

Focus Groups A Practical Guide For Applied Research Second Edition

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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.

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. The process depicted is unbiased, non-judgmental and is respectful of all views.

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

Focus Groups: A Practical Guide for Applied Research Richard A. Krueger, Richard A.. Krueger, Mary Anne Casey Snippet view - 2000. Common terms and phrases. academic analysis analyze answer approach ask participants ask questions assistant moderator attention background begin client conduct focus groups consider decision develop employees ...

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

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 ...

Moderating focus groups: A practical guide for group facilitation Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781483328522 Greenbaum, Thomas L.. Moderating Focus Groups: A Practical Guide for Group Facilitation .

SAGE Books - Moderating Focus Groups: A Practical Guide

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Krueger, R.A. (1988) Focus Groups: A practical guide for applied research. Sage, UK.

Krueger, R.A. (1988) Focus Groups: A practical guide for

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

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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

Richard Krueger leads a focus group on 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

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.

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

Beginning the Focus Group Discussion The first few moments in focus group discussion are critical. In a brief time the moderator must create a thoughtful, permissive atmosphere, provide ground rules, and set the tone of the discussion. Much of the success of group interviewing can be attributed to the development of this open environment.

Designing and Conducting Focus Group Interviews

Krueger, R. A. (1994). Focus groups: A practical guide for applied research (2nd ed.). Thousand Oaks, CA: Sage Publications. has been cited by the following article: TITLE: Survey and Thought of Financial Management and Education in High School Students in Nanjing. AUTHORS: Weiyi Su, Mengting Deng

Krueger, R. A. (1994). Focus groups A practical guide for ...

Abstract This article guides readers through the decisions and

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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.

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

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

A focus group is a small-group discussion guided by a trained leader. It is used to learn more about opinions on a designated topic, and then to guide future action.

Section 6. Conducting Focus Groups - Community Tool Box

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

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