

FOCUS GROUPS

— 3rd Edition —

A PRACTICAL GUIDE FOR APPLIED RESEARCH



RICHARD A. KRUEGER & MARY ANNE CASEY

Focus Groups A Practical Guide For Applied Research

Pranee Liamputtong



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

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 to's 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

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 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

FOCUS GROUPS:A PRACTICAL GUIDE FOR APPLIED RESEARCH. 2D ED. Richard A. Krueger,1994 **Focus Groups**,1991 Focus groups have been a mainstay in private sector marketing research More recently public sector organizations are beginning to discover the potential of this procedure Educational and nonprofit organizations have traditionally used face to face interviews and questionnaires to get information Unfortunately these popular techniques are sometimes inadequate in meeting information needs of decision makers The focus group is unique from these other procedures it allows for group interaction and greater insight into why certain opinions are held Focus groups can improve the planning and design of new programs provide means of evaluating existing programs and produce insights for developing marketing strategies This book is intended to provide assistance in using focus groups to obtain information that will be helpful to decision makers

Customers in Focus,1999 **Focus Group** R. A. Kruger, 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 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 group 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 Focus Groups Richard A. Krueger,1989 **The Practical Handbook and Guide to Focus Group Research, Second Edition** Thomas L. Greenbaum,1993-03-08 In 1992 more than 125 000 focus groups randomly selected individuals led by a moderator whose discussion of a particular product provides market data for the manufacturer

will be held in the U S Greenbaum who has worked with focus groups for over 20 years here shares the latest information on conducting them effectively

Focus Group Discussions Monique M. Hennink, 2013-12-13 The Understanding Research series focuses on the process of writing up social research The series is broken down into three categories Understanding Statistics Understanding Measurement and Understanding Qualitative Research The books provide researchers with guides to understanding writing and evaluating social research Each volume demonstrates how research should be represented including how to write up the methodology as well as the research findings Each volume also reviews how to appropriately evaluate published research Focus Group Discussions addresses the challenges associated with conducting and writing focus group research It provides detailed guidance on the practical and theoretical considerations in conducting focus group discussions including designing the discussion guide recruiting participants training a field team moderating techniques and ethical considerations Monique Hennink describes how a methodology section is read and evaluated by others such as journal reviewers or thesis advisors She provides readers with guidance on specific aspects of presenting research findings such structuring narrative accounts developing an argument using quotations reporting focus group interaction visual presentation formats and strategies for grounding study results She describes the challenges in assessing focus groups and details practical strategies for assessing scientific rigor The book includes case study examples of field research across a range of disciplines and international contexts Hennink concludes the volume with an overview of current debates relating to the evaluation of qualitative research suggesting ways to critique the research design methodology and results of focus group research

Focus Groups George Kamberelis, Greg Dimitriadis, 2013 Focus Groups From Structured Interviews to Collective Conversations is a conceptual and practical introduction to focus group As the title indicates focus groups traditionally encompass a wide range of discursive practices These span from formal structured interviews with particular people assembled around clearly delimited topics to less formal open ended conversations with large and small groups that can unfold in myriad and unpredictable ways Additionally focus groups can and have served many overlapping purposes from the pedagogical to the political to the traditionally empirical In this book focus groups are systematically explored not as an extension or elaboration of interview work alone but as its own specific research method with its own particular affordances This book comprehensively explores The nature of focus groups Politic and activist uses of focus groups Practical ways to run a successful focus group Effective analysis of focus group data Contemporary threats to focus groups Focus Groups From Structured Interviews to Collective Conversations is essential reading for qualitative researchers at every level particularly those involved in education nursing social work anthropology and sociology disciplines

Focus Groups for the Social Science Researcher Jennifer Cyr, 2019-03-28 In highlighting the unique features of focus groups Cyr explains how they can help social science researchers effectively answer certain research questions

Understanding Focus Group Discussions Monique M. Hennink, 2014 This volume guides readers on practical and theoretical considerations in

conducting focus group research Separate chapters are devoted to writing focus group methods and presenting findings Strategies for assessing the quality of focus group research are included and case study examples of field research are provided throughout

Developing Questions for Focus Groups Richard A. Krueger, 1997-07-24 Struggling with focus groups questions Asking the right questions is critical in focus group interviewing *Developing Questions in a Focus Group* describes a practical process for identifying powerful themes and offers an easy to understand strategy for translating those themes into questions Richard A Krueger suggests ways of categorizing phrasing and sequencing focus group questions Going beyond material presented in his earlier books Krueger shares ideas for questions that get participants actively involved in the focus group interview by asking participants to make lists create report cards sort pictures draw cut and paste or participate in a mini debate The results of these activities not only yield insightful information but are also interesting and fun This book helps make the process of developing good questions doable by outlining a process and offering many examples After reading this book your focus groups will never be the same

Moderating Focus Groups Thomas L. Greenbaum, 1999-11-18 Designed specifically for the needs of the focus group moderator this comprehensive guide covers everything from pre session participant recruitment to post session reporting In addition the author includes a wealth of advanced and new techniques such as those for managing group dynamics energizing a tired group projective techniques personality association and position fixing Extremely practical and well written the book includes chapter summaries and a helpful glossary

Unveiling the Magic of Words: A Overview of "**Focus Groups A Practical Guide For Applied Research**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Focus Groups A Practical Guide For Applied Research**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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