

Moderator's Guide for Focus Groups

(Draft: 12/6/13)

OMB Control No: 2127-0682: Focus Groups for Assessments of Messaging Taglines and Concepts Supporting a National Anti-Texting-While-Driving Enforcement 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 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. 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

Transition to discussion about taglines. It may help respondents understand what taglines are by referring to them as "slogans." Mention that some may be familiar, others may not. Show each of them one-at-a-time (display a board with the tagline as a visual aid). Show and discuss each of the existing/previously-used taglines first (the first three in the following list); then, show/discuss each of the texting enforcement taglines (numbers 4-9 in the list below). When showing/discussing taglines numbers 4-9,

randomly sort the order in which they are shown/discussed among the four different groups, so no particular tagline is always shown first and another always shown last.

Taglines to be shown on boards and discussed, one at a time:

1. *Click It or Ticket.*
2. *Drive Sober or Get Pulled Over.*
3. *Friends Don't Let Friends Drive Drunk.*

COMMENT TO MODERATOR FOR GENERAL INFORMATION: *The discussion of the three taglines above is simply to get the participants in the mindset of commenting on taglines. Because some or all of the taglines above will be readily recognized by participants, it will somewhat easy for them to comment on them. However, the taglines below have never been used, so the participants will not have the benefit of having seen advertising or other materials using the taglines.*

4. *Drive and text, a ticket's next.*
5. *Don't drive and text or a ticket's next.*
6. *U Text. U Drive. U Pay.*
7. *Drive. Text. Ticket.*
8. *Driving + Texting = Ticket.*
9. *Drive it. Text it. Ticket it.*

For each of the taglines (one at a time), questions and probes:

When you read or hear this slogan, what images come to your mind? Or what is the first thing you think of?

What do you like about this slogan?

What do you not like about this slogan?

How would you restate its main message?

If an advertising sponsor used this slogan in its ads to get drivers to (description of objective for line), in what ways would it be a good slogan to use?

After all taglines have been shown and discussed, hand out sheet of paper with list of all the texting enforcement taglines (see next page for reference).

Among these (6) slogans, which one do you think is the best one in terms of it leading people to believe that cops are stepping up enforcement of texting while driving laws?

Instruct group members to independently mark or circle the one tagline he thinks is best. After all participants have been observed to finish making selections, poll the group; then probe each group member for reasons he chose his particular tagline.

(Hand out for each group member to independently select the one slogan s/he thinks is most effective)

Among of these slogan ideas, which **one** do you think is the **best**, in terms of it **leading people to think that cops are stepping up enforcement of texting while driving laws?**

1. *Drive and text, a ticket's next.*
2. *Don't drive and text or a ticket's next.*
3. *U Text. U Drive. U Pay.*
4. *Drive. Text. Ticket.*
5. *Driving + Texting = Ticket.*
6. *Drive it. Text it. Ticket it.*

If any one or more taglines is/are chosen from the written exercise by three or more participants, ask these questions for each of those taglines:

- **How easily understood do you think it is?**
- **How unique and original is it?**
- **How easy would it be for people to remember?**
- **How assertive is it?**

NOTES TO MODERATOR:

Transition to discussion about advertising ideas.

Explain that group will view four TV commercials dealing with texting enforcement.

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 "Fake-A-Rooney" animatics and final commercial. Explain that these are just examples, and that they do not deal with texting enforcement.

After showing demos, remind group that they'll see four different animatics spots that deal with texting enforcement.

Hand-out first of four notes sheets (see next page 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.

- * *"(When you're texting, you're not driving)" will be titled "A"*
- "(Crowd Chasing Car)" will be titled "B"*
- "(Good vs Evil)" will be titled "C"*
- "(Officer Manifesto)" will be titled "D"*

(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 supports and/or adds interest to this main message:

"Watch out! Cops are stepping up enforcement of texting while driving laws."

Who graded this an “A?” “B?” --- etc. for all grades

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 purposes are to warn people to not text while driving and that police are stepping up enforcement. 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?

Does the commercial remind you of anything you’ve seen or heard before?

Transition to discussion about additional advertising to go along with the TV commercial.

Present layouts of the various tactics; provide appropriate, brief descriptions.

What thoughts and opinions do you have about these additional ideas overall?

Guide discussion to ensure that comments are gathered about each of the various tactics. OK if respondents “bounce back-and-forth” among the ideas, as long as all tactics are given attention.

After appropriate probing and discussion, show TV commercial again

What other thoughts do you have about this whole idea as a campaign package?

Assume the main message in the commercial is that people who text while driving are going to be more likely to get a ticket because enforcement is being stepped up -- How clear is that message in this commercial?

Repeat the above steps and inquiries for the other three commercials and ideas.

After all four have been shown and discussed:

Again, consider the situation where police at both the local and state levels really step up enforcement of texting while driving laws. Which one of these four commercials would work best to promote that message? (probe for reasons/explanations)

(If time permits, check with observers for additional questions)