

Assessment in Focus: Conducting Effective Interviews and Focus Groups

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Exercise 1

Take 3 minutes to answer these questions:

1. What are your research questions (what do you want to know)?
2. Describe why you are interested in using qualitative methods.
3. Why/how do you anticipate that interviews and focus groups in particular might be helpful to answering your research questions?

Now turn to your neighbor and take 3 minutes to share/discuss your answers to these questions.
Did you gain any new insight from this discussion?