



A Guide on How to Approach a Focus Group

1. Introduce self & project

2. Introduce aims of the focus group:

- To find key safety behaviours affecting the few accidents and near misses occurring.
- To link these back to systems & controls
- To compare between management perceptions of safety-related issues & operatives' perceptions of same issues.
- To find other areas affecting accidents, e.g. design/organisational issues.

3. Inform them of the relaxed format:

E.g. "I throw a topic up for discussion, in the form of a question, and you discuss your views on it. People can introduce new topics, but I will keep butting in with things that I am curious about."

4. Don't forget to use open-ended questions:

E.g. Questions beginning with:

- Discuss the good & bad
- What's your viewpoint on
- Describe
- Explain (why/how)
- What are people's thoughts on

5. Note and Chair

Note all information down (a dictaphone may be useful).

Ensure the topics of discussion that you are interested in are covered.

Ensure that the subject does not completely run off course.

Keep an eye on the time and themes remaining (an hour is suggested. No more than an hour and a half is recommended).