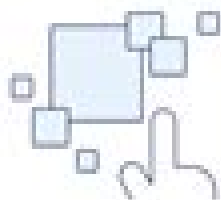


# Focus group

Research method that brings together a small group of people to answer questions in a moderated setting

1



Choose a topic

2



Define research scope and hypotheses

3



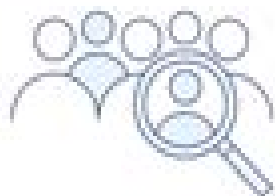
Determine your focus group questions

4



Select a (co-)moderator

5



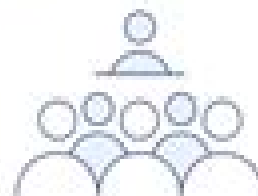
Recruit your participants

6



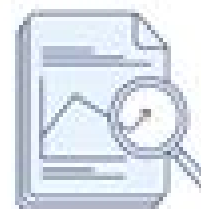
Set up your focus group

7



Host your focus group

8



Analyze the data and report the results

# Manual For The Use Of Focus Groups

**Richard A. Krueger**



## Manual For The Use Of Focus Groups:

*A Manual for the Use of Focus Groups* Susan Dawson, Lenore Manderson, Veronica L. Tallo, 1993      **Focus Groups** Richard A. Krueger, 2014-08-14 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 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      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      *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      *The Focus Group Research Handbook* Holly Edmunds, 2000-05-22 The *Focus Group Research Handbook* is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies and comprehensively outlines the steps you ll need to follow to implement and then analyze focus group research From designing research vendor questionnaires to selecting an effective moderator from analyzing results to turning those results into workplace gains this book will provide you with all the tools and tips you ll need to simplify the focus group process      The Focus Group Guidebook David L. Morgan, Richard A. Krueger, Jean A. King, 1998 The *Focus Group Guide* book is part of the six volume *Focus Group Kit* which offers the information needed to conduct a state of the art focus group from the initial planning stages through to analysing and reporting the data      **Focus Groups** Gloria E. Bader, Catherine A. Rossi, 1998      **The Power of Focus Groups** Janet Mancini Billson, 2007 A practical and applied approach to focus group research that will help neophyte and experienced

researchers plan conduct and report the findings from focus groups The Power of Focus Groups is rooted firmly in social science theory and research design Each chapter emphasizes conducting high quality focus groups that produce good data rather than interesting information that may be distorted because of design and moderation flaws The manual follows the natural flow of focus group research and includes chapters on communicating in groups and special topics as well You will find sample materials for each stage of the research process in the Appendix at the end of the report A bibliography provides resources for further reading and research

**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

**Handbook of Qualitative Research in Education** Sara Delamont,2012-01-01 The Handbook of Qualitative Research in Education offers both basic and advanced discussions of data collection analysis and representation of all the best qualitative methods used in educational research It contains four comprehensive yet concise sections on perspectives settings data collection and data analysis and representation Authors from North America Europe Australia and New Zealand contribute to a wide ranging and provocative Handbook that will inspire novice researchers and re invigorate experienced scholars Its 44 well documented chapters will serve academics and graduate students in educational research across all sectors of education from pre school to graduate school and all settings from formal to non formal

*Conducting Focus Groups* Janet Mancini Billson,1994 *From Their Lives* Helen D. Ward,2002

**The Power of Focus Groups** Janet Mancini Billson,Group Dimensions,2000-09-01 A practical and applied approach to focus group research that will help neophyte and experienced researchers plan conduct and report the findings from focus groups The Power of Focus Groups is rooted firmly in social science theory and research design Each chapter emphasizes conducting high quality focus groups that produce good data rather than interesting information that may be distorted because of design and moderation flaws The manual follows the natural flow of focus group research and includes chapters on communicating in groups and special topics as well You will find sample materials for each stage of the research process in the Appendix at the end of the report A bibliography provides resources for further reading and research

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**Handbook of Interview Research** Jaber F. Gubrium, James A. Holstein, 2002 The Handbook of Interview Research is the most ambitious attempt yet at examining the place of the interview in contemporary society Interviewing is the predominant mode of research in the social sciences It is also the stock in trade of information seekers in organizations and institutions of all kinds as well as in the mass media Across the board interviews provide today's leading window on the world of experience The Handbook offers a comprehensive examination of the interview at the cutting edge of information technology Drawing upon leading experts from a wide range of professional disciplines this book addresses conceptual and technical challenges that confront both academic researchers and interviewers with more applied goals From interview theory to the nuts and bolts of the interview process the coverage is impressively broad and authoritative The Handbook of Interview Research is both encyclopedic and thematic As an encyclopedia it provides extensive discussions of the methodological issues now surrounding interview practice offering a multi faceted assessment of what has become the method of choice for obtaining personal information in today's society But the Handbook also is a story which spins a particular tale of interviewing one that moves from the commonly recognized individual interview to what is called the interview society The gist of the presentation is that we can no longer regard the interview as simply an instrument for gathering data but must now also view it an integral part of society

**The Practical Handbook and Guide to Focus Group Research** Thomas L. Greenbaum, 1988

**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      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      Savvy Decision Making Madhavi Jayanthi, Janet S. Nelson, 2002 Because of its comprehensive scope this guidebook can be a single tool for designing and implementing focus groups in schools Patricia A All Assistant Superintendent Olathe District Schools Olathe KS This work provides an extremely detailed overview and a most thorough examination of focus groups The depth and clarity of content is truly astounding I found myself time and again thinking Goodness they have thought of everything This is truly an amazing resource for anyone using or thinking of using focus groups for any sort of decision making in educational organizations Rick Keaster Chair Department of Educational Leadership Research University of Southern Mississippi A practical how to guide for using focus groups to help make important school decisions Focus groups of parents students community members or teachers can be an effective means of gaining support for school decisions modifying programs gathering constituent feedback and conducting research Savvy Decision Making contains the practical easy to implement steps you need to design and run an effective focus group as well as solid advice on how to analyze and report the information that emerges Researchers and lecturers Madhavi Jayanthi and Janet S Nelson cover all the basics including Using focus groups in the decision making process Selecting a moderator Determining what types of participants you need Scheduling focus groups Recruiting participants Developing a focus group guide Moderating the group Analyzing and reporting the findings Educational examples guidelines and a simple step by step process provide administrators with everything they need to use focus groups a powerful qualitative research tool

**Moderating Focus Groups** Richard A. Krueger, Jean A. King, 1998 This volume is indispensable for those who want to improve their focus group moderating skills Based on years of experience in moderating and training others to moderate Richard Krueger offers tips and sound advice on how to gain expertise in leading focus groups The book is an easy to read overview of critical skills needed by moderators the various approaches that successful moderators use and strategies for handling difficult situations Beginners will find an invaluable guide and the more experienced will discover tips and strategies for honing their skills

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