

PSY 5002 WI 2020

Instructions for leading Focus Group

You will lead a short focus group discussion (25 min each group) on **Feb 4, 6 or 11**.

I would recommend choosing a current event, something that your classmates can relate to, such as tuition fee structure, or something polarizing or controversial to spark discussion. However, sensitive topics require extra care and **MUST** be dealt with sensitively or the conversation may be halted by the instructor, which will negatively impact your grade. So choose carefully. The topic should be something that all of your classmates will have some familiarity with. That is, you cannot plan to discuss a particular sport that others may not be familiar with, culturally relevant phenomena not familiar in the U.S., an obscure event, etc. You will briefly introduce the topic to the class, being clear about any important qualifications or definitions that will limit the scope of the discussion in the desired direction.

You must take **EITHER** an essentialist or constructionist perspective in your style as focus group leader. You must **indicate to me ahead of time via email what style you intend to use**.

You will have limited time to get the discussion going so you must have a clear plan about what kind of information you want to extract from the group.

You will be expected to briefly summarize the key points from the discussion at the end of the 25 minutes. Your classmates will indicate the extent to which your summary accurately portrayed the nature of the conversation.

You do not need to submit anything in written form for this assignment. You will be graded on your ability to direct discussion, engage all participants, and keep discussion on target, for clearly conveying the significance of the topic to be discussed, and for accurately describing the gist of the discussion in your final summary.

****You will be required to identify your topic by Jan.28th so we can be sure no two people are planning to discuss the same topic.**

Your focus group discussion is worth 15% of your final grade in this course.