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Guide (This Changed  
My Life) Focus Groups  
A Practical Guide

This updated edition of  
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Practical Guide for  
Applied Research walks  
readers step by step  
through the "how-tos"  
of conducting focus  
group research. Using  
an engaging,

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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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suggested focus group  
questions that help  
students construct  
quality questions that  
engage participants

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the bestselling Focus  
Groups: A Practical  
Guide for Applied  
Research offers an easy-  
to-ready overview of

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sound focus group practices. Authors Richard A. Krueger & Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews.

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the standard for learning  
how to conduct a focus  
group. This highly

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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.

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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

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guide - National  
Federation of ...

The focus group uses  
standard principles of  
group dynamics and  
relies on orthodox  
principles of research  
design to achieve  
legitimacy and validity.  
Conducting focus  
groups is an ideal  
opportunity for

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sociologists to practice  
their profession and to  
make data-driven  
recommendations for  
political, social, eco-

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focus groups is  
suggested, which  
includes a consideration  
of when focus groups  
are preferred over one-

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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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Moderating focus

groups: A practical  
guide for group  
facilitation Thousand

Oaks, CA: SAGE

Publications, Inc. doi:  
10.4135/978148332852

2 Greenbaum, Thomas  
L.. Moderating Focus  
Groups: A Practical  
Guide for Group  
Facilitation .

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Groups: A Practical  
Guide ...

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

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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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Krueger, R. A. (1994).  
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Abstract This article  
guides readers through  
the decisions and  
considerations involved  
in conducting focus-  
group research  
investigations into  
students' learning  
experiences. One  
previously published  
focus-group study is

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used as an illustrative  
example, along with  
other examples from the  
field of pedagogic  
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plástico 17 diciembre  
2008. de Richard A.  
Krueger (Autor), Mary  
Anne Casey (Autor) 4,6  
de 5 estrellas 12  
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Powell et al define a focus group as. a group of individuals selected and assembled by researchers to discuss and comment on, from personal experience, the topic that is the subject of the research. (1996: 499) Focus groups are a form of group interviewing but it is important to distinguish between the two.

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Social Research Update  
19: Focus Groups  
Krueger, R.A. (1988)

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Krueger, R.A. (1988)  
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A focus group is a small-  
group discussion guided

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by a trained leader. It is used to learn more about opinions on a designated topic, and then to guide future action.

Section 6. Conducting  
Focus Groups -  
Community Tool Box  
Overview This updated  
edition of Focus  
Groups: A Practical  
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Research walks readers

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step by step through the  
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