

Focus Groups A Practical Guide For Applied Research

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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.

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

the Bibliography, essential and additional reading lists). This practical guide has been divided into 4 sections, each dealing with separate stages of preparing for, conducting the focus group, analysis of data and write up. 1. Sampling, Group Size and Number of Focus Groups

focus groups a practical guide - National Federation of ...

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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

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Social Research Update 19: Focus Groups

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Section 6. Conducting Focus Groups - Community Tool Box

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