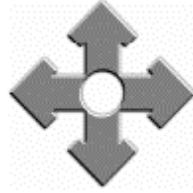


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FOCUS GROUPS AT SRL

Updated 5/22/08

At each office, SRL has a conference room that can comfortably hold 10 participants and a moderator. There is a one-way observational mirror so that members of your research team and other interested observers can observe the group unobtrusively from the adjoining conference room. In addition, the moderator has access to a dry-erase board and easel with paper for note taking during the session.

The focus group room is equipped with microphones, and audio recording of the groups is available on a standard cassette tape. A MiniDV camcorder can be rented from the UIC AV department for \$25 per day.

Please note that the conference rooms are not equipped for the participants to access laptops during the session unless they are battery operated. SRL does not have laptops available for focus group use; you would need to provide your own. Wireless internet access is available if your laptops have wireless adaptors. We will need to know how many laptops will need wireless access in advance of the focus group.

At this time, we do not have the facilities to offer web-based or online focus groups.

You have two options for conducting focus groups at SRL:

- 1) Rent our facility to hold your focus group
- 2) Hire SRL to administer your focus groups

1) Rental of SRL focus group facilities

Dates and times must be reserved in advance, and not all days/times are available. Evening focus groups are available Monday through Thursday; Saturday focus groups are also available.

Cost: \$350 per focus group.

You are responsible for:

- Recruiting your participants
- Providing refreshments

- Moderating your focus groups
- Transcribing the tape of your session

To inquire about facility availability, please contact April Van Dam at 312.996.5300, or via e-mail at aprilv@srl.uic.edu

2) Hiring SRL to administer focus groups

SRL can also be contracted to conduct some or all part of your focus group, including:

- Respondent recruitment (advertising, screening, scheduling, confirming)
- Incentive procurement
- Refreshments
- AV recording

The fees are based on the number of groups and the elements required.

Note that SRL does not maintain lists of focus group respondents that can be called upon as groups are needed. We would need to advertise for subjects according to your focus group demographic criteria, screen respondents, and schedule them for a group. The more rare the population desired, the more expensive recruitment would be.

SRL would be required to get approval from these groups from the UIC Office of Protection of Research Subjects, unless you are a UIC/UIUC investigator, in which case you are responsible for obtaining that approval.

If you would like a detailed budget estimate for any of these services, please contact Jennifer Parsons at 312.413.0216, or jparsons@srl.uic.edu

Focus Group Moderators

SRL can provide you with a list of moderators, with whom you can negotiate directly about their availability and fee structures. We do not subcontract moderators as part of our budgets. If you need a formal report, you need to negotiate this with the focus group moderator.

Transcription

SRL outsources all transcripts of focus group tapes. You should contact them directly for information on fees and turnaround information. Two companies we have successfully contracted in the past:

Wordsworth Typing and Editing: <http://www.wordsworthcoop.com/>
Tigerfish: www.tigerfish.com