

UNSD-DFID PROJECT ON SDG MONITORING

Tools and methods to engage users



Purpose of tools and methods to engage users

- Help develop and strengthen links with users
- Can be used at **various stages** of statistical production to engage with users **multilaterally** and **bilaterally**



Tools

- User satisfaction survey
- Social media
- Toll-free line
- Radio show
- Press conference
- Consultation
- Focus group



Consultations

- Consultative workshops
 - Introducing new products
 - Withdrawal of a statistical product
 - Modification of a statistical product
- Advisory Councils / steering groups



Focus Groups



- Focus groups are used to evaluate, analyse and explore – to investigate a more narrow field of interest.

Source: Courtesy of Statistics Norway



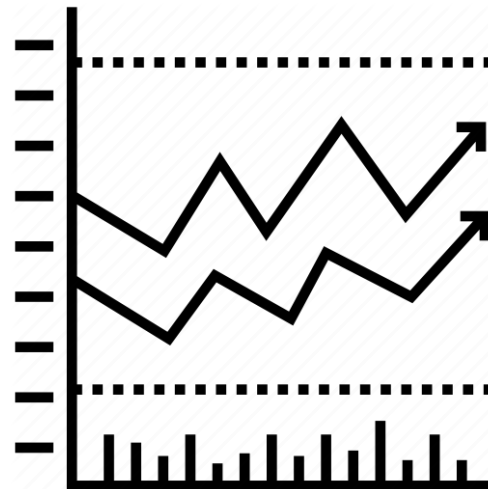
Focus Groups

- Group interviews
- 6 – 10 participants
- Target group
- Something in common
- Moderator
- Secretary
- Interview guide
- Single – or series



What we don't get out of Focus Groups

- Statistical representation
- Quantifiable information
- Prevalence



Advantages of Focus Groups



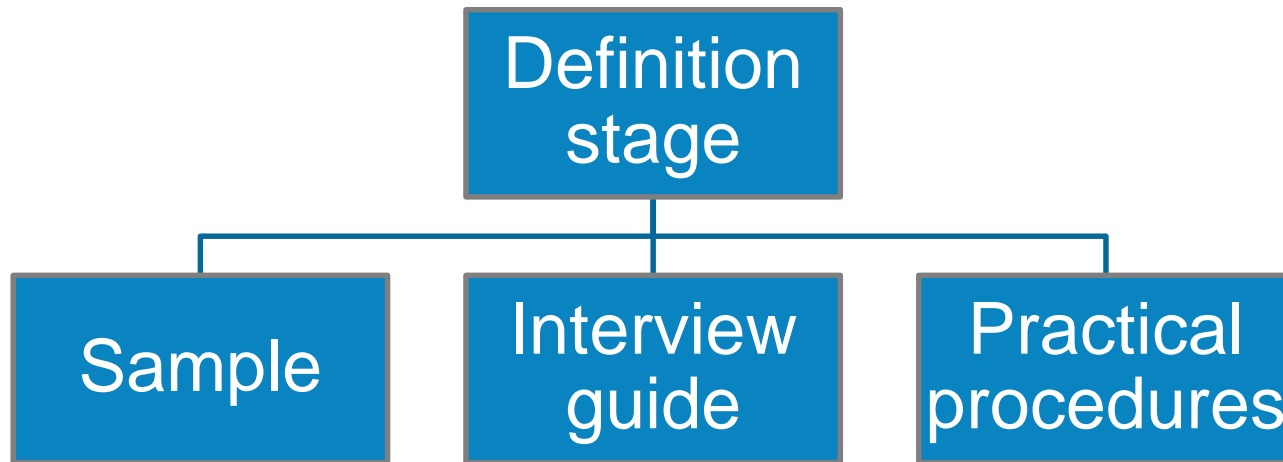
- Reveal unforeseen issues
- Cheap
- Results ready quickly
- Flexible sample selection

Disadvantages of Focus Groups

- Less control
- Data difficult to interpret
- Requires experience
- Difficult to recruit



Planning a Focus Group



Planning a Focus Group

Sample

- Who posits the experience/knowledge we seek?
- Which procedures do we follow to select participants?
- How do we recruit participants?
- Are we interested in particular parts of a population? General vs. specific characteristics?



Planning a Focus Group

Interview guide

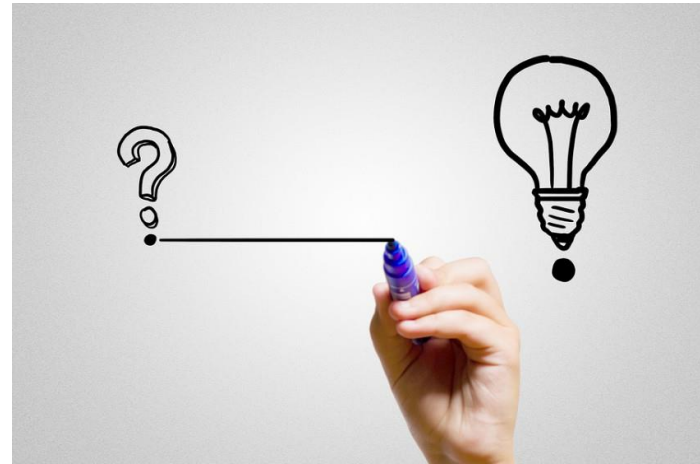
- Loose script
- Which questions? Tailor questions based on the knowledge of the participants
- Number of questions (typically 3-5 questions, with the possibility of sub-questions to get depth and breadth)
- Order of the questions
- Time planning (not more than two hours)
- Should involve all partners to increase credibility of the findings



Key questions should be open

- What do you think about...?
- What comes to your mind when you hear...?
- What would you focus on if...?
- What made you react positively to...?

Avoid examples



Planning a Focus Group

Practical procedures

- Moderator and secretary
- Book facilities
- Check equipment (record audio, or video)
- Invitation (goal, duration of focus group, time and place, incentive)
 - No preparation of discussion by participants to ensure candid and personal opinions are captured
- Over-recruit
- Confirm appointment
- Send reminder

Planning a Focus Group

Practical procedures

- **Moderator**

- Neutral attitude (professional distance)
- Trust
- Everyone is heard
- Probe
- Prepared

- **Secretary**

- Takes notes
- Additional questions at the end of the session
- Responsible for summary
- Contribute in debriefing
- Administrative work



Debriefing

- Directly after the focus group (after participants have left)
- Sum up and compare notes
 - - with moderator, secretary and observers
- Elaborate key findings
- Evaluate the group/guide before the next focus group
- Document debriefing

Conclusion of Focus Group

- Interpretation
- Start with hypothesis
- Explain and discuss
- Evaluate expectations (are findings similar to what was expected?)
- Summary and conclusion
- References and attachments

Focus Group with policy makers

Goal: Understanding the data/statistical needs of policy makers, the use of statistics by policymakers and identifying how the Statistics Office can meet their needs

Three questions:

- For what purpose do you use statistics?
- What type of statistics would you need in order to meet your demands?
- What has been your experience engaging with the statistics office?



Thank you!

Questions or enquiries?

Contact us at unsd-dfid@un.org

