

# **mNGT Focus Group Instructions**

## **QUESTION 1**

**Step 1: Introduction** “Hello, my name is \_\_\_\_\_. I will be leading this group in our discussion today about health and college campuses. First, I want to let you know that this is being recorded and the chat saved for research purposes and if you don’t want to participate, please exit this virtual room now. Great, for today’s discussion please avoid identifying you or your organization by name. Also feel free to share or not share any information you would like. Our discussions will last for about an hour, but feel free to leave any time you need.”

**Step 2: Written Responses** “First, I am going to ask you a question. Please type in as many answers as you can think of in the chat and after you are done please send that chat directly to me and not to the full group. Our first question is what are the things on college campuses that make it harder for students to live a healthy lifestyle?”

“Please go ahead and take a few minutes to think about that question and write your responses in the chat and send those directly to me.”

[give about 5 minutes for people to write answers]

**Step 3: Verbally Collect Responses** “Great! Thank you for your answers, now we are going to take a few minutes to share our answers with the group. I would like to go around the zoom room and share your answers with me. I will be writing down what you say on this document that I will screen share with you. If someone else has already shared something, you don’t need to share it again. We are just going to start by collecting all the different answers you thought of.”

[Share screen to a google document labeled with your name as the group identifier and type in their responses. Collapse like responses as you go after getting group consensus as you go for any grouping or renaming of a theme. Check back with the participants as you go through the process to make sure the words you are using to capture what they are saying reflects what they are actually trying to say. You can do this again at the end to build consensus. After no more responses are being offered, move on to step 4.]

**Step 4: Group Ranking** “Great! Now out of this list we made, we are going to decide as a group what the top five factors are that make it harder for students to live a healthy life on a college campus. Out of this list, what do you all think should be listed as the number one most important factor?”

[Let the group discuss and listen for consensus. Explore as needed between respondents. Ultimately go with majority rule as needed.]

[If went with majority rule, say-]

“Not a problem, in just a moment I will give everyone a chance to adjust this based on their personal opinion.”

“Now out of this list, what do you think is the second most important factor?”

***REPEAT UNTIL 5 TOP FACTORS HAVE BEEN IDENTIFIED.***

**Step 5: Individual Scoring** “Now to make sure we capture everyone’s individual thoughts about this top five, please type this number one factor in the chat and put a number by it from 0 to 10 with 0 meaning you don’t think that this factor is actually that important at all and 10 being that you think this is a very important factor.”

[After they have sent in the chat with the factor listed-]

“Now let’s do that for the next factor in the list. Go ahead and put that in the chat with a number by it from 0 to 10. If you think this factor is as important as the previous one, and you gave that factor a 10, you can give this factor a 10 too. You could end up giving all top 5 factors all 10s or you could give them all 2’s or all 0’s. It completely depends on what you think. You will be sending these directly to me in the chat so no one will know if you agreed or disagreed with the rankings the group came up with.”

***REPEAT FOR ALL 5 TOP FIVE FACTORS***

## **QUESTION 2**

**Step 2: Written Responses** “So now that we have talked about the things that make it harder for students to live a healthy lifestyle on a college campus, let’s talk about the things that make it easier for students to live a healthy lifestyle on college campus. So again, please take a few minutes to write down in the chat things that you think make it easier for students to live a healthy lifestyle on college campus and send that directly to me in the chat.”

**REPEAT STEPS 3-5**

## **QUESTION 3**

**Step 2: Written Responses** “Now we are going to talk about our last question for the day which is what do you think should be done on college campuses to help students live a healthier lifestyle. So again, please take a few minutes to write down in the chat things that you think could be done on college campuses to help students live a healthier lifestyle on college campus.”

### **REPEAT STEPS 3-5**

“That was my last question I had for today. Is there anything else that I didn’t think to ask, or that we didn’t discuss today, that you think would help people to understand more about the health of college students on college campuses? If you would rather, you are welcome to type those thoughts in the chat and either send it directly to me or to the full group.”

[Let people share thoughts and take notes on the google document]

“That is all we have planned for this discussion. Please come back at the end of the day today to hear a presentation about the findings from other groups on these same questions. Take care and hope to see you soon!”

### **Post-session**

#### **Narrative-**

Write a short narrative explanation that captures more of the discussion and explains what each factor identified on the google document meant. Use non-verbatim example quotes when appropriate and possible.

#### **Calculate Averages for Individual Scores**

Scores for each of the top five responses for each question in each focus group should be reverse coded (with items ranked as number 1, most important, being assigned 5 points, items ranked as number 2 being assigned 4 points, etc.). Scores should be tallied for each group and question, and then divided by the total number of participants in the respective NGT focus group to identify an average score.