

- Main facilitator/interviewer
  - Explain purpose – make it meaningful to participants
  - Knowledge of the topic
  - Generate the max number of ideas and opinions
  - Develop rapport
  - Listen attentively
  - Can listen and think
  - Sensitive/empathic/non-judgmental (both in wording and body language)
  - Nurtures disclosure
  - Remains neutral
  - Memorized questions

- Assistant facilitator (usually for FGs)
  - Could ask additional questions
  - Audio recordings
  - Note-taking
    - The actual conversation/topics
    - Speaker order
    - Non-verbal communication