1. Which of the following is not an open ended statement?
   A. What did you like best about the website?
   B. Why is XYZ the favorite aspect of your experience?
   C. Do you like the site?

2. Which of the following is an advantage of a focus group?
   A. Statistically, may not always represent an entire community
   B. Great for getting firsthand perspective
   C. It might be difficult to find participants

3. True or false: Focus groups are a inexpensive way to unveil how things are used.
   A. True
   B. False

4. Which of the following should not be included in an introduction of a focus group:
   A. Purpose of the day
   B. How the day will be run
   C. A weather report
   D. Make sure they know that their contribution is invaluable

5. What is the good answer when a participant says “I like this?”
   A. “Oh, that’s interesting.”
   B. “So do I!”
   C. “Really, who would pick that?”
6. What is the role of Recorder/notetaker?

__________________________________________________________________________

____________________________________________________________________________

7. What purpose does a “Screener” serve?
   A. Its a tool that allows the participant to strain and wash grapes.
   B. Serves as a filter which excludes ill suited participants.
   C. A survey given after the focus group to reveal how people really felt about the focus group.

8. When conducting a focus group, its important for the facilitator to:
   A. Be overly friendly.
   B. Be neutral.
   C. Talk over the participants and let them finish their thoughts.

9. True or False, Debriefing should take place a long time after the focus group.
   C. True
   D. False
Answers

1. B
2. B
3. A True
4. C
5. A
6. Observe and document everything without interjecting your presence.
7. B
8. B
9. B. False