



WSSR

WORKSHOPS ON SOCIAL SCIENCE RESEARCH

Focus Groups

Sebastien Dallaire

Vice President, Ipsos Public Affairs

May 24-25, 2017

9:00am – 4:30pm

Workshop Overview

This two-day workshop intends to provide students and researchers with the theoretical and practical knowledge necessary to design and conduct focus groups while avoiding the most common problems encountered with this type of research. Individual interviews can be challenging, so one can easily imagine the difficulties faced when trying to interview eight or ten individuals at once.

Vice President at Ipsos Public Affairs, Sébastien Dallaire will begin by discussing theoretical research design principles and then shift to address the actual nuts and bolts of designing, administering, and analysing focus groups. This workshop will also provide opportunities for participants to apply their knowledge through practical exercises.

Required Readings

Bryman, Alan. "Focus Groups" in *Social Research Methods* (4th Edition). Oxford University Press, 2012, pp. 500-520

Stewart, David and Prem M. Shamdasani, *Focus Groups: Theory and Practice*, 3rd edition, Los Angeles, Sage 2015

