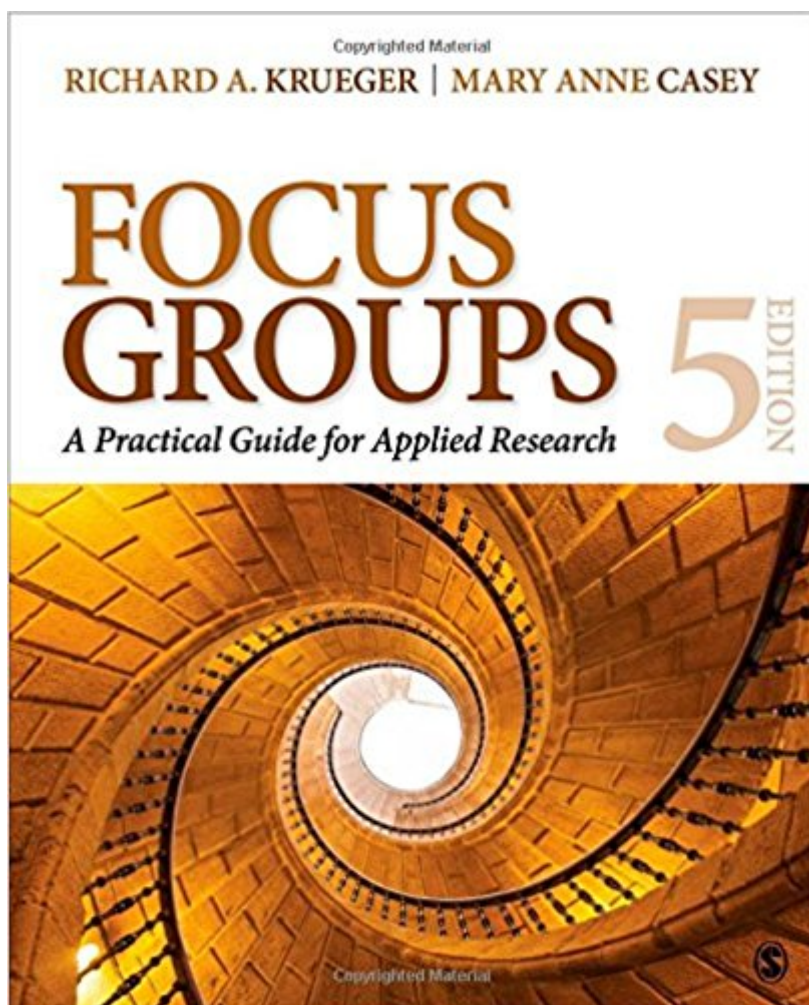


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Focus Groups: A Practical Guide For Applied Research



Synopsis

This updated edition of *Focus Groups: A Practical Guide for Applied Research* walks readers step by step through the "how-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

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Customer Reviews

Krueger and Casey's book does a magnificent job of incorporating both theoretical and practical

approaches to the study of focus groups. This book makes sense to students, academics, and practitioners. It is the only hands-on book which explores the process of focus group research.--Theresa Carilli"An excellent "focused" book on focus groups - anyone who reads this book can pretty much kickstart their own focus group research.--Aditya Simha"An excellent 'focused' book on focus groups - anyone who reads this book can pretty much kickstart their own focus group research."--Aditya Simha, University of Wisconsin - Whitewater"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-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.-

"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)"An excellent "focused" book on focus groups - anyone who reads this book can pretty much kickstart their own focus group research." (Aditya Simha, University of Wisconsin - Whitewater)

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.

Theory and practice are sound,, however this now a bit dated technology wise, all they talk about is telephone conference calls which is now really outdated.

Well written, easy to read with expert advice and many practical tips and no immediate need to

extend further. However, I would appreciate a few more examples about the art of coding as well as scientific foundations for the advice given.

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.

Very helpful guide with great examples and practical info. Richard Krueger does it again!

Great book on conducting focus groups. A must for organizations looking into this methodology.

Good solid research book. My student is finding it helpful as his team prepares to do some focus groups for their class project.

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