WHAT IS THIS TOOL AND WHO IS IT FOR?

This quick guide intends to support those who are designing a perception survey for collecting feedback from community members. Once a first draft of the questionnaire is ready in the relevant local language, a focus group discussion with members of the target community can be organized for testing the questions as well as checking if any important questions were missed.

MAIN STEPS DURING THE FOCUS GROUP DISCUSSION:

1. Introduce yourself, your organization and the purpose of the session, which is not to collect data but to reformulate questions if unclear to make sure they are easily understood and relevant to the main issues faced by affected people.
2. State that there are no wrong answers – the questions are only about their views. Clarify that answering questions is optional and opinions are valued.
3. Assure everyone that all information shared remains confidential. No personal data will be collected.
4. Ask permission to take notes.
5. Ask the draft questions to the group and ask them to reply. Ask probing questions to see what they are thinking of when answering the questions.
6. Things to note during the session:

* Do the participants understand the questions the way you intend them to?
* What are the general reactions and behaviour (confident, shy, afraid, truthful, upset, etc.)
* What is the body language when being asked the questions?
* How long do individuals take to answer, and how long are the answers and explanations?
* Does the question need to be repeated? How did you rephrase the question if applicable? If a given question was not understood, did you provide the respondent with examples?
* Were the answer-options and scales understood?
* Are clarifications centred around one word, a whole sentence, acoustics or auditory difficulties, or the meaning of the question?

1. Ask if there is any other information they would like to provide.
2. At the end of the discussion, thank people for taking the time to participate in the discussion.

For more information on conducting a focs group discussion, see Tool 16 of the CEA Toolkit which you can download [here](https://communityengagementhub.org/resource/cea-toolkit/).