A focus group is a qualitative research method in which a trained moderator conducts a collective interview of typically six to eight participants from similar backgrounds, similar demographic characteristics, or both. Focus groups create open lines of communication across individuals and rely on the dynamic interaction between participants to yield data that would be impossible to gather via other approaches, such as one-on-one interviewing. When done well, focus groups offer powerful insights into people's feelings and thoughts and thus a more detailed, nuanced, and richer understanding of their perspectives on ideas, products, and policies.

Qualitative interviews are sometimes called intensive or in-depth interviews. These interviews are considered **semi-structured**because the researcher has a particular topic for the respondent, but questions are open-ended and may not be asked in the exact same way or order to each respondent. The primary goal of an **in-depth interview**is to hear what respondents think is important about the topic at hand and to hear it in their own words. In this section, we’ll look at how to conduct qualitative interviews, analyze interview data, and identify some of the strengths and weaknesses of this method.

EXAMPLE:

