
Focus Groups

Second Edition

A Practical Guide for
Applied Research

Richard A. Krueger

Focus Groups A Practical Guide For Applied Research Second Edition

Joe Langford



Focus Groups A Practical Guide For Applied Research Second Edition:

Focus Groups Richard A. Krueger, Mary Anne Casey, 2014-07-22 This updated edition of Krueger and Casey's bestselling practical book walks readers step by step through the how-tos of 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 pitfalls. The Fifth Edition reflects the most recent research and technological innovations and includes new coverage on planning with analysis in mind, creating conversational questions that have the potential for producing unique and valuable insights, the art of hosting a focus group, common sense thinking about reporting, more efficient strategies for planning the study, and emerging areas of focus group research such as conducting cross-cultural, international, and Internet focus groups.

Focus Groups Richard A. Krueger, 1994-02-14 The highly acclaimed first edition of Richard Krueger's *Focus Groups* has become the standard introduction to this widely used technique. Retaining its focus on applied research and its step-by-step approach to planning and conducting a successful focus group, this new edition has been expanded to offer broader coverage on analyzing focus group results and exploring various collaborative approaches.

A Handbook of Research Methods for Clinical and Health Psychology Jeremy Miles, Paul Gilbert, 2005 Though psychology as a discipline has grown enormously in popularity in recent years, compulsory courses in research methods and statistics are seldom embarked upon with any great enthusiasm within the undergraduate and postgraduate communities. Many postgraduate and PhD students start their research ill-equipped to design effective experiments and to properly analyse their results. This lack of knowledge also limits their ability to critically assess and evaluate research done by others. This book is a practical guide to carrying out research in health psychology and clinical psychology. It bridges the gap between undergraduate and postgraduate study. As well as describing the various techniques and methods available to students, it provides them with a proper understanding of what a specific technique does, going beyond the introductory descriptions typical of most undergraduate methods books. The book describes both quantitative and qualitative approaches to data collection, providing valuable advice on methods ranging from psychometric testing to discourse analysis. For both undergraduate and postgraduate students, the book will be essential in making them aware of the full range of techniques available, helping them to design scientifically rigorous experiments and effectively analyse their results.

Qualitative Research David Silverman, 2004-05-25 Common themes in this volume include the centrality of the relationship between analytic perspectives and methodological issues, links between social science traditions and the need to expand the paradigm of qualitative research.

Focus Group Methodology Pranee Liamputtong, 2011-03-11 *Focus Group Methodology* is an introductory text which leads readers through the entire process of designing a focus group study, from conducting interviews to analysing data and presenting the findings. It also includes discussions on cross-cultural and virtual focus groups. Liamputtong presents clear practical advice in simple terms which will

be appropriate for undergraduate and postgraduate students who are undertaking research making this an ideal starter text for anyone new to focus group research Like her previous book *Researching the Vulnerable* Liamputtong's latest work pays close attention to research ethics and will also be of great interest to researchers who are working with different social groups such as women men older people children and ethnic groups and anybody who is engaging in cross cultural research Illustrated with case studies and examples throughout this is a perfect introduction to focus group methods for students and new researchers alike

Practical Theology and Qualitative Research - second edition John Swinton,2016-11-03

Practical Theology and Qualitative Research examines methodologies of the social sciences and questions how they can enable the task of theological reflection The authors offer the latest thinking on how to use theological learning in practical situations

Focus Groups Richard A. Krueger,Mary Anne Casey,2000-04-26 I read this book in a single sitting It is written in an enthusiastic helpful and clear style that held my attention and made me want to read what came next I shall read it again in a single sitting probably more than once For it offers common sense advice about planning and running focus groups which I 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 Joe Langford,2002-11-14 The focus group is widely used to as a tool for increasing the understanding of users and their requirements and identifying potential solutions for these requirements Its main value lies in the conveyance of less tangible information that cannot be obtained using more traditional methods Eliciting user needs beyond the functional is crucial for

Focus Groups David W. Stewart,Prem N. Shandasani,Dennis W. Rook,2007 Group interviews are among the most common methods of research in the social sciences *Focus Groups Theory and Practice* Second Edition provides a systematic treatment of the design conduct and interpretation of focus group discussions within the context of social science research and theory The book examines every facet of focus group research from selection and recruitment of group participants to the selection of a moderator to conduct of the interviews through the analysis of focus group data Also included are discussions on designing the interview guide the importance and influence of group composition the art of conducting the focus group and the characteristics of effective moderators The book is intended as a useful guide for research practitioners and as a supplementary text for research courses in psychology sociology political science organization studies marketing public health communications education and social work

Key Features coverage of the use of new technologies in focus group research new focus on global research instructional aids such as a chapter summary review questions and practical skill building exercises in each chapter a new chapter that provides a historical perspective on the development of focus groups including their roots in early group

therapy research new updated examples of the uses of focus groups a discussion of the use of information technology for conducting groups on line and by video conference new methods for the analysis of focus group data *Qualitative Research: Data Collection and Data Analysis Techniques -2nd Edition (UUM Press)* Puvenesvary Muthiah,R. Sivabala Naidu,Mastura Badzis,Noor Fadhilah Mat Nayan,Radziah Abdul Rahim,Noor Hashima Abdul Aziz,2020-07-01 Qualitative Research Data Collection Data Analysis Techniques 2nd Edition has been systematically revised with additional content more in depth explanations and latest references to enhance the knowledge and skills required for those interested in conducting qualitative research The reader friendly organisation and writing style of this edition provides guaranteed accessibility to a wide array of readers ranging from established scholars to novice researchers and undergraduates Each chapter in this edition is set to provide a clear contextualised and comprehensive coverage of the main qualitative research methods interviews focus groups observations diary studies archival document analysis and content analysis aimed at equipping readers with a thorough understanding of the design procedures and skills to effectively undertake qualitative research At the same time the authors have anticipated major concerns such as ethical issues that qualitative researchers often face and addressed them in the various chapters This effort has been made possible through the collaboration involving notable qualitative research scholars from different tertiary institutions Assoc Prof Dr Puvenesvary Muthiah ELT Consultant Dr R Sivabala Naidu Taylor s College Assoc Prof Dr Mastura Badzis International Islamic University Malaysia Dr Radziah Abdul Rahim formerly attached to National Defense University of Malaysia Dr Noor Fadhilah Mat Nayan University of Reading and Assoc Prof Noor Hashima Abd Aziz Universiti Utara Malaysia

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Joining the Conversation: A Guide and Handbook for Writers Palmquist's Joining the Conversation helps you develop the critical thinking skills to respond thoughtfully to the complex, sometimes contentious conversations ... Joining the Conversation: A Guide and Handbook for Writers Joining the Conversation: A Guide and Handbook for Writers [Palmquist, Mike] on Amazon.com. *FREE* shipping on qualifying offers. Joining the Conversation: ... Joining the Conversation: A Guide and Handbook for Writers Thoroughly revised, the fifth edition includes new student projects and a new chapter that explores the roles writers take on in their documents, empowering ... Joining the Conversation: A Guide and Handbook for

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