

F. Harry Cummings



Bio

F. Harry Cummings, Ph.D., R.P.P .

Harry Cummings has Master's and Ph.D. degrees in Geography from Clark University. He is a Registered Professional Planner and a member of the Canadian Evaluation Society. His experience includes international rural development and project management of large interdisciplinary rural development projects. He has experience in Canada, USA, Poland, Ethiopia, Malawi all of Southeast Asia, India, Nepal, Turkey, Portugal and Panama . His specialty areas include economic impact assessment, evaluation, economic impact of agriculture, survey and research methods. He has managed over 75 major consulting projects with budgets as high as \$40 million and as many as 40 staff.

Harry is a full professor at the School of Rural Planning and Development at the University of Guelph. He teaches graduate courses in Regional Economics, Program Evaluation, Community Economic Development and Research Methods, Harry is fluent in French and Indonesian.

Workshop title

A Focus on Focus Groups

Target audience

Those wishing to learn how to do focus groups and those wishing to gain new perspectives on focus groups

Level: All levels

Workshop content

Focus groups are a source of rich qualitative data and some quantitative data from a variety of perspectives in a short period of time. The design of the focus group must account for a diverse range of participants' needs.

Upon completion of a focus group an evaluator could use the data to develop a survey or key informant interview, having been informed of the range of issues and the language of the respondents via the focus group. The focus group can also yield outputs, outcomes and ultimate results through the direct observations of participants.

In this workshop, participants will take part in applied discussions on the role and value of focus groups as a critical method and tool for evaluation in diverse settings from Ethiopia to Canada.

Detailed workshop outline

The workshop will cover the following topics:

Introduction, why use a focus group; what groups can be used in a focus group to effectively collect data; focus group design; focus group guidelines; example of a focus group guideline; pre-focus group questionnaire; example of a pre-focus group questionnaire; recruiting for a focus group; example of an invitation to participate in a survey; focus group etiquette; focus group analysis; general hints; examples from Poland, Indonesia, Ethiopia and Azerbaijan.



Typical workshop timing would be:

Introduction	9:00 – 9:15
Why use a focus group?	9:16 – 9:30
What groups can be used in a focus group to effectively collect data?	9:31 – 9:45
Focus group design	9:45 – 10:15
BREAK	10:15 – 10:30
Focus Group Guidelines / Activity	10:30 – 11:00
Pre-focus group questionnaire	11:00 – 11:15
Recruiting for a focus group / Activity	11:15 – 11:30
Focus group etiquette	11:31 – 11:45
General Hints / Questions	11:46 – 12:00