



Guidelines for effective online focus groups

All the tips mentioned for physical focus groups are valid, but here you need to work in order to set up a comfortable online environment:

- Create and train a group of educators in digital communication systems, so they can support and lead the digital group;
- Make the point on the skills and tools available: find information about participants' existing technological skills and on tools available to work online effectively;
- If necessary train and support participants, starting with users and families, with tutorials and end explanations;
- Organise sessions of no more than one hour, the concentration and attention span fall sharply after this period of time;
- the programming of the activities must be well structured and as much as possible constant in order to create a reassuring routine for users;
- Opt for free digital platforms and apps to avoid extra costs for the participants, but consider investing in paying services to ensure the quality of the communication, less advertisements, ad risks of interruptions;
- do not think that all platforms are suitable for their intended purpose, but use different platforms depending on the objective and the confidence of the participants;
- It is important to know the people who access the various "rooms" and for this purpose it is useful to create cognitive tools (e-id, portfolio of participants, ...);
- It is important to monitor the activities in order to understand their criticality and to see the possible developments, for this reason it is useful to create evaluation and distribute and satisfaction sheets.
- Do not give up! Take the time that is needed and adapt to the situation!