Get to know your audience





FOCUS GROUPS

- In the rapidly changing media environment we discovered that we did not know enough about our audience their needs and behaviour.
- We needed a more systematic way to analyse and share information about the audience
- Our audience research department was to small to serve all the 28 news rooms.
- We created a simple tool to help the staff to connect better with the audience in order to change the content and improve our services

Take your time to formulate your research question!

- Why should we engage and have a dialogue with the audience?
- What do we want to know about the audience?
- Do we consider the audience to be one group or many different groups (generation x,y... etc)
- Do we want to foucus on one or many aspects of our services?
- Are we trying to understand a certain target group families, young adults, children?

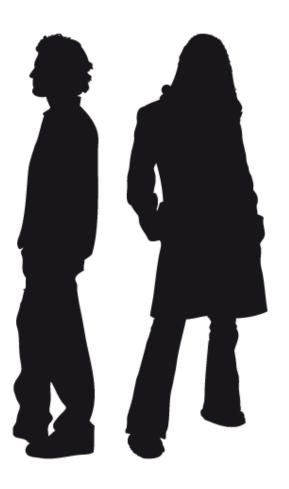


Recruitment

- Find 8-10 persons
- The group can be homogenous but the participants should not know each other to well. (it is OK to use the snow ball method the participants recruit some one they know who in turn recruit some one).
- Consider fall outs over recruit
- Send invitations, information and reminders
- Be clear and transparent this is our purpose and we want honest answers.
- Promise anonymity
- Use all possible means Old school letters, e-mail, telephone.



The meeting



- Decide if you are going to show a certain story or a whole episode.
- Create a relaxed environment and let all the participants introduce themselves.
- Offer coffee and fruit (very Swedish...).
- Choose between an unstructured or structured interwiev survey.
- Make an interview guide with a few main questions and many follow up questions.
- In an unstructured interview the participants set the agenda.
- The actual discussion should not be longer than 1,5 hours..

Questions

- Always start with asking what was good, bad and what the participants remember from the screening.
- Be sure to catch spontaneous comments.
 - common questions
 - If you were talking to a friend what would you tell him about the program you just watched?
 - What would you like to see more off or less?
 - Is this program aimed at a certain group of people who would be interested in this?
 - Which is your primary source of news internet, radio, tv, coworkers, other?
 - How often do you watch regional news?
 - Why and when do you watch our regional output and what makes you watch
 - What do you think about our competitors?
 - Have you used our internet services?

Documentation

- The discussion should be documented by two persons and recorded (not video)
- Make a transcript and summary and let the whole staff read it.
- Make it a habit for the staff to engage with the audience



Analysies

- Which are the most important results positive and negative?
- What was discussed besides our questions?
- Do we trust the answers?
- Do we need to compare with other studies or another focus group?

Use the result to create understanding and inspiration

The moderator

- Try to be neutral never agree and encourage more developed answers (even the stupid ones).
- Avoid guiding, corrections and fact giving
- If you get a question turn it back and answer after the meeting
- Be concrete
- Make every one talk
- Be spontaneous
- If some one dominates the discussion invite others with direct questions
- Silence is not bad or threatening
- Do not interpret the answers ask the participants to develop their answers
- Use open questions