

Moderator's Guide "B" for Focus Groups

**OMB Control No: 2127-0682: Focus Groups for Assessments of Advertising Concepts
Supporting a National Awareness Campaign to Reduce Speeding**

GUIDE "B" FOR SOCIAL NORMING-FOCUSED ADVERTISING IDEAS

NOTE: In each city, Guide "A" will be used for one of the groups; Guide "B" will be used for the other group in each city.

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 60 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

As you may recall when you were being recruited to participate in this group, the research sponsor is especially interested in hearing opinions from people who tend to speed on a regular or frequent basis. Our discussion this evening is not to make judgments, nor to catch people. Instead, we just want to hear your thoughts about speeding and about advertising ideas related to speeding.

NOTE TO MODERATOR: *The next section (that is, the next three questions of this guide) is primarily to get respondents comfortable about talking about speeding. Some in-depth probing may prove useful; however, no more than 15 minutes should be spent on this section that leads into discussion about advertising ideas.*

In your opinion, what are situations – and/or at what levels of speed over the posted speed limit – that speeding becomes a risk that’s greater than you like to take?

Probe as appropriate.

Some folks have told us they are more alert and aware of surroundings when speeding. What do you think?

Probe as appropriate.

Obviously, you aren’t going to speed when police are visible. In what other types of circumstances are you less likely to speed?

Probe as appropriate.

NOTE TO MODERATOR: *Transition to discussion about advertising concepts. Because the concepts will be presented in the form of video animatics, it will be helpful to show respondents an example of an animatic and the final commercial that came from it. Therefore, show “Bam!” animatic, then finished commercial. This will help respondents be accustomed to mentally linking an animatic iteration with a finished version.*

Then proceed to each of the two social norming concepts for speeding. Label/refer to each as “” and “#” to avoid potential bias that could be associated with each concept’s internal name.*

“” will be “Speedometer”*

“#” will be “Life Flash”

Among the different groups, rotate the order of presentation so no particular concept is always shown first or last.

Show each – one at a time – just once. Then distribute notes sheet for that commercial to each respondent for his initial independent, written comments. (see page 8 for example of handout).

After all respondents have finished noting comments, facilitate discussion:

How many of you graded this an “A?” “B?” --- etc. for all grades

NOTES TO MODERATOR:

For each of the highest and lowest grades, probe for reasons why

If commercial gets high grades from most participants, probe those who graded it “B” or “C” relative to, “What would need to be done to the commercial so that you might give it a higher grade?”

Assume the idea’s main intent is to encourage people to not speed. What one or two things in the idea help convey a message that would get people to do that?

What one or two things in this commercial really stick out in your mind?

Does the commercial remind you of anything you’ve seen or heard before?

NOTES TO MODERATOR:

Play the commercial again. Then ask:

What other thoughts do you have about this after seeing it a second time?

Probe as appropriate.

NOTES TO MODERATOR:

Repeat the above steps for the other idea.

After both ideas have been shown and discussed:

Which of these ideas is best? How many say “*”? ... “#”?

Those who picked “*”: Please share your reasons for picking that.

Ask each person who picked “” to give his reasons.*

Repeat the above for those selecting “#”

NOTE TO MODERATOR: *Wrap up and close.*

(Hand out for each group member to independently comment on each commercial after it's shown the first time)

Notes for commercial “*” *(same sheet will be prepared and distributed for commercial “#”)*

Things you especially like about this commercial

Things you don't like about this commercial

The main thing that sticks out in your mind

Grade it. If the main message is, “Don't speed” --- give it a grade of A, B, C, D or F:

