

1. What is group interview method
  - (1) A method of qualitative information grasping applying group dynamics.
  - (2) Gather information on multiple people's dynamic relationships and organize them systematically to construct a new theory.
  - (3) The biggest feature is that by applying group dynamics, it is possible to get more information content that cannot be obtained in a single interview.
  
2. Characteristics of group interview method
  - (1) The information is mostly close to the real daily life of people
  - (2) Qualitative information grasp mainly on members
  - (3) Capable of grasping both the member's actions and the context that gives meaning to the actions
  
3. Group dynamics theory
  - (1) Kurt Lewin "The theory of place" 1939
  - (2) Make theoretical theories and practices through observing the mechanical properties and changes of the group.
  - (3) Three elements of group dynamics
    - 1) Interpersonal
    - 2) Intrapersonal
    - 3) Environment
  
4. Purpose of group interview
  - (1) Understand general background information on a theme of interest.
  - (2) Hypothetical setting of further studies concerning on qualitative approaches.
  - (3) Creation of new ideas and concepts.
  - (4) Clarification of basic issues such as new programs and services.
  - (5) Clarification of impressions concerning on programs, services, institutions, etc.
  - (6) Clarification of what kind of needs / opinions the people involved have.
  - (7) Extraction of question items and survey items necessary for qualitative research.
  - (8) Evaluation of existing programs.
  
5. Group interview method
  - (1) Chairperson: One interviewer (one sub interviewer)
  - (2) Record person: One person each for writing record, observation person in charge (one person in charge of recording, one person in charge of video)
  - (3) Interviewee: Usually 6 to 12 people
  - (4) Required time: one and a half to two and a half hours
  - (5) Location requirements: quiet private room, recording video, recorder
  
6. Data type and analysis methodology
 

emic	Viewpoint close to target	As it is
etic	Viewpoint close to provider	Process
→ Both sides are important!		
  
7. Advantages compared to the social survey method
  - (1) The survey period is short.
  - (2) The survey cost is cheap.
  - (3) Researcher directly interacts with the subjects.
  - (4) It is possible to grasp non-verbal reactions by observation.
  - (5) It is possible to accumulate members' opinions.
  
8. Advantages compared to the individual interview method

- (1) Build opinions as a group.
- (2) Draw out opinions by interaction.
- (3) There is mutual stimulation.
- (4) Two heads are better than one.
- (5) There is less pressure.
- (6) Draw out a spontaneous statement.
- (7) Highly specialized.
- (8) Highly scientific (more open).
- (9) It is structural.
- (10) Fast.

#### 9. Limitation of group interview method

- (1) Sample bias is likely to occur. → Can be devised at the selection stage.
- (2) Opinions can be skewed by others. → Prevention is possible under the interview skills of interviewer.
- (3) The implementing agency is highly responsible for responding to the opinion.
- (4) It may be difficult to analyze.
- (5) Interviewer's bias etc.

#### 10. Personality characteristics that need to be understood

- (1) Susceptibility to other people  
How to express an opinion, reaction to others, etc.
- (2) Sensitivity to others  
Ability to understand or give meaning to others' responses
- (3) Degree of self-assertion  
How much can you emphasize your thinking in the group etc.
- (4) Dependency  
Across multiple dimensions, such as self-image, ability, consistency of attitude, etc.
- (5) Emotional stability  
Emotional stability when conflict occurs

#### 11. Influence factor to group dynamics

- (1) Compatible
- (2) Social power

#### 12. Four elements related to progression

“Group aggregation”: All the power to keep each participating member in a group

- (1) Attractiveness to the group, such as resistance to leaving the group
- (2) Morale as a group member, awareness
- (3) Cooperation to group effort

“Harmony”: Similarity of members' personality traits and background within the group. What leads to satisfaction and security in joining a group.

“Social impact”: Balance of participating members. Interviewers will adjust their speaking opportunities, etc. so that the specific “voiced person” will not greatly affect others in the whole.

“Non-verbal expressions”: expressions, gestures, reactions, etc. shown by group members.

- (1) Relationships among members (friendship, consent, favor, etc.)
- (2) Response to opinion
- (3) Dialogue coordination, laughter, attitude etc.

#### 13. Validity in the group interview method

<Validity>

The fact that a proposition (the nature of facts) is truly as close as possible.

(1) Internal validity: Propositions on the relationship between two variables are as close to true as possible.

(2) External validity: the universality of the proposition concerning causality between populations.

<Disturbance factor of internal validity in group interview method>

(1) Influence of individual background

(2) Change of member by interaction

(3) Group member bias

(4) Dropout issues

(5) Interviewer influence

(6) Interviewer's own change

<Prevention of disturbance factor occurrence of validity>

(1) Internal validity: Enhance sensitivity to disturbing factors by enriching records.

(2) External validity: Confirm generalization to other population.

<Validity in the group interview method>

(1) Fit: The configured categories can be easily presented in data and applied.

(2) Grab: What is derived from the group interview method is at the core of practice.

(3) Work: The fact that the derived thing is effective in explaining, interpreting and predicting the phenomenon under study.

(4) Flexibility: The ability to make corrections due to changes in social background.

#### 14. Reliability in the group interview method

Use the results in practical situations and verify whether the results can be applied to similar situations or different problems

#### 15. Validity and reliability in qualitative research

Quantitative research Qualitative research

Validity                      proof

Reliability                  Certainty

#### 16. Evaluation criteria for qualitative research (Sehata, 2001)

(1) Design

① Explain the reasons for using qualitative research?

② Choose the appropriate qualitative way?

③ Ethical considerations?

(2) Sampling

① Specify criteria for target people?

② Clarify the selection process of the target person?

(3) Survey / Analysis

① Describe the specific process?

② Is there an effort to secure validity?

③ Is the distinction between data and interpretation clear?

④ Is the way of guiding the conclusion clear?

#### 17. Analysis

(1) Verbatim record, sequential observation record making

(2) Primary analysis (important item extraction)

(3) Secondary analysis (important category extraction)

(4) Complex analysis (when multiple group interviews are conducted)

## 18. Group interview Analysis Tips

- Following (モツテキカタ)! -

モ Goal

テ Target of provision

イ The end to go (the arrival point)

キ Highlighted point

カ Flexibility

タ The other way

## 19. Tips for writing articles by group interview method

- (1) Group interview method selection reason
- (2) Object characteristics and extraction process
- (3) Analysis process
- (4) Result and interpretation
- (5) Possibilities and limitations

## 20. Tips for using group interviews as a tool of empowerment

- (1) As a mean to reflect the needs of the person
- (2) As a process involving person
- (3) As feedback on person evaluation
- (4) As a way of evolve and commercialize the ideas of the parties
- (5) As an opportunity to show bundle voices of oneself