

FOCUS GROUPS

— 3rd Edition —

A PRACTICAL GUIDE FOR APPLIED RESEARCH



RICHARD A. KRUEGER & MARY ANNE CASEY

Focus Groups A Practical Guide For Applied Research

Richard A. Krueger



Focus Groups A Practical Guide For Applied Research:

Focus Groups Richard A. Krueger, Mary Anne Casey, 2009 The Fourth Edition of the bestselling *Focus Groups A Practical Guide for Applied Research* offers an easy to read 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 It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders customers and employees This book cuts through the theory and gives hand on advice to those who are seeking to actually conduct a focus group It is most helpful for conducting focus groups for research or evaluation with public non profit educational health human service and religious organizations Key Features Offers the latest on telephone and Internet focus groups Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results Gives solid information on organizational focus groups Presents ways on how to recruit participants to the focus group Contains a number of practical tips that actually work It is written for the person who has to plan recruit develop questions moderate analyze and report the results Incorporates icons throughout the book that offer tips examples additional resources and others bits of practical information Intended Audience This book is appropriate for a variety of research methods and evaluation courses in departments such as education sociology political science journalism business marketing public administration and public health

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will want to revisit British Journal of Education Technology The Third Edition of the standard for learning how to conduct a focus group contains a new chapter comparing and contrasting market research academic nonprofit and participatory approaches to focus group research expanded descriptions on how to plan focus group studies and do the analysis including step by step procedures examples of questions that ask participants to do more than just discuss and suggestions on how to answer questions about your focus group research **Focus Groups** Richard A. Krueger,1988-07 This book looks at evaluation as a professional practice The text offers many specific analysis techniques that will help anyone faced with the difficult task of collecting analyzing and communicating qualitative data **Focus Groups** Richard A. Krueger,1998

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