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I think there are several pros and cons to a focused group. The focused group focuses on providing appropriate information by using interactive group sessions controlled by an organizer. The first pro of using a focused group in gathering information is because it eliminates the differences of participants whether in academic level or economic terms thus allowing everyone to be free and provide their opinions equally (Newcomer et al., 2015). Therefore, with everyone developing their views the facilitator can get the answer developed from both sides. Another advantage of using a focused group is because diverse information can be obtained. After all, the demographic barrier can be broken down through online-focused groups.

Finally, the cost of holding a focused group is less since there will be no need to pay for meeting rooms, transcription services as well as hotel accommodations. However, despite all the benefits attained, several cons are associated with focused groups including alterations of results especially when there is a persuasive leader in the group. This will result in not getting the accurate outcomes. Also, there may be issues of misinterpretation of non-verbal cues (Newcomer et al., 2015). Lastly, group dynamics also can have a personal bias because people raised in a different environment with varying experiences, therefore, when talking of certain topics, bias may come in and affect the final results.

Reference

Newcomer, K. E., Hatry, H. P., & Wholey, J. S. (2015). Focus group interviewing. *Handbook of practical program evaluation*, 506.

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