey, J.A., Bockting, W.O. and Rosser, B.S. (2014) 'Recommendations for Internet-Based Qualitative Health Research with Hard-to-Reach Populations.' *Qualitative Health Research* 24: 561-574.

Wirtz, A.L. et al. (2019) 'Computer-Mediated Communication to Facilitate Synchronous Online Focus Group Discussions: Feasibility Study for Qualitative HIV Research Among Transgender Women Across the United States.' *Journal of Medical Internet Research*, 21(3): <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6460306/>

Woodyatt, C.R. (2016) 'In-Person Versus Online Focus Group Discussions: A Comparative Analysis of Data Quality.' *Qualitative Health Research*, 26(6): 741-749.