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Focus Groups A Practical Guide

This updated edition of Focus Groups: A Practical Guide for Applied Research walks readers step by step through the "how-tos" of conducting focus group research. Using an engaging, straightforward writing style, authors Richard A. Krueger and Mary Anne Casey draw on their many years of hands-on experience in the field to cut through theory and offer practical guidance on every facet of the focus group process, including tips for avoiding problems and pitfalls.

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Focus Groups: A Practical Guide for Applied Research ...

The Fourth Edition of the bestselling Focus Groups: A Practical Guide for Applied Research offers an easy-to-ready overview of sound focus group practices. Authors Richard A. Krueger & Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews.

Focus Groups: A Practical Guide for Applied Research ...

Focus Groups: A Practical Guide for Applied Research Offers the latest on telephone and Internet focus groups Provides suggested focus group questions that help students construct quality questions that engage participants and... Gives solid information on organizational focus groups Presents ways ...

Focus Groups: A Practical Guide for Applied Research ...

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Focus Groups: A Practical Guide for Applied Research: Authors: Richard A. Krueger, RICHARD A AUTOR KRUEGER, Mary Anne Casey: Edition: illustrated: Publisher: SAGE, 2000: ISBN: 0761920714,...

Focus Groups: A Practical Guide for Applied Research ...

Focus Groups: A Practical Guide for Applied Research, by Richard A. Krueger Janet Mancini Billson, Ph.D., C.C.S. Rhode Island College The term "focus group" has become a household word in recent years, as researchers study values, attitudes, product preferences, political leanings, and

Focus Groups: A Practical Guide for Applied Research

Practical coverage on deliberate listening, moderating skills, results analysis, adapting and modifying focus groups to specific audiences and environments, and measuring the quality of the research gained from such

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groups prepares readers to plan and conduct their own focus groups.

Focus Groups | SAGE Publications Inc

focus groups is suggested, which includes a consideration of when focus groups are preferred over one-to-one interviews. Guidelines for setting up and designing focus-group studies are outlined, ethical issues are highlighted, the purpose of a pilot study is reviewed, and common focus-group analysis and reporting styles are outlined.

A Practical Guide to Focus-Group Research

Nancy Taylor, Naylor Association Solutions. A focus group is a small-group discussion guided by a leader or moderator. Responses given in a focus group are verbal, open-ended, relatively broad and qualitative. Similar to a survey, a focus groups used to help you learn what your members or customers think about your products, services,

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processes or brand and to guide your future product development or marketing.

Tips for Conducting a Successful Focus Group

could be used for practice focus groups to allow moderators a chance to lead the discussion, for assistants to take field notes and provide oral summaries. You may want to have five to seven people in each focus group and then sitting slightly back from the table could be a number of assistant moderators. 1. How and when do you use XXXX? 2.

Designing and Conducting Focus Group Interviews

This updated edition of Focus Groups: A Practical Guide for Applied Research walks readers step by step through the "how-tos" of conducting focus group research. Using an engaging, straightforward writing style, authors Richard A. Krueger and Mary Anne Casey draw on their many years of hands-on

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experience in the field to cut through theory and offer practical guidance on every facet of the focus group process, including tips for avoiding problems and pitfalls.

9781483365244: Focus Groups: A Practical Guide for Applied ...

Abstract. This article guides readers through the decisions and considerations involved in conducting focus-group research investigations into students' learning experiences. One previously published focus-group study is used as an illustrative example, along with other examples from the field of pedagogic research in geography higher education. An approach to deciding whether to use focus groups is suggested, which includes a consideration of when focus groups are preferred over one-to-one ...

A Practical Guide to Focus-Group Research: Journal of ...

Richard Krueger leads a focus group on

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healthy living. Books. Focus Group: A Practical Guide for Applied Research. 5th Edition. Richard A. Krueger and Mary Anne Casey. 2015. Sage Publishing ISBN: 978-1-4833-6524-4. This is the most recent edition of our popular book on focus group interviewing.

Focus Group Interviewing | Richard A. Krueger

If this is the case, a focus group can help pinpoint if the course is too easy or too challenging for them. Also, for training programs, eLearning focus groups need to be able to relate emotionally to the scenarios and characters they are learning with. Or maybe you're not sure that the content is appropriately localized.

Creating eLearning Focus Groups: A Practical Guide

Summary: "This updated edition of Krueger and Casey's bestselling, practical book walks readers step by step through the "how-tos" of

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conducting focus group research. Using an engaging, straightforward writing style, the authors draw on their many years of hands-on experience in the field to cut through theory and offer practical guidance on every facet of the focus group process, including tips for avoiding problems and.

Focus groups : a practical guide for applied research ...

Focus Group: A Practical Guide for Applied Research was the standard for learning how to conduct a focus group. This highly acclaimed book in its third edition includes numerous updates and improvements: - Vignettes drawn from small and large focus groups that illustrate problems that come up and effective ways to resolve the issues. - Designing questions for asking effec

Focus Groups: A Practical Guide for Applied Research by ...

Overview This updated edition of Focus Groups: A Practical Guide for Applied

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Research walks readers step by step through the “how-tos” of conducting focus group research.

Focus Groups: A Practical Guide for Applied Research by ...

Newbury Park, CA, Sage Publications, 1988, 88 pp. Focus Groups: A Practical Guide for Applied Research, by Richard A. Krueger. Newbury Park, CA, Sage Publications, 1988, 200 pp - Margrit Hugentobler, 1991 Intended for healthcare professionals

Book Reviews : Focus Groups as Qualitative Research, by ...

Abstract: This book offers a straightforward overview of reliable focus group practices. It cuts through the theory and gives practical advice to those who are seeking to actually conduct a focus group.

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