



4th edition

FOCUS GROUPS

A Practical Guide for Applied Research

Richard A. **Krueger**
Mary Anne **Casey**

A Practical Guide For Applied Research

A Loxley



A Practical Guide For Applied Research:

Focus Groups Richard A. Krueger, Mary Anne Casey, 2009 The Fourth Edition of the bestselling Focus Groups A Practical Guide for Applied Research offers an easy to ready overview of 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 The process depicted is unbiased non judgmental and is respectful of all views It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders customers and employees This book cuts through the theory and gives hand on advice to those who are seeking to actually conduct a focus group It is most helpful for conducting focus groups for research or evaluation with public non profit educational health human service and religious organizations Key Features Offers the latest on telephone and Internet focus groups Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results Gives solid information on organizational focus groups Presents ways on how to recruit participants to the focus group Contains a number of practical tips that actually work It is written for the person who has to plan recruit develop questions moderate analyze and report the results Incorporates icons throughout the book that offer tips examples additional resources and others bits of practical information Intended Audience This book is appropriate for a variety of research methods and evaluation courses in departments such as education sociology political science journalism business marketing public administration and public health

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, Mary Anne Casey, 2000-04-26 I read this book in a single sitting It is written in an enthusiastic helpful and clear style that held my attention and made me want to read what came next I shall read it again in a single sitting probably more than once For it offers common sense advice about planning and running focus groups which I will want to revisit British Journal of Education Technology The Third Edition of the standard for learning how to conduct a focus group contains a new chapter

comparing and contrasting market research academic nonprofit and participatory approaches to focus group research expanded descriptions on how to plan focus group studies and do the analysis including step by step procedures examples of questions that ask participants to do more than just discuss and suggestions on how to answer questions about your focus group research

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

Applied Research Design Terry Elizabeth Hedrick, Leonard Bickman, Debra J. Rog, 1993-01-11 The Terry E Hedrick Leonard Bickman and Debra J Rog text provides a framework for designing research that is adaptable to almost any applied setting and constantly reiterates the need for establishing and maintaining credibility with the client at each level of the research process Although the applied research book is a practical guide suitable to accompany any thorough applied design textbook it does a comprehensive job of presenting the distinction between basic and applied research It introduces many topics found in the general methodology textbooks This overlap will help students to feel comfortable in using the general skills in a more specific and complex manner

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Focus Groups Richard A. Krueger, 1998 *Focus Group* R. A. Kruger, FOCUS GROUPS: A PRACTICAL GUIDE FOR APPLIED RESEARCH. 2D ED. Richard A. Krueger, 1994 *Focus Groups*, 1991 Focus groups have been a mainstay in private sector marketing research More recently public sector organizations are beginning to discover the potential of this procedure Educational and nonprofit organizations have traditionally used face to face interviews and questionnaires to get information Unfortunately these popular techniques are sometimes inadequate in meeting information needs of decision makers The focus group is unique from these other procedures it allows for group interaction and greater insight into why

certain opinions are held Focus groups can improve the planning and design of new programs provide means of evaluating existing programs and produce insights for developing marketing strategies This book is intended to provide assistance in using focus groups to obtain information that will be helpful to decision makers HAND BOOK ON RESEARCH METHODOLOGY A PRACTICAL GUIDE FOR DOING RESEARCH Dr.N.V.SREEDHARAN, Dr. A.S. AMBILY,

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