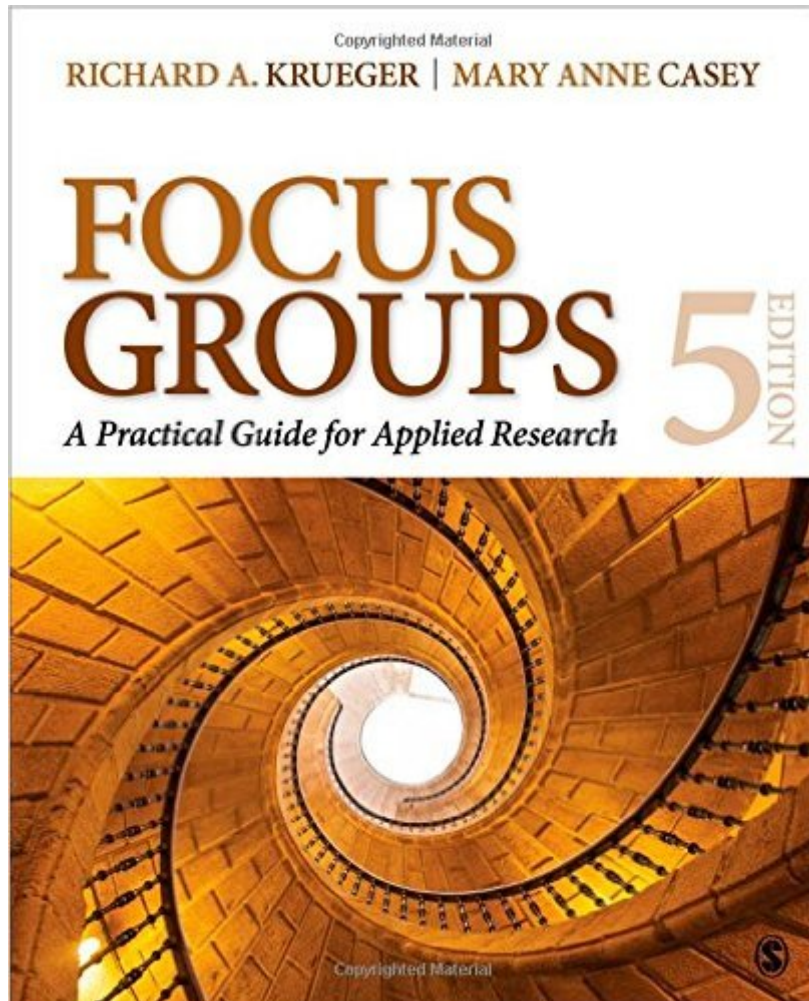


The book was found

Focus Groups: A Practical Guide For Applied Research



Synopsis

This updated edition of *Focus Groups: A Practical Guide for Applied Research* walks readers step by step through the how-to 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. The Fifth Edition is updated with the latest 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. Krueger and Casey's book does a magnificent job of incorporating both theoretical and practical approaches to the study of focus groups. It is the only hands-on book which explores the process of focus group research.

Theresa Carilli, Purdue University Calumet

Book Information

Spiral-bound: 280 pages

Publisher: SAGE Publications, Inc; 5 Spi edition (August 14, 2014)

Language: English

ISBN-10: 1483365247

ISBN-13: 978-1483365244

Product Dimensions: 1 x 8.2 x 9.1 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (7 customer reviews)

Best Sellers Rank: #302,586 in Books (See Top 100 in Books) #220 in Books > Medical Books > Research #229 in Books > Reference > Writing, Research & Publishing Guides > Research #237 in Books > Politics & Social Sciences > Social Sciences > Methodology

Customer Reviews

My dissertation chair suggested that I consider a focus study for my research. She suggested that I

find a text about focus groups and further went on to recommend a SAGE text on the subject. Well I hit the jackpot with this one. I sat down yesterday morning with trepidation-- however that feeling soon changed. This is a scholarly book that is entertaining. I am halfway through with it and will easily finish it today.

This is truly a practical guide that will walk you through the entire process of designing your focus group project, sampling, question design and routing, data analysis and report writing. Krueger writes in a clear, non-academic style that still leans on current research and theory with proper citations. You could use this guide to complete your first focus group successfully. The book has a plastic spiral binding which I guess must give it that "practical" feel. Lots of tips and tricks abound through the book.

Great, great resource for anyone starting out in focus group research. The authors cover just about every aspect of focus groups, from planning to conducting international groups. If you are interested in the field, then I highly recommend this book; it will get you started off on the right foot.

English is not my first language but this book is so well written that it made it easy to read even for me. I found it informative and very usable in my master thesis. Using a kindle edition made making and using highlights very easy. I highly recommend this book.

[Download to continue reading...](#)

Focus Groups: A Practical Guide for Applied Research Groups and Symmetries: From Finite Groups to Lie Groups (Universitext) Groups, Graphs and Trees: An Introduction to the Geometry of Infinite Groups (London Mathematical Society Student Texts) Dominican Republic In Focus: A Guide to the People, Politics and Culture (In Focus Guides) Ecuador in Focus: A Guide to the People, Politics, and Culture (In Focus Guides) FOCUS on Community College Success (Cengage Learning's FOCUS Series) Brain Training: Power Brain! - Secret Techniques To: Improve Memory, Focus & Concentration (Brain teasers, Improve memory, Improve focus, Concentration, Brain power) Bahrain in Focus (Gulf States in Focus) Case Study Research: Design and Methods (Applied Social Research Methods) Survey Research Methods (Applied Social Research Methods) Qualitative Research Design: An Interactive Approach: 41 (Applied Social Research Methods) Stochastic Models, Information Theory, and Lie Groups, Volume 2: Analytic Methods and Modern Applications (Applied and Numerical Harmonic Analysis) Differential Geometry, Lie Groups, and Symmetric Spaces, Volume 80 (Pure and Applied Mathematics) Focus: The Practical Guide to

Improving Your Mental Concentration, Killing Procrastination and Increasing Productivity (The ultimate guide to mental concentration, influence, time management) Applied Cryptography: Protocols, Algorithms, and Source Code in C [APPLIED CRYPTOGRAPHY: PROTOCOLS, ALGORITHMS, AND SOURCE CODE IN C BY Schneier, Bruce (Author) Nov-01-1995 Elena Bablenis Haveles BS Pharm Pharm D's Applied Pharmacology 6th (Sixth) edition(Applied Pharmacology for the Dental Hygienist [Paperback])(2010) Applied Therapeutics: The Clinical Use of Drugs (APPLIED THERAPEUTICS (KODA-KIMBLE)) Applied Biopharmaceutics & Pharmacokinetics, Sixth Edition (Shargel, Applied Biopharmaceutics & Pharmacokinetics) Elementary Stochastic Calculus With Finance in View (Advanced Series on Statistical Science & Applied Probability, Vol 6) (Advanced Series on Statistical Science and Applied Probability) ADD/ADHD Drug Free: Natural Alternatives and Practical Exercises to Help Your Child Focus

[Dmca](#)