

SOCIAL NORMING FOCUS GROUP QUESTIONS

Groups 4-6 (Images/Protective Norms)

WHEN YOU ARRIVE AT YOUR ROOM LOCATION

Please arrive at least 15 minutes early.

An “art gallery” will be displayed in the room with examples of 5-6 pictures of JMU students and the campus. Each picture will have a letter designation.

1. Review the Art Gallery.
2. Review the Media Images Survey
3. Arrange chairs.
4. Designate facilitator, recorder seats.

AS STUDENTS ARRIVE-15 minutes

1. Ask students to print their names on the attendance form and write in their social security number. This is needed to generate the \$10 check. Checks should be available from Susan Bruce at the Health Center by April 15. If they would like the check mailed to them, they will need to include their address. They should also note if they are a JMU student employee.
2. Next, give them a copy of the Media Images Survey.
3. Ask them to walk around the room and complete survey, looking at the pictures displayed in the room.
4. Have them keep the survey until the end. *These surveys will serve as the basis for the focus group discussion and will be collected after the focus group session is over.*

INTRODUCTIONS/SET THE TONE – 10 minutes

1. Introduce yourself and the recorder.
2. Thank people for coming.
3. Review the **purpose** of the group, and the **goals** of the meeting. Set the stage.
Purpose: Gather your opinions on what is eye catching and credible in photo images As well as to find out your opinion on “protective” steps you take when consuming alcohol. This information will contribute to a JMU Social Marketing Campaign promoting positive social norms for first year residential students.
Goal: Open, honest feedback from first year residential students who are willing to represent the opinion of their peers.
4. Go over the flow of the meeting -- how it will proceed, and how the members can contribute.
“The session will take about 90 minutes total, including what you have already done. There are two sections of questions. The first is on IMAGES –and you will use the survey you did from our “art gallery”, and the second is on PROTECTIVE NORMS. I’ll ask some questions, and each of you will have the opportunity to respond. Talk openly, respectfully and with the idea that you are contributing to an important health promotion project for you and your peers at JMU.”
5. Lay out the ground rules, such as: No “put downs.” One person talk at a time. Encourage open participation.

6. Set the tone. *This is important, because probably few of your members will have been in a focus group before. The facilitators should model a relaxed, enthusiastic, open and confident mood*
7. Go around the room and ask each person to tell his/her name.

IMAGE SURVEY – 20 minutes

Transition: “Now, we’d like to learn about your impressions of several images of JMU students and the campus. Refer to your survey.”

1. Which picture is the most eye catching?

Probe: What about it catches your eye?

2. Which picture is the least eye catching?

Probe: What would improve interest?

3. What’s happening in the pictures?

Probe: What is your first impression?

Probe: Is it a positive or negative message?

4. Do you know any of these students?

4a. If yes, how would you describe them?

Probe: Is it a positive or negative image?

4b. If no, how would you describe them?

Probe: Do they see these people as being like them or likeable?

PROTECTIVE NORMS – 40 minutes

Transition: “Now we’d like to hear about some of the things you’ve done to protect yourself (when and if you drink) and how you’ve helped protect your friends when they drink.”

5. What do you do to protect yourself when you party?

(spacing drinks, not drinking, not driving, getting a ride, spending the night, having a buddy system, eating beforehand)

Probe: Do you ever choose not to drink?

Probe: In which situations?

Probe: What do you do to protect yourself from ...

hangovers?

getting a DUI?

getting a DIP (Drunk in Public)?

getting in a fight?

having unwanted sex?

getting an STD?

6. What do you do to protect your friends when you party?

Probe: What do you do to protect your friends from...

getting a DUI?

getting a DIP (Drunk in Public)?

getting in a fight?

having unwanted sex?

getting an STD?

7. Have you ever been bothered or inconvenienced as a result of another student's drinking?

Probe: In what way?

7a. If yes, how did you resolve the situation?

(Focus on past experiences – did they just ignore it or take action?)

8. If a JMU alcohol listserv is developed, would you be interested in signing up?

(It would be once a week – an update on campus events, new research, etc.)

CLOSING/WRAP UP – 5 minutes

1. Ask the participants if there is anything else they would like to add on the topic.
2. Collect their surveys.
3. Remind them to pick up checks for \$10 from Susan Bruce at the Health Center after April 15; or indicate that they want it mailed.
4. Tell them the results of the focus groups will be used to generate a JMU Social Marketing Campaign as a test this spring, and full fledge in the Fall.
5. They are welcome to contact the Health Center or Office of Substance Abuse Research (2940 or 7097) for any information.
6. Thank them once again for their time and input.
7. “Dismiss” the students.

AFTER STUDENTS LEAVE -15 minutes

1. Both facilitators should review the recorded notes.
2. Hand-polish your notes; no need to type. Finish sentences, make sure all are legible.
3. Give us some general observations:
What patterns emerged?
What are some common themes?
What new questions arise?
What conclusions seem true?

THE NEXT DAY

1. Please return materials to Andrea Yanacheck in the Health Center, Room 8.