

TABLE 6.2 ■ Checklists for When to Use Focus Groups Versus Individual Interviews

Use Focus Group Discussions

- ☐ To capture a range of views and experiences
- ☐ To discuss or explain issues
- ☐ To explore new issues
- ☐ To identify social and community norms
- ☐ To seek broad community-level information
- ☐ To observe group interaction

Use In-Depth Interviews

- ☐ To seek individual perspectives
- ☐ To identify individual narratives
- ☐ To seek personal and sensitive information
- ☐ To collect detailed, in-depth information
- ☐ To describe complex issues or processes
- ☐ For geographically dispersed participants