



## WAN bespoke Research Masterclasses

### Introduction to Focus Group Research

*Dr. Emma Pitchforth & Prof. Edwin van Teijlingen*

**When:** Wed 10 Nov 2021. 13.00-16.00.

**Where:** Bournemouth Gateway Building, Lansdowne BG-302.

*Format of the course:* A series of interactive workshops and group discussions aimed at practical application rather than abstract theoretical level. Basic prior knowledge of qualitative research\interviewing is assumed.

#### **Workshop leaders:**

Dr. Emma Pitchforth is Senior Lecturer & Senior Research Fellow in Primary Care at the University of Exeter. Prior to this she was Associate Research Group Director at RAND Europe, a not-for-profit research organisation. She has experience of a broad range of methodologies used in applied health services research and teaches qualitative research methods. Her experience of focus groups includes in relation to maternity services in the UK and low- and middle- income country settings and to patient experience in primary care.

Prof. Edwin van Teijlingen, is a sociologist and Professor of Reproductive Health Research at BU.

#### **Course content:**

This half-day course is designed to give participants an overview of the role and function of using focus groups as a method of data collection in qualitative research. It aims to equip participants with an understanding of design

considerations as well as the basic skills and techniques necessary for facilitating focus groups in applied research settings. The course will draw on examples from applied health research and provide opportunities for participants to relate learning to their own areas of research interest. Participants can expect to consider the following questions: When should I use focus groups? Can you explore sensitive issues in focus group discussions? What is important to consider in sampling for focus group research? What techniques can I use in focus groups? How can I prepare for a focus group? How do online focus groups work? What are the strengths and limitations of focus groups?

### **Book your place**

To secure your place, please email WAN Convenor, Professor Sara Ashencaen Crabtree, [scrabtree@bournemouth.ac.uk](mailto:scrabtree@bournemouth.ac.uk)