

RICHARD A. KRUEGER | MARY ANNE CASEY

# FOCUS GROUPS

*A Practical Guide for Applied Research*

5 EDITION



# Focus Groups A Practical Guide For Applied Research

**David Kirk**



## **Focus Groups A Practical Guide For Applied Research:**

**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, 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 and 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, 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, 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 Educational 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, non-profit, 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,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,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,1988-07-01 Focus groups are rapidly emerging as one of the preferred sources of information They are used for assessing needs planning programmes evaluation and decision making This practical guide incorporates research from both the social sciences and marketing research The author gives advice on conducting focus group interviews with clear descriptions of the technical aspects of successful focus groups and many common sense suggestions for application Particular attention is placed on the uses of focus group interviewing for non profit organizations An overview highlights distinctions between the focus group procedure and other seemingly similar research procedures and Krueger introduces the concepts of planning questioning moderating **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 **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 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 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 **Focus Group Practice** Claudia Puchta,Jonathan Potter,2004-01-15 Focus Group Practice is unique in providing a picture of focus group moderation and interaction that is based on the study of what actually happens in high class market research focus groups and in using recent theories of interaction for example discourse and conversation analyses to throw light on the practice of moderation It is written in clear engaging and non technical manner and richly illustrated by examples from focus groups in a wide range of different contexts New moderators will find the basic elements of focus groups described and explained and experienced moderators will find new ways of understanding what they do which will help them to develop their skills Focus Groups moderation is understood in terms of the cutting edge theories of interaction It concentrates on the basic and subtle processes through which moderators elicit opinions manage disagreements and generate a range of views How are participants encouraged to be animated and involved and how are the arguments and anecdotes discouraged How are responses guided to in the required direction This book addresses these pertinent questions Above all how does a moderator keep participants focused This unique book will be essential reading for all involved in focus group practice It is accessible to broad readership including undergraduate students **Customers in Focus** ,1999 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** R. A. Kruger, Focus Groups as Qualitative Research David L. Morgan,1988 This volume describes a variety of applications for focus groups in social science pointing out its potential as a self contained means of collecting data and as a supplement to other research methods both qualitative and quantitative The author compares the focus group to more common qualitative techniques individual interviewing and participant observation stressing the advantages and weaknesses of each He presents a thorough treatment of practical issues of planning and running a focus group and suggests ways research can be designed around the technique The volume closes with a look at the potential contributions of focus groups to qualitative research

Focus Groups Richard A. Krueger,1989

**Focus Groups** Graham R. Walden,2008-07-07 This volume is the first of two volumes that address the most recent ten years 1997 2006 of focus group studies and research literature Volume one provides coverage of the arts and humanities social sciences and the nonmedical sciences and volume two concentrates on the medical and health sciences These volumes cover the English language academic literature books chapters in books journal articles and significant pamphlets available in libraries via interlibrary loan and online A variety of materials are included instructional guides handbooks reference works textbooks and academic journal literature In Focus Groups Volume I the following subject disciplines have been considered in the arts and humanities linguistics music religion and sports and leisure studies in the social sciences anthropology business cartography communication demography education law library science political science psychology and sociology and in the non medical sciences agriculture biology engineering environmental sciences and physics The selected entries have a minimum of four pages and include 29 books 50 book chapters 349 articles and 10 pamphlets for a total of 438 entries An appendix includes the titles of the 245 journals cited along with the appropriate entry numbers for each Author and subject indexes provide access to the contents with the subject index providing access to unique terms The detailed contents pages are designed to enable the reader to quickly find appropriate entries through the use of extensive and detailed subheadings

**Focus Groups** David W. Stewart,Prem N. Shamdasani,1990 Stressing the unique interaction of the moderator and group as well as the mechanics of designing conducting and interpreting the outcome of focus groups this book provides a systematic treatment of focus group interviews within the context of social science research and theory It also brings together the substantial literature on group processes and the analysis of qualitative data

*Facilitating Group Communication in Context: Facilitating group task and team communication* Lawrence R. Frey,2006

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