

# Focus Group Discussions Understanding Qualitative Research

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### **Applied Qualitative Research Design**

As the importance of marketing to business grows, and as new concepts and applications of marketing emerge and evolve, so too does the need for up-to-date market intelligence. This book recognizes that the contribution which qualitative research can make to market understanding and insight is immense, and that statistical information flows are never enough but need to be compounded by market intelligence gained through qualitative methods. Qualitative Marketing Research clearly explains the use and importance of qualitative methods, clarifying the theories behind the methodology and providing concrete examples and exercises which illustrate its application to Management Studies and Marketing. This book is intended for all students of marketing who are required to complete their studies with a dissertation or research project.

### **Qualitative Marketing Research**

The extensively revised edition of the best-selling Focus Groups as Qualitative Research continues to provide an excellent guide for researchers across the disciplines. Reflecting the many changes that have occurred in the study of focus groups in recent years, the book begins with an updated introduction offering a discussion of current social science approaches to focus groups. Expanded

coverage on the comparison of focus groups to individual interviews follows, and there is more material on the strengths and weaknesses of focus groups. The section on self-contained focus groups has also been expanded. Subsequent chapters have been revised to include examples from social scientists who have established their own practices and methodological research on focus groups. In conclusion, the author offers future directions and references that take into account the explosive growth of focus groups as a research tool for all social scientists.

### **Focus Groups as Qualitative Research**

Practical Approaches to Applied Research and Program Evaluation for Helping Professionals is a comprehensive textbook that presents master's-level counseling students with the skills and knowledge they need to successfully evaluate the effectiveness of mental health services and programs. Each chapter, aligned with 2016 Council for Accreditation of Counseling and Related Educational Programs (CACREP) standards, guides counseling students through study design and evaluation fundamentals that will help them understand existing research and develop studies to best assess their own applied research questions. Readers will learn the basics of research concepts as applied to evaluative tasks, the art of matching evaluative methods to questions, specific considerations for practice-based evaluative tasks, and practical statistical options matched to practice-based

tasks. Readers can also turn to the book's companion website to access worksheets for practitioner and student planning exercises, spreadsheets with formulas for basic data analysis, a sample database, PowerPoint outlines , and discussion questions and activities aligned to each chapter.

### **Practical Research and Evaluation**

This is the first book to systematically address the issues, practical wisdom and problems in conducting focus groups. Written by an interdisciplinary group of scholars, this well-integrated collection of articles represents the state-of-the-art in focus group applications. It covers the basic principles of when and how to use focus groups, the applicability of focus group interviews to survey research and other methods, general issues in the use of focus groups, the specific problems of focus groups with different populations or settings and an agenda for future development of the method.

### **Qualitative Research from Start to Finish, First Edition**

Focus Group: A Practical Guide for Applied Research was the standard for learning how to conduct a focus group. This highly acclaimed book in its third edition includes numerous updates and improvements: - Vignettes drawn from small and

large focus groups that illustrate problems that come up and effective ways to resolve the issues. - Designing questions for asking effective questions to draw out a group and how to refine them based on the group's responses. - Collaborative Approach updated to address the latest ways to implement the empowerment and action research. - Budgeting how to more effectively budget for a focus group - Coding how to more effectively use existing software packages to code and analyze the results of a focus group.

### **Focus Group Research**

Assuming no prior knowledge, Educational Research by R. Burke Johnson and Larry Christensen offers a comprehensive, easily digestible introductory research methods text for undergraduate and graduate students. Readers will develop an understanding of the multiple research methods and strategies used in education and related fields; how to read and critically evaluate published research; and the ability to write a proposal, construct a questionnaire, and conduct an empirical research study on their own. Students rave about the clarity of this best seller and its usefulness for their studies, enabling them to become critical consumers and users of research.

### **Qualitative Research Practice**

That we live in a world ruled and confused by cultural diversity has become common sense. The social sciences gave birth to a new theoretical paradigm, the creation of cultural theories. Since then, social science theorizing applies to any social phenomenon across the world exploring cultural diversities in any social practice—except the social sciences and how they create knowledge, which is off limits. Social science theorizing seemingly assumes that creating knowledge does not know such diversities. In this book, Kazumi Okamoto develops analytical tools to study academic culture, analyze how social sciences create and distribute knowledge, and the influence the academic environment has on knowledge production. She uses the academy in Japan as a case study of how social scientists interpret academic practices and how they are affected by their academic environment. Studying Japanese academic culture, she reveals that academic practices and the academic environment in Japan show much less diversity than cultural theories tend to presuppose.

### **Storytelling with Data**

This completely revised and greatly expanded edition of *Doing Qualitative Research* spans the spectrum of primary care research, illustrating when methods are appropriate and how to use them. New to this edition are additional collection methods, a new section on analysis and interpretation, more emphasis on participatory strategies, and suggestions for evaluating quality and enhancing

reflexivity incorporated throughout the text. Each chapter is written by a gifted researcher who: defines their topic and the context of their research, defines key themes and processes, provides examples, explores theory, and shares their excitement of discovery. The book is richly illustrated throughout with detailed examples.

### **Collecting Qualitative Data**

Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to:

- Understand the importance of context and audience
- Determine the appropriate type of graph for your situation
- Recognize and eliminate the clutter clouding your information
- Direct your audience's attention to the most important parts of your data
- Think like a designer and utilize concepts of design in data visualization

Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

### **An Introduction to Qualitative Research**

A new edition of this book is available `Flick's An Introduction to Qualitative Research is quite simply the most important text on qualitative research methods in the world today. I continue to envy Flick's command of the field and its ever-expanding literature, much of which he has managed to include in his new edition' - Norman K Denzin, University of Illinois, Urbana-Champaign `Flick aims to please both the novice and the experienced researcher, and in his ambition he largely succeeds.From conceptualizing the field, making sampling decisions to constructing interview guides, Flick offers practical counsel' - Science Direct `Ideal for anyone wishing to understand fully the theoretical constructs behind the qualitative research methodology' - Journal of Family Studies `The inclusion of examples, summary points and further reading is to be commended and adds to the clarity of an already clear and easy to understand text. The strength of the book lies not only in the clarity with which it is written but in the use of examples and tables. I would have no problem in recommending this text equally to both pre

and post-registration students of nursing, and also to students studying for higher degrees as a useable text which is easy to read and contains a vast amount of information which is logically presented' - Nurse Researcher This Third Edition of Uwe Flick's bestselling textbook has been fully revised, expanded and updated but retains all of the student-friendly elements and carefully structured qualities of the previous edition. Brand new features include: - Updated discussions and references throughout the text - The integration into all chapters of additional features including chapter overviews, case studies, lists of key points and end-of-chapter exercises - 6 new chapters including a guide to using the book, a chapter on ethics, the uses of literature in qualitative research, an overview of research design, a discussion centred on using documents, and a final chapter on qualitative online research. This new edition will ensure that An Introduction to Qualitative Research preserves its status as the essential introductory text for all students of qualitative research.

### **Focus Group Discussions**

The research methods described and illustrated in this book are those particularly useful to the field of clinical and health psychology and cover both qualitative and quantitative approaches.

### **Social Research**

`This is an impressively detailed, clearly written book. It is a book that I would like students to read' - Clive Seale, Goldsmiths College, London

**Social Research: Theory, Methods and Techniques** presents an understanding of social research practice through appreciation of its foundations and methods. Stretching from the philosophy of science to detailed descriptions of both qualitative and quantitative techniques, it illustrates not only `how' to do social research, but also `why' particular techniques are used today. The book is divided into three parts: Part One: Illustrates the two basic paradigms - quantitative and qualitative - of social research, describing their origins in philosophical thought and outlining their current interpretations. Part Two: Devoted to quantitative research, and discusses the relationship between theory and research practice. It also presents a discussion of key quantitative research techniques. Part Three: Examines qualitative research. Topics range from classical qualitative techniques such as participant observation, to more recent developments such as ethnomethodological studies. Overall, the author offers an engaging contribution to the field of social research and this book is a reminder of the solid foundations upon which most social research is conducted today. As a consequence it will be required reading for students throughout the social sciences, and at various levels.

### **Qualitative Research Methods**

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**

Provides the essential information that health care researchers and health professionals need to understand the basics of qualitative research. Now in its fourth edition, this concise, accessible, and authoritative introduction to conducting

and interpreting qualitative research in the health care field has been fully revised and updated. Continuing to introduce the core qualitative methods for data collection and analysis, this new edition also features chapters covering newer methods which are becoming more widely used in the health research field; examining the role of theory, the analysis of virtual and digital data, and advances in participatory approaches to research. *Qualitative Research in Health Care, 4th Edition* looks at the interface between qualitative and quantitative research in primary mixed method studies, case study research, and secondary analysis and evidence synthesis. The book further offers chapters covering: different research designs, ethical issues in qualitative research; interview, focus group and observational methods; and documentary and conversation analysis. A succinct, and practical guide quickly conveying the essentials of qualitative research Updated with chapters on new and increasingly used methods of data collection including digital and web research Features new examples and up-to-date references and further reading The fourth edition of *Qualitative Research in Health Care* is relevant to health care professionals, researchers and students in health and related disciplines.

### **The Focus Group Guidebook**

This easy-to-implement, step-by-step guide can help administrators and teachers design and run effective focus groups as well as analyze and report the information

they generate.

### **Educational Research**

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 Group Practice**

This new, updated edition of the widely cited classic offers a unique blend of theory and practice in a single, easy to read source. The Second Edition of Focus Groups: Theory and Practice provides a systematic treatment of the design, conduct, and interpretation of focus group discussions within the context of social science research and theory.

### **Understanding Focus Group Discussions**

While there are many books that address focus groups, most are directed at business and marketing. This book differs by demonstrating the specific steps necessary to conduct focus groups in educational and psychological settings. Using numerous examples, the authors show how to prepare for a focus group, create a moderator's guide, select a setting and analyze results. In addition, there is a

chapter on focus groups with children and adolescents. Each chapter contains procedural tables as well as applications for performing 'trial runs' of the techniques discussed.

### **Focus Groups**

Providing a clear and accessible account of the qualitative research process, this book discusses the different forms and uses of qualitative research, the design, data collection, analysis and reporting.

### **Focus Group Discussions**

Uses the results of surveys, identity maps, and focus groups to explore how Muslim American teenagers and young adults cope with being both American and Muslim.

### **Developing Questions for Focus Groups**

This volume provides a thorough introduction to creating and conducting focus group research projects. Carey and Asbury provide background on the history of focus groups then document the best practices in conducting a study using them. They also provide valuable advice on how to conduct a fair and accurate analysis

of minorities and other vulnerable groups within the population at large. This book is an excellent introduction for any researcher looking to utilize focus groups in their next project.

### **Analyzing and Reporting Focus Group Results**

Practical and straightforward, this book is a multidisciplinary introduction to the process of planning, conducting and analysing qualitative research, from selecting appropriate methods to publishing your findings. Built around the authors' Qualitative Research Cycle - consisting of the design, data collection and analytic cycles - this pragmatic guide clearly demonstrates the steps you need to take to ensure your research is rigorous and robust. Drawing on decades of experience teaching workshops, the book is packed with techniques and tools to help you turn theory and method into research practice. This second edition: Showcases the importance of linking research design to data analysis, helping you avoid potential pitfalls and get the most out of your data Highlights the relevance and wide application of qualitative methods with an array of international examples of real field research and interdisciplinary case studies Gives clear guidance on writing qualitative research, including how to respond to critiques of qualitative methods Has a renewed focus on evaluating quality in qualitative research, ensuring your work is valid, reflexive and ethical Offering tried and tested research tools like interview guides that you can apply to your own projects and supported by online

resources including checklists and reflective questions, this book is the perfect companion for anyone looking to complete a successful project using qualitative research methods.

### **Oral History**

In highlighting the unique features of focus groups, Cyr explains how they can help social science researchers effectively answer certain research questions.

### **Focus Groups in Social Research**

The Practice of Qualitative Research guides readers step by step through the process of collecting, analyzing, designing, and interpreting qualitative research. Written by Sharlene Nagy Hesse-Biber in an engaging style, this student-centered text offers invaluable insights into the practice of qualitative research, with coverage of in-depth interviewing, focus groups, ethnography, case study, and mixed methods research. The Third Edition features even more integrated attention to online research and implications of social media throughout all methods chapters; updates on qualitative analysis software; and significantly expanded coverage of ethics.

### **Doing Qualitative Research**

Focus groups are a popular method for collecting qualitative data in the social sciences. Doing Focus Groups provides a concise, practical introduction to planning and organizing successful focus groups. Barbour discusses the advantages and limitations of using group discussion and demonstrates effective methods for collecting and analyzing data. This is a perfect how-to introduction to getting the most out of your focus group research.

### **The Practice of Qualitative Research**

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.

### **Academic Culture: An Analytical Framework for Understanding Academic Work**

This book critically examines the potential of, and suggests ways forward in, harnessing a versatile and powerful method of research - focus groups. The book challenges some of the emerging orthodoxies and presents accessible, insightful and reflective discussions about the issues around focus group work. The

contributors, an impressive group of experienced researchers from a range of disciplines and traditions, discuss different ways of designing, conducting and analyzing focus group research. They examine sampling strategies; the implications of combining focus groups with other methods; accessing views of 'minority' groups; their contribution to participatory or feminist research; use of software packages; discourse anal

### **Focus Groups for the Social Science Researcher**

Asking the right questions is critical in focus group interviewing. This book describes a practical process for identifying powerful themes and then offers an easy-to-understand strategy for translating those themes into questions. Richard 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. For example, he suggests 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 easier by outlining a process and offering many examples.

### **Successful Focus Groups**

This lively, practical text presents a fresh and comprehensive approach to doing qualitative research. The book offers a unique balance of theory and clear-cut choices for customizing every phase of a qualitative study. A scholarly mix of classic and contemporary studies from multiple disciplines provides compelling, field-based examples of the full range of qualitative approaches. Readers learn about adaptive ways of designing studies, collecting data, analyzing data, and reporting findings. Key aspects of the researcher's craft are addressed, such as fieldwork options, the five phases of data analysis (with and without using computer-based software), and how to incorporate the researcher's "declarative" and "reflective" selves into a final report. Ideal for graduate-level courses, the text includes:

- \* Discussions of ethnography, grounded theory, phenomenology, feminist research, and other approaches.
- \* Instructions for creating a study bank to get a new study started.
- \* End-of-chapter exercises and a semester-long, field-based project.
- \* Quick study boxes, research vignettes, sample studies, and a glossary.
- \* Previews for sections within chapters, and chapter recaps.
- \* Discussion of the place of qualitative research among other social science methods, including mixed methods research.

### **Doing Focus Groups**

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## **Qualitative Research in Health Care**

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.

## **Focus Group Interviews in Education and Psychology**

This volume addresses the key issues and practical requirements of the social researcher using focus groups. It also gives guidance on virtual focus groups on the Internet, a new and growing research medium.

## **Savvy Decision Making**

Oral History is part of the Understanding Qualitative Research series, which is designed to provide researchers with authoritative guides to understanding, presenting, and critiquing analyses and associated inferences. There are three

subareas in this series: Quantitative Research, Measurement, and Qualitative Research. This volume fits in the Qualitative Research group and addresses issues surrounding oral history - how to both fully and succinctly report and present this material, as well as the challenges of evaluating it.

### **Practical Approaches to Applied Research and Program Evaluation for Helping Professionals**

This is a perfect guide to understanding the core principles of qualitative marketing research. It presents qualitative marketing research in the broader context of marketing and managerial decisions, consumer psychology and contemporary knowledge about unconscious and automatic processes. Different types of qualitative marketing research methods are examined, from the classic focus group interview (FGI) and individual in-depth interview (IDI), to more cutting-edge methods such as ethnography or bulletin boards, which enable marketing researchers to discover and understand real consumer motivations, needs, values, and attitudes. With numerous international case studies, including PepsiCo, Unilever, Danone, Nestle, Aviva and Citibank, the book is uniquely practical in its approach. It is vital reading for advanced undergraduate and postgraduate students of marketing research, consumer behaviour and consumer psychology.

## Focus Groups

This unique text provides a comprehensive framework for creating, managing, and interpreting qualitative research studies that yield valid and useful information. Examples of studies from a wide range of disciplines illustrate the strengths, limitations, and applications of the primary qualitative methods: in-depth interviews, focus group discussions, ethnography, content analysis, and case study and narrative research. Following a consistent format, chapters show students and researchers how to implement each method within a paradigm-neutral and flexible Total Quality Framework (TQF) comprising four interrelated components: Credibility, Analyzability, Transparency, and Usefulness. Unlike other texts that relegate quality issues to one or two chapters, detailed discussions of such crucial topics as construct validity, interresearcher reliability, researcher bias, and verification strategies are featured throughout. The book also addresses applications of the TQF to the writing, review, and evaluation of qualitative research proposals and manuscripts. Pedagogical Features

- \*Summary tables that highlight important content, such as the application of a method to vulnerable or hard-to-reach populations.
- \*Case studies that illustrate TQF standards in practice for each method.
- \*Guidelines for effective documentation (via thick descriptions) of each type of study.
- \*End-of-chapter discussion topics, exercises, and suggested further reading and Web resources.
- \*Chapters open with a preview and close with a bulleted summary of key ideas.
- \*Extensive glossary.

### **Qualitative Marketing Research**

This book is a starter 'DIY' text for practitioners who are looking to conduct evaluation studies and research as part of their own professional practice. The growing emphasis on evidence-based practice means that there is an increasing need for practitioners to have at least a basic understanding of research, be aware of methodological pitfalls and to be updated on new methods. This book provides a practical, user-friendly guide to social science research methods for professionals who have benefited from little, if any, formal research methods training but find themselves in a role that requires them to read and understand complex research findings and carry out their own research as part of their professional practice. Practical Research and Evaluation is aimed at practitioners working in education, health, social care and community work. Many in this market are non-graduates or are those whose study did not contain a research element, but are required to know how research works. This book has three main aims which will benefit this audience - to enable readers to carry out small-scale research projects of their own, provide them with the basic understanding necessary to commission research, and enable them to better understand and evaluate critically research reports. This book is designed specifically for 'Do-it-Yourself' researchers working in the public or voluntary sectors. It is accessible and relevant to practitioners, uses non-technical language wherever possible and employs grounded examples, practical tips, checklists and readings lists throughout.

## **Muslim American Youth**

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.

## **Developing Focus Group Research**

Richard Krueger offers a rich and valuable discussion of focus group analysis that is sure to become a major guide in future focus group efforts. Analysis of focus group data is different from analysis of data collected through other qualitative methodologies and this presents new challenges to researchers. This book overviews important principles guiding focus group research, suggests a systematic and verifiable analysis strategy. Krueger is not doctrinaire: he offers multiple approaches and invites others to share their strategies for analysis. The book is helpful for academic audiences, focus group practitioners and the occasional moderator. The straightforward approach contains hundreds of helpful tips.

### **Research Methods for Clinical and Health Psychology**

Providing a general introduction to focus group research, Morgan includes the appropriate reasons for using focus groups and what you can expect to accomplish with them. He provides a brief history of focus groups, a discussion of when to use focus groups and why, and several brief case studies illustrating different uses of focus groups. The author covers the timeline and costs associated with focus groups, including a discussion of the ethical issues involved in focus group research. Thoroughly covering all the information to help you start your focus group project, this guidebook is appropriate for anybody beginning a focus group, as well as managers or clients who will be using focus groups.

### **Focus Group Methodology**

Providing a practical and step-by-step guide to collecting and managing qualitative data, this book focuses on the three most often used forms of qualitative methods: participant observation, in-depth interviews, and focus groups. Designed to be very applied, this textbook includes many checklists and tips for how to use each technique while doing research. It also includes numerous real-life examples and cases so that the reader will benefit from seeing the broader picture. *Collecting Qualitative Data: A Field Manual* is intended both for beginning researchers and the more experienced research collector.

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