# Focus Group Plan

**Logistics:**
- Marylebone Road small seminar room
- Preliminary focus group on afternoon of April 23
- Concert on weekend of April 25
- Each participant attends with friend
- Researchers also attend
- Follow-up focus group on afternoon of April 30
- 6-8 people in group

**Moderator:**
- Alex
- MBA student observing
- Session recorded

**Selection:**
- University students (tourism)
- Aged 18-22
- Socially active
- Some exposure to arts as child
- Not regular concert goers
Brief for Preliminary Focus Group Interview

RAPPORT

Purpose: To relax and bond group and to connect group to subject.
Method: General discussion between moderator and group members.
Questions: Do you ever go to concerts?
What kind of concerts do you go to?
Whom with?
Why do you go?
Have you ever thought of going to a classical music concert?

PROBING

Purpose: To understand pre-conceptions of concert going experience
Method: General discussion followed by projective techniques.
Questions: Who do you think goes to classical music concerts?
Use projective technique of drawing a cartoon of audience member at home with family. Cartoon should show social stereotypes through choice of house, food, and clothing.
Why do you think they go?
Each participant shown mock-up of advertisement for concert using words to describe to event. The participant circles appropriate words which they feel describes reasons.
What do you think it’s like to be at a concert?
Bubble sentence completion of picture of audience members at concert commenting to fellow member, I’m glad I came tonight because.....

CLOSING

Purpose: To move group toward next stage of project.
Method: General discussion between moderator and group members.
Questions: How do you feel about attending the concert?
What do you think it will be like?
Do you have any concerns about attending?
Brief for Follow-up Focus Group Interview

RAPPORT

Purpose: To relax and bond group and to connect group to subject.
Method: General discussion between moderator and group members.
Questions: Did you all get to the concert?
Did you all get home all right?
What music did you hear?

PROBING

Purpose: To de-brief participants of reactions to concert going experience
Method: General discussion followed by projective techniques.
Questions: What did you like or dislike about the hall, food, people, service?

Each participant uses large sheets of paper to list likes and dislikes. List should include all experiences from entering door of hall until conclusion of concert.

How would you change the experience? Please consider seating, refreshments, clothing, lighting, time of performance, interval.

Participants construct sample advertisements aimed at their age group which gives ideal concert conditions. The ads will list all major positive and negative experiences.

What did you think of the music? Was it too fast, slow, long, short, interesting, mystifying, relaxing, challenging?

Have participants compare it with another leisure activity in their life.

CLOSING

Purpose: To discover participants future plans.
Method: General discussion between moderator and group members.
Questions: Would you attend again if the experience was the same?
Under what circumstances would you attend again?
Whom would you recommend should attend?