

# PartNet Learning Videos | Pilot Study

## First “How to-video” about Using Focus Groups in Participatory Research by the German Network for Participatory Health Research (PartNet) Completed

▶ **English Version of the Video Available Soon**

Gesine Bär, Silke Geers, Lena Hauke, Christine Clar & Wolfgang Huber | Alice Salomon Hochschule Berlin



Alice Salomon Hochschule Berlin  
University of Applied Sciences



### 1. Pilot Study – Overview

#### Study

#### PartNet Learning Videos | Pilot Study

Conception, Production and Evaluation of German-language Videos on Participatory Methods of Social Science and Health Research

**Project duration:** 15/03/2017 – 31/08/2018

- Partners:**
- Federal Centre for Health Education (BZgA)
  - Paritätischer Gesamtverband Deutschland
  - Gesundheit Berlin-Brandenburg e.V.
  - University of Ottawa

#### Background

Health inequity and the prevention dilemma underline the need of participatory research. Besides, there is a lack of easy accessible teaching possibilities to enhance competences in participatory research.

#### Objectives

The aim of our pilot study was to develop a scientifically sound concept for a series of how to-videos. In this study we produced three videos in German featuring participatory focus groups. We also added German subtitles to an outstanding Canadian video (Structured Interview Matrix). Finally, the project was evaluated together with users of the videos.

#### Films produced

All films and further information are available on our project page: <https://www.ash-berlin.eu/partnet-lernvideos>



▶ Now the English Version “Using focus groups in participatory research. A How to-video.” is also available under <https://vimeo.com/391514791>.

### 2. Identified Elements for a Good “How to-video” in Participatory Research

#### Completeness

Ways to make the whole research cycle more participatory

#### Scientific Foundation

Based on literature covering

- definitions
- ladder of participation
- a participatory project cycle
- documented studies (literature review of 40 sources from 28 projects in German-speaking countries)

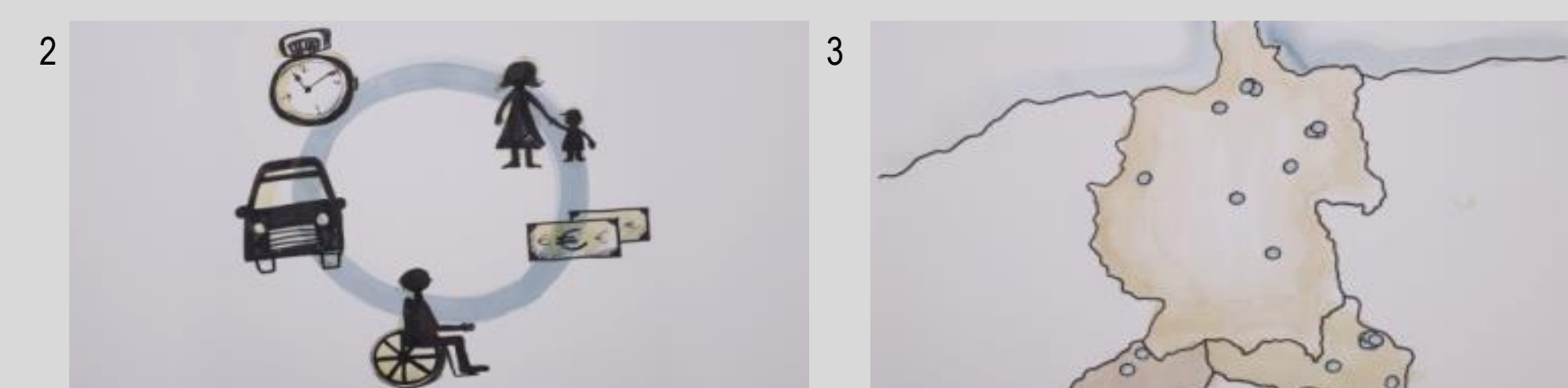
#### Inviting Setup

Finding a welcoming way to address the video’s spectators, including newcomers to participatory research:

- = A narrator (Albulena) leads through the film as she goes on a journey to expand her knowledge about focus groups.
- = Experienced focus group-protagonists give statements



= Use of illustrations and chapter summaries



#### Diversity

- Allowing various research participants to have their say
- Participants are of different age, gender & origin
- The documented projects cover a wide range of topics & local contexts

1, 2, 3 ASH 2018: Filmstills. How-to-video.

### 3. Evaluation: Strengths & Further Challenges

#### Film Chapters Mirror the Project Cycle

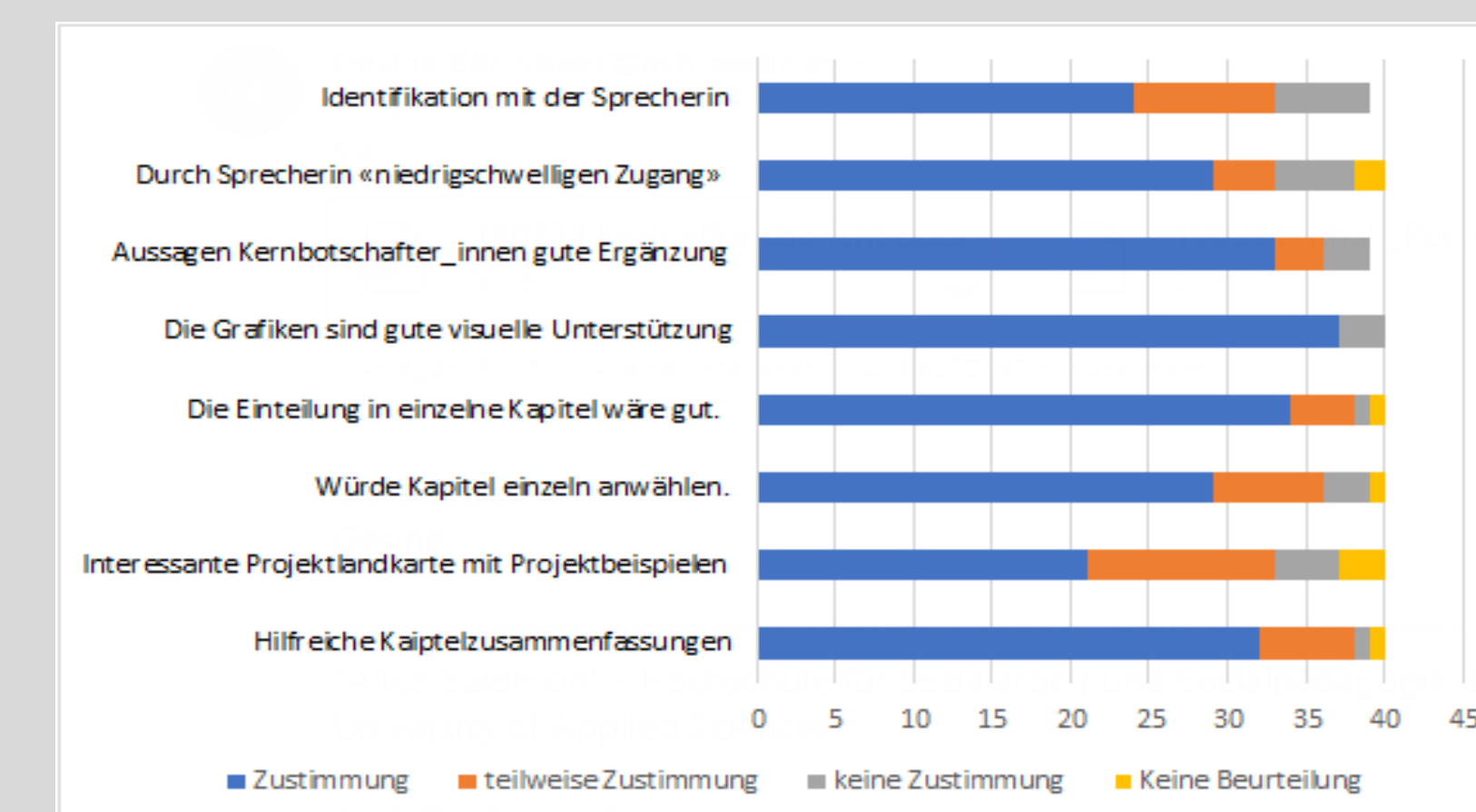
The how to-video is divided into six chapters that reflect the different phases of the research work:

- Chapter 1: Focus Groups in Participatory Research Projects
- Chapter 2: Possible Applications of Focus Groups in Participatory Projects
- Chapter 3: Projects – Stimuli for Increased Participation
- Chapter 4: Implementation of Focus Groups
- Chapter 5: Documentation and Analysis
- Chapter 6: Implementation of Focus Group Results

All chapters can be selected individually.

#### Evaluation: Strengths (+) and further challenges (–)

- |   |   |
|---|---|
| + Conception, layout  | – More narratives needed                          |
| + Creativity, comprehensibility   | – Shorter sequences                               |
| + Identification with speaker   | – Reducing complexity                             |
| + Summary of key messages   | – Increasing informativeness of the “project map” |
| + Motivates to try more participation in own focus groups in the future | (N = 97 questionnaires)                           |



Questions about access, film conception and elements (N = 40)  
(Evaluation Report (8/2018), Illustration 7, p. 20)

#### Contact Details:

Prof. Dr. Gesine Bär, Alice Salomon Hochschule, Alice-Salomon-Platz 5, 12627 Berlin  
E-Mail: [baer@ash-berlin.eu](mailto:baer@ash-berlin.eu)