

PFH PARTNERSHIPS
FOR HEALTH

Polling Focus Groups

Improving outcomes and mitigating power dynamics

Presenters:

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#EERS2016

Polling Focus Groups

Reality TV meets focus groups

Four steps:

1. Present question and clarify meaning
2. Vote on response option
3. Real-time chart of results
4. Open dialogue



Benefits

- Power dynamics
- Negates social desirability
- Face validity
 - Common understanding of question and response option
 - All questions answered
- Quantitative and qualitative data



Challenges

- Software
- Predetermined questions
 - Less flexibility
 - Single response options
- Participant resistance



Using Polling Focus Group

When to use

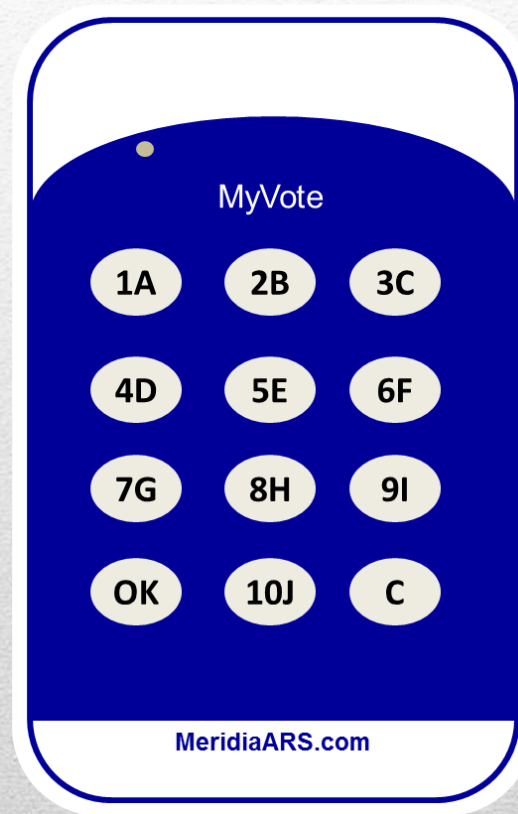
- Large groups
- Power differentials
- Existing groups
- Loud personalities
- Triangulating with other data

When not to use

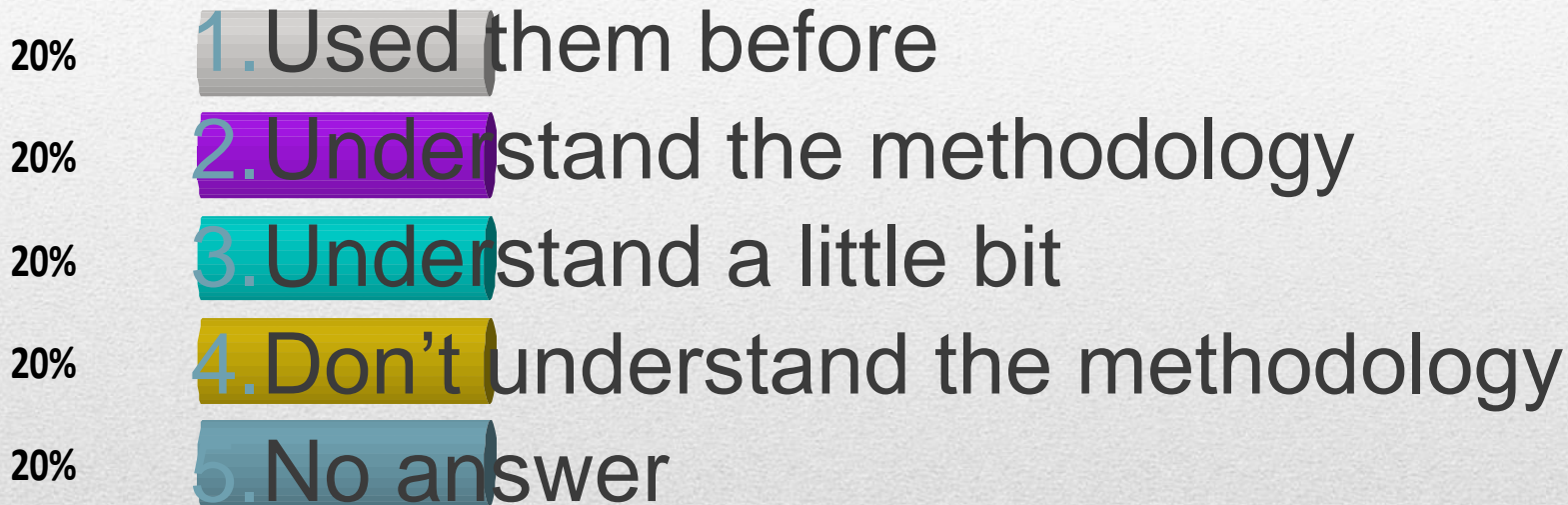
- Formative
- Exploratory
- Complex issue



Exercise



Please rate the extent to which you understand what polling focus groups are:

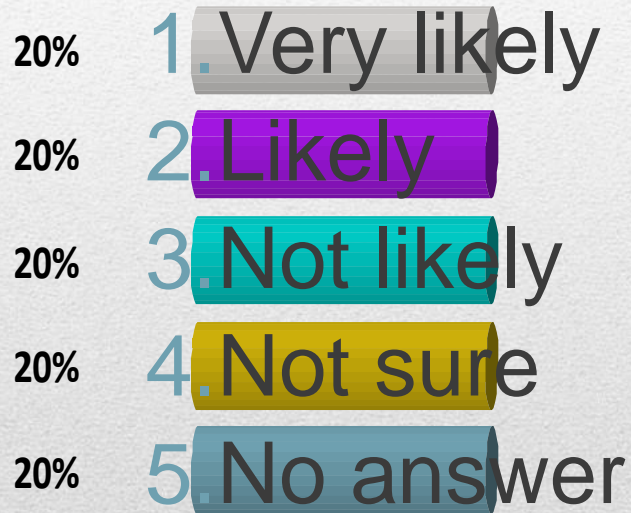


Please rate the extent to which you feel confident implementing a polling focus group.

- 20% 1. Very confident
- 20% 2. Somewhat confident
- 20% 3. Not confident
- 20% 4. Not sure
- 20% 5. No answer



How likely are you to implement a polling focus group?



Questions?



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