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CaMEO

Work Package 3

Deliverable 3.6

**[GUIDELINES FOR FOCUS
GROUP TESTING WITH
OLDER WORKERS]**

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STATUS:

Deliverable number 3.6 (Focus Group Testing with Older Workers) is related to testing the e-Academy with the target market.

Our respondents are: 10 older workers.

The aim is „to identify the useability of the platform, the aesthetic look and design of the platform and ease of navigation“. The partnership will use the results from these focus groups to make amendments to the platform ahead of a full pilot phase. Two partners involved in that activity: UoSS and UoS.

Three phases:

Before the Interview:

- The focus group should consist of 7 - 10 persons
- Each session is planned last 1½-2 hours
- Make the practical arrangements for the interview – it is advised that there are two persons, one moderator and one taking minutes
- In case the interview is carried out by a person not previously involved in the project you need to discuss the meaning of each question before the interview
- Make an optimal arrangement for placement during the interview: chairs in a circle - to make sure that all participants are can see each other, can be heard.
- When recruiting participants tell them how long it will take
- Prepare a room with access to a computer for each participant
- Prepare flipchart for any notes
- Print a list of attendance (attached)
- Prepare camera to document the course of focus
- Ask participant for permission to take pictures for the purposes of the CaMEO project (it is advised to have their written permission)

During the interview:

Take time to "break the ice" (short presentation of yourself and your moderating partner, inform the participants why you want to make the focus-group interview, confirm recording with participants). Invite the participants to present themselves – short and eventually on the basis of a structure: name, age, job situation. Tell a short funny story.

General advices:

- Use your body language appreciative
- Be calm and open minded – eye contact is important
- Begin with open questions
- Ask for examples



- Reformulate the answer with your own words – make sure that you understood correctly
- Listen, understand and accept the answer without expressing a valuation
- Give time for reflection
- Manage on questions and time but do not hurry

Topic areas not questions?

Because of the nature of focus groups, it is not necessary to ask the same questions in the same way in both two groups. It is better if you choose to work with a list of topic areas rather than a schedule of specific questions. Prepare a question schedule in advance – you can use the list:

Geographical mobility, occupational mobility, virtual mobility is considered a very important issue. It has a lot of advantages. How you can increase the mobility of the modern workforce? Does this also applies to you?

The project partnership has created a CaMEO platform. Please evaluate and explain the reasons for such assessment of the overall look of the platform. Colours? Graphics? Subtitle Size? Distribution of content on the platform? The proportions? Navigating the platform? Obtaining information to your questions?

The CaMEO platform includes e-learning materials. Its topics result from the research that were conducted by the partnership at the beginning of the project.

- Can you please assess the subject of each module and its sub-topics?
- Can you please assess the construction of each of the modules, eg. learning materials, power point presentations etc. Does every module have the activating activities? Is that level of difficulty adequate to you?
- Can you please assess the language used in the e-learning materials. Do you like the the layout, colors etc.?
- What is the overall usefulness of the modules? Will you use the knowledge resulting from them at work or in any other circumstances? If so, how will you use that gained knowledge?
- What issues should be added to the modules or be more broadly developed?
- Is there anything in that modules that is is not relevant?
- Have you used the opportunity to visit the project Cameo website through the link at the platform?
- How can the platform be improved so its' even more useful for users?
- What is your overall evaluation of the CaMEO platform?



Regarding the matching database (MD), can you please assess its overall look. Colours? Graphics? Font size? Distribution of content on the platform? The proportions? Navigating the platform? Obtaining information to your questions?

- How would you assess the profile creation?
- Do you know what is MD used for? How did you find out that?]
- Would it be useful to create an "INTRO" about the project, the main aims of the platform and MD?
- The main usefulness of this project result is based on the fact that the employee can find an employer and the employer can find the employee with specific competencies. Is there anything that might improve the usability of MDs?
- How would you assess the menu? Please take into account the knowledge level, skill level, competency level? Further menu items?
- Is the using MD user friendly? Do you know how to use "Help" function there? Is the "CaMEO Matching Database User Guide (for Employers)" useful?
- What is your overall opinion about the matching database?
- How will you use the lessons learned by participating in that project in your future (both private and professional). How can you take advantage of the platform materials and the matching database? How will it improve your mobility?

Finishing the interview:

- Make sure that you have now been around all aspects of the focus themes
- Invite all participants to add eventually what they think has been missing in the dialogue
- Thank all participants for having given their valuable contribution

Actions after the focus group - Interpret and report results

Write up a summary of your notes and / or the notes of your assistant as soon as possible after each meeting - a quick turnaround time on the transcription helps avoid memory lapses. It's easiest to remember what was meant by a particular acronym or shorthand immediately following the session.

You should analyse material from focus group. It is useful to start reading summary in one sitting. Look for trends (comments that seem to appear repeatedly in the data) and surprises (unexpected comments that are worth noting). Keep in mind that context and tone



are just as important as the reiteration of particular words. If a comment (or a number of comments) seemed to be phrased negatively, elicited emotional responses, or triggered many other comments, that would be worth noting in the analysis.

In written report you can use division into parts:

- I. preparation to focus (with information about the background and purpose of the focus group;
- II. Focus group course (details of the sessions, results)
- III. Sketch a summary (conclusions) of the most important recommendations
- IV. Attachments: photos, the attendance list



