



II Simposio Internacional sobre Métodos Cualitativos en Bibliotecología y Estudios de la Información

Using Qualitative Methods for Library and Information Science Research: An Interactive Workshop

Mexico City, 14 June 2019

15:00 - 19:00 h.

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Focus Group Interview Tips and Listening Activity: Moderating Focus Groups Issues to Consider

- Internal or external moderator?
- Internal
 - Training issue
 - Impartiality issue
- External
 - Cost
 - Finding a good moderator

What to Look For: Desirable Moderator Characteristics

- Excellent communication skills
- Experience in group dynamics
- Knows when to probe
- Restrained
- Ability to:
 - Involve all participants
 - Ask neutral questions
 - Quickly establish rapport
 - Summarize areas of agreement/disagreement
 - Direct but not control discussion

Moderator Listening Do's

- Pay attention
- Listen actively
- Invite talk
- Have an open mind
- Create supportive atmosphere
- Show acceptance & understanding

- Paraphrase
- Note nonverbal cues

Moderator Listening Don'ts

- Rush to fill silences
- Give opinions
- Be defensive
- Forget to listen for feelings
- Hesitate to clarify when necessary
- Glaze over

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