

### QUALITATIVE RESEARCH TRAINING COURSES

#### **Running Effective Focus Groups: learning and improving skills 23 April 2010 in Edinburgh**

This highly interactive and informative day is designed for those who wish to learn how to conduct focus groups. Through a mixture of taught sessions and practical workshops, participants will appreciate the strengths and weaknesses of focus groups as a research method and learn for themselves some of the key skills involved. After that, it is practice, practice, practice. Some knowledge of qualitative research or attendance on the design day is advisable.

As part of the course we will cover:

- the nature of focus groups and focus group data
- using focus groups appropriately
- discussion guides and focusing exercises
- questioning and moderating skills (keeping the discussion on track, enabling everyone to take part)
- the composition of focus groups
- practicalities of recruiting and running groups
  - o venues
  - o recording
  - o transcription

The day will be lead by **Liz Spencer**. **Liz** is an independent research consultant with more than thirty years' experience of qualitative research. She has held research posts at the London School of Economics, The London Graduate School of Business Studies, the Universities of Kent and Essex, and was a Research Director in the Qualitative Unit at the National Centre for Social Research, where, together with Jane Ritchie, she developed and pioneered 'Framework', a matrix base approach to qualitative data analysis. . She delivers training for a range of organisations, and teaches short courses at the Universities of Essex and Hong Kong. She has recently been appointed an academician of the Academy of Social Sciences.

In 2006 Liz founded Q<sup>2</sup>Training Complete with her colleague, Pamela Campanelli. Both Liz and Pamela are dedicated to providing research training that is lively and engaging, communicating concepts in a straightforward and accessible way and providing workshops to put theory into practice.

The cost to attend is £185 for SRA members and £260 for non-members.

To book your place, please complete the attached booking form and return it to SRA Scotland, c/o Adams Associates, 590 Queensferry Road, Edinburgh, EH4 6AT or fax to 0131 538 6247. For further information please contact Lindsay Adams on 0131 538 6247 or send an email to [Lindsay.adams@blueyonder.co.uk](mailto:Lindsay.adams@blueyonder.co.uk)