

University of Galway CAO Focus Groups 2025

Information Sheet for Participants

Who is conducting this research?

The research is conducted by the Student Recruitment and Outreach Team, University of Galway.

What is the purpose of the study?

The research will help us to better understand what is important to Leaving Cert students as they make important CAO course and college decisions. We are particularly interested to test the appeal of our marketing campaigns with this audience.

What are the procedures of taking part?

If you decide to take part, you will be asked to take part in a 1 hour focus group over Microsoft Teams or Zoom. There will be a maximum of 10 leaving certificate students per groups, from a variety of schools throughout the country.

The focus group will be moderated by an external moderator contracted by University of Galway. Staff from Connolly Partners (the University's contracted marketing agency) will present some samples of ads and campaigns. Staff of University of Galway and Connolly Partners will be present to take notes and learn from the participants insights.

We will record the conversation to facilitate report writing. The report will be shared with Connolly Partners but will not be shared with any other third party. These recordings will be treated in confidence and will be deleted once the report is finalised.

What will we talk about?

Some of the key topics we will explore are listed below, but the conversation will not be limited to these:

1. How you use social media, audio platforms (like spotify), favourite podcasts and other online usage.
2. Your impressions of our marketing campaigns (we will show you samples)
3. How you search for course and college information

What are my participation rights?

Participation in this research guarantees the right to withdraw, to ask questions about how your data will be handled and about the study itself, the right to confidentiality and anonymity and the right to refuse to answer questions.

What if I want to withdraw my information?

If you wish to withdraw responses or any personal data gathered during the study, you may do this without any consequences. You can ask for your data to be removed up until the point of analysis. If you would like to withdraw your data, please contact us directly (details below).

What will happen to my responses collected for the study?

Data collected in this study will be analysed and reported in aggregated form and any specific verbatims used will be anonymised. Any recorded material will be deleted when it has been fully analysed and reported, or within 6 months of the focus group, whichever is sooner.

Will my responses and information be kept confidential?

All identifiable information will be treated with the strictest confidence throughout the study and will only be available to the team working on this project.

What are the possible risks to taking part?

There are very low risks involved in taking part in this research and all relevant steps will be taken by the University of Galway team to secure your data.

Any further questions?

If you have any questions or require more information about this study before or during your participation, please contact:

Sarah Geraghty

Director of Student Recruitment and Outreach

University of Galway

sarah.geraghty@universityofgalway.ie