

Moderator's Guide for Focus Groups

**OMB Control No: 2127-0682: Focus Groups for Assessment of
Creative Concepts Supporting a National No-Texting-While-Driving Campaign**

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 from this point forward, 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

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 “Heavy Machinery” animatics and final/finished video version. Explain that these are just examples, and that they do not deal with texting while driving.

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

Hand-out first of four notes sheets (see page 4 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 that texting while driving is illegal and law enforcement is cracking down on scofflaws. 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 remind drivers that texting while driving is a dangerous, ticketable offense. 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 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 if they drive and text, law enforcement will ticket them.