

Moderator's Guide for Focus Groups

(Draft: 2/16/16)

OMB Control No: 2127-0682: Focus Groups for Assessments of Messaging Taglines and Concepts Supporting a National Awareness Campaign for "Move Over" Laws

FOCUS GROUP MODERATOR'S GUIDE

NOTE TO MODERATOR: *When group is fully assembled, read:*

This focus group is being conducted to collect information that will help us better understand your opinions about an important highway safety issue.

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-0682. Public reporting for this collection of information is estimated to average 75 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590

"Warm-up" discussion topic:

What is the one thing about other drivers that annoys you the most?

Probe for brief explanation if response is just a few words

"Primer" discussion about "move over" law:

What do you know about (state's) law known as the "move over law"?

Probe for brief explanation to gauge level of knowledge generally and/or in detail.

Explain the general law that's applicable in the state where the group is being held.

Explain that the discussion is not to weigh the pros and cons of the law, but instead to discuss ways to make people more aware of it.

Transition to discussion about taglines. It may help respondents understand what taglines are by referring to them as “slogans.” Mention that some may be familiar, others may not. Show each of them one-at-a-time (display a board with the tagline as a visual aid). Show and discuss each of the existing/previously-used taglines first (the first three in the following list); then, show/discuss each of the “move over” taglines (numbers 4-11 in the list below). When showing/discussing taglines numbers 4-11, randomly sort the order in which they are shown/discussed among the groups, so no particular tagline is always shown first and another always shown last.

Taglines to be shown on boards and discussed, one at a time:

1. *Click It or Ticket.*
2. *Drive Sober or Get Pulled Over.*
3. *Friends Don't Let Friends Drive Drunk.*

COMMENT TO MODERATOR FOR GENERAL INFORMATION: *The discussion of the three taglines above is simply to get the participants in the mindset of commenting on taglines. Because some or all of the taglines above will be readily recognized by participants, it will somewhat easy for them to comment on them. However, the taglines below have never been used, so the participants will not have the benefit of having seen advertising or other materials using the taglines.*

4. *Move over or get pulled over.*
5. *Move over. It's the law.*
6. *Give them room. It's the law.*
7. *The law is clear. Stay clear.*
8. *The law is plain. Change lanes.*
9. *Move away. Or you'll pay.*
10. *Mind the lights. It's the law.*
11. *See lights? Do what's right. Move over!*

For each of the taglines (one at a time), questions and probes:

When you read or hear this slogan, what images come to your mind? Or what is the first thing you think of?

What's good about this slogan? What makes it good?

What do you not like about this slogan?

If an advertising sponsor used this slogan in its ads to get drivers to (description of objective for line), in what ways would it be a good slogan to use?

After all taglines have been shown and discussed, hand out sheet of paper with list of all the “move over” taglines (see next page for reference). Instruct participants to independently choose (mark or circle) the line that is best.

(Hand out for each group member to independently select the one slogan s/he thinks is most effective)

Of these slogan ideas, which **one** do you think is the **best**, in terms of it *making drivers aware of and/or reminding them of the “move over” law?*

Move over or get pulled over.

Move over. It's the law.

Give them room. It's the law.

The law is clear. Stay clear.

The law is plain. Change lanes.

Move away. Or you'll pay.

Mind the lights. It's the law.

See lights? Do what's right. Move over!

After all participants have been observed to finish making selections, poll the entire group (i.e., show of hands) and tally.

Then ask each person for reasons s/he chose the particular tagline...

What are your reasons for choosing this line?

NOTES TO MODERATOR:

Transition to discussion about ideas to inform people about “move over” laws using graphics and visual imagery.

Explain that these aren’t necessarily ads, although they could be used in ads and other informational materials.

Explain that three visual ideas will be discussed, some with multiple representations in the form of layouts.

Also explain that while each layout contains one of the lines, the line shown is not necessarily the final line that will be used. Rather the line in the layout is just for added context.

Each idea will be mounted on a board for presentation to the group. Each will be labeled simply “A,” “B,” and “C” to minimize any bias the ideas’ descriptive, internal names might lend. Order of presentation will be changed for each group, also to minimize bias.*

** “Street Level Photo” (3 layouts) will be titled “A”
“Nighttime/Overhead Photo” (1 layout) will be titled “B”
“Illustrations” (3 layouts) will be titled “C”*

Show first idea’s layout(s).

Based on what we’ve discussed so far about “move over” laws, how appropriate or relevant are these images?

(contingent on response, follow-up): **What makes them so?**

What do you especially like about these?

What do you not like about these?

Are there any special segments of the driving population these would appeal to particularly? And/or, are there any segments that would not relate to them? (probe for additional explanation if not offered)

Repeat the above for each of the other ideas.

After all have been shown and discussed, hand out sheet of paper with list of all the letter labels (see next page). Place boards on wall for all to see for reference.

Among these three graphics ideas, which one do you think is the best one in terms of it making drivers aware and/or reminding them of the “move over” law?

Instruct group members to independently mark or circle the one s/he thinks is best. After all participants have been observed to finish making selections, poll the group; then probe each group member for her/his reasons for the choice.

(Hand out for each group member to independently select the one graphic idea s/he thinks is most effective)

Among three graphics ideas, which **one** do you think is the **best**, in terms of it ***making drivers aware of and/or reminding them of the “move over” law?***

A

B

C

Ask each participant after selections have been made and tallied:

For what reasons did you choose this one?