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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 used as an illustrative example, along with other examples from the field of pedagogic research in geography higher education.

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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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