

## Moderator's Guide for Focus Groups

### OMB Control No: 2127-0682: Focus Groups for Assessments of Messaging Concepts Supporting a National No-Texting-While-Driving Campaign

#### FOCUS GROUP MODERATOR'S GUIDE

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**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 90 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

**NOTE TO MODERATOR:** *Disclose presence of observers and video-recording (in lieu of "note taking")*

*"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*

**NOTE TO MODERATOR:** *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 two in the following list); then, show/discuss each of the six texting taglines (numbers 3-8 in the list below). When*

showing/discussing taglines numbers 3-8, randomly sort the order in which they are shown/discussed among the four different 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. Friends Don't Let Friends Drive Drunk.

**NOTE TO MODERATOR FOR GENERAL INFORMATION:** The discussion of the two taglines above is simply to get the participants in the mindset of commenting on taglines. Because one or both of the taglines above will be readily recognized by participants, it will be 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.

3. Drive. And just drive
4. Drive. And only drive
5. Not while driving
6. Road focused
7. Don't be that driver
8. Either you're driving or you're not

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 do you like about this slogan?**

**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?**

**NOTE TO MODERATOR:** After all taglines have been shown and discussed, hand out sheet of paper with list of the six texting taglines (see page 5 for reference).

**Among these six slogans, which one do you think is the best in terms of it leading people to believe that texting while driving should stop?**

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

**NOTE TO MODERATOR:** *As appropriate, probes can include...*

**How easily understood do you think it is?**

**How unique and original is it?**

**How easy would it be for people to remember?**

**NOTES TO MODERATOR:**

*Transition to discussion about advertising ideas.*

*Explain that group will view four TV commercials dealing with texting while driving.*

*Explain the animatics format of the commercials. Emphasize the point that the commercial in final form will not be animated.*

*To help respondents “calibrate” their minds for how the animatics version and final commercial are related, show an example; use “Fake-A-Rooney” animatics and final commercial. Explain that these are just examples, and that they do not deal with texting.*

*After showing demos, remind group that they’ll see four different animatics spots that deal with texting.*

*Hand-out first of four notes sheets (see page 6 for reference), and direct participants to briefly note their thoughts about each commercial after it has been shown, i.e., what they like, don’t like, main thing(s) they thought about or remembered while seeing it, and a grade.*

*Show first commercial. They will be titled\* simply “A,” “B,” “C,” and “D” to minimize any bias the commercials’ names might lend. Order of presentation will be changed for each group, also to minimize bias. After first showing of each commercial, stop DVD for the participants’ quick notes, then discussion.*

\* “(internal name of idea)” will be titled “A”

“(internal name of idea)” will be titled “B”

“(internal name of idea)” will be titled “C”

“(internal name of idea)” will be titled “D”

**Who 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?”*

**Obviously, the commercial’s main purpose is to remind people to not text while driving. What one or two things in the commercial help convey that?**

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

**How clear is the intended message in this commercial?**

*NOTES TO MODERATOR: Repeat the above steps and inquiries for the other three commercials.*

*Then, after all four have been shown and discussed:*

**Again, consider the commercial's goal is to lead people to think that texting while driving should stop. Which one of these four commercials would work best to convey that message in an interesting and memorable way?**

*NOTE TO MODERATOR: Poll group. Then probe for reasons/explanations*

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

Among of these slogan ideas, which **one** do you think is the **best**, in terms of it ***leading people to think that texting while driving should stop?***

*Tagline TBD*

*Tagline TBD*

*Tagline TBD*

*Tagline TBD*

*Tagline TBD*

*Tagline TBD*

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

## Notes for commercial "A" *(same sheets will be prepared and distributed for commercials "B," "C" and "D")*

Things you especially like about this commercial

Things you don't like about this commercial

The main thing that sticks out in your mind

Give it a grade of A, B, C, D or F --- based on how well it would lead people to think that texting while driving should stop.