

Moderator's Guide
Focus Groups to Develop
Distracted Driving Prevention Public Service Advertising Campaign

Generic Clearance OMB Control No: 2105-0573: Focus Groups for Traffic and Motor Vehicle Safety Programs and Activities

(Respondents are instructed to arrive 15 minutes prior to groups. Groups will be 75 minutes.)

I. EXPLANATIONS

MODERATOR TO READ (<5 min)

This focus group is being conducted to collect information that will help us better understand your opinions about a 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. Public reporting burden 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. We will not collect any personal information that would allow anyone to identify you. Please note that 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 generic control number for this collection is 2105-0573.

ADDITIONAL NOTES TO MODERATOR:

- *Assure participants of confidentiality and anonymity*
- *Disclose presence of observers and video-recording: Sessions will be stationary recorded through the facility in lieu of taking notes during each session. Video files will be deleted within two weeks of project completion.*
- *Explain role of participants: Honest opinions and thoughts, no right or wrong answers, okay to have a different point of view than peers*

II. INTRODUCTIONS & WARM-UP (5 min)

- *Introductions of moderator and participant. Ask respondent to introduce him/herself [name, how they know the friend participating in the group with them, what they like to do socially with friends]*

III. STORYBOARDS (60 min)

Moderator Note: Explain to participants that they will be shown several advertising concepts that are at an early stage and are not finished advertisements.

The first theme, “Waiting” focuses on triggers and encourages viewers to let others wait and not text back. The ad opens on a black screen. We hear a text message tone with the message, “Where are you?” The video cuts to a guy throwing himself dramatically on his bed. Melodramatic music starts playing. The guy flips over and stares at his phone, waiting for it to buzz. He grabs it and types in another text – “Why are you ignoring me?” We then cut to the guy in his kitchen. He’s sitting at the kitchen table staring at his phone. He grabs it and sends another text – “Fine, be that way. (angry emoticons)” He grabs a tub of ice cream from the fridge and starts eating it out of the carton. He turns on a basketball game, all the while staring at his phone every five seconds. “I’m sorry, I didn’t mean it!” Cut to the guy passed out on the couch. Headlights from outside wake him up and he goes to the front door. Cut to his friend getting out of the car with a grocery bag. The friend looks up and sees the guy standing on the front porch with his hands on his hips. He looks down at his phone and sees 20 missed texts. He then holds his keys up, reminding him he was driving. Cut to end card – “Waiting won’t kill them. Not waiting might kill you.” The friend walks by the guy inside and says, “I was gone for like 20 minutes, dude.” The end frame says, “STOP THE TEXT. STOP THE WRECKS.”

The second theme, “Good Habit” focuses on the normalization of good behaviors and encourages viewers to take the high road. The ad opens on a young man asleep in bed. The alarm goes off on his phone. He picks it up and begins using it. Cut to the man at a meeting. He’s still on his phone. Everyone is paying attention except him. Cut to the man watching a baseball game in the park. Everybody is paying attention to the game but him, he’s focused on this phone again. Suddenly, one of the teams scores a homerun and we see that the ball is going towards the man’s direction. Cut before we see if the ball hits the man or not. Cut to the man in a movie theater. He’s texting in the middle of the movie and ignores the other patrons hissing at him to stop. Cut to the man at dinner on a date. He doesn’t stop texting. She throws down her napkin and leaves as he continues to use his phone. Cut to the man getting into his car. He finishes texting, then puts the phone in his glove box, buckles up, starts the car and pulls away distraction free. Cut to end card: SUPER: Text and whatever. Just don’t text and drive.

ALT: Texting can be annoying. Texting and driving can be deadly.

ALT: Don’t let a bad habit become deadly.

ALT: Text whenever. Just don’t text and drive.

The third theme, “Not Worth It” focuses on getting people to break bad habits. We open with a buzzing noise and a super close-up of a drop of sweat running between a man’s eyes. The drop travels down to the person’s mouth, where we see him breathing comically fast, like he’s in labor. Cut to a middle shot of a face of a man. We hear the buzzing noise again. He clenches his jaw and makes a comically pained expression, like he’s trying to lift a weight that’s too heavy for him. Cut to a woman, who is straining like she just ate something really spicy. After a few seconds, we hear the buzzing tone again. Her face gets even more comically contorted. Cut to a quick montage of different types of people straining when they hear the buzzing noise:

-A man wearing a baseball cap turning red faced while holding his breath like he's trying to get his ears to pop.

-A woman acting like she just hit her funny bone.

-A pickup truck driver who's breathing deeply like he's trying to will the sound away.

Cut to first man of the spot. We hear the buzzing noise again. He lets out a funny, high-pitched scream. Cut wide to reveal the man is just an average normal guy driving. We hear the same buzzing noise. It's his cell phone. He strains not to look at it. SUPER: "We know it's hard. But it's worth it." Cut back to the man pulling the car into the driveway. He takes the keys out of the ignition, takes a breath and nods in self-satisfaction. He got home safe and sound. He then grabs his phone and enthusiastically checks his messages. SUPER: "STOP THE TEXTS. STOP THE WRECKS."

Participants should use their imaginations and respond to the overall idea presented. Present each advertising concept one-at-a-time (use storyboards as a visual aid). Randomly sort the order of the advertising concepts among the different focus groups, so no particular idea is always shown first or last. Allow participant to read through the concept, mark comments, and then discuss.

Ask questions after each concept exposure:

Initial thoughts/key takeaways

Moderator will instruct respondents to write down their initial reaction, the main idea of the advertisement, and how much they liked the advertisement on a scale of 1 to 10.

- What are your first reactions? What was going through your mind as you watched/listened to this ad?
- What does this make you think about? Why do you say that?
- What is the main idea?
- How would you describe the attitude / tone of the concept?
 - How well does it work in discussing this issue?
- What else is the advertising telling you?

Likes/dislikes/concerns

- What was particularly interesting to you in this ad?
- Was there anything you especially liked in this ad?
- Was there anything confusing or unclear?
- What, if anything, would you change?

Relevancy

- Who do you think this ad is speaking to?
- How meaningful is this message for you? Is it believable? How did it make you feel?
- How does the ad's message impact/relate to you? What about your friends or family?
- What do you believe the ad is asking you to do?
 - How likely are you to perform this action?
 - Is there anything else the concept makes you want to? If so, what?

Learning

- Did the advertising tell you anything new? Did it make you think differently about the issue of texting while driving?

Anticipated action

- As a result of seeing this ad, would you change anything about your own behavior in regards to texting while behind the wheel? *[If yes]* What?
- Would you share this ad? With who and where? What would you say?
- Do you recall the website that was mentioned?

IV. Wrap-up (5 minutes)

- Now that you've seen the different ad ideas, which one resonates with you the most? What did you like most about this approach?
- Do you have any other words of advice for the people who are doing this campaign to try to get people to stop texting while driving?

(If time permits) Check with observers for additional questions.

(Hand out for each group member to independently write down their initial reaction to the advertising concept exposure.)

What are your first reactions?

What do you think the main idea of this ad is?

On a scale of 1 to 10, how much would you say you like this advertising concept? Please circle the corresponding number.

1	2	3	4	5	6	7	8	9	10
Not at all				Neither like nor dislike					Like a lot