

# The Focus Group Interview Technique

Focus Groups  
 Field Methods for Academic Research: Interviews, Focus Groups and Questionnaires 3rd Edition  
 Qualitative Consumer and Marketing Research  
 Semi-structured Interviews and Focus Groups  
 Focus Group Discussions  
 The Asian Perspectives and Practices  
 The Focus Group Guidebook  
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*The Focus Group Interview Technique*

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## PATRICK KIRK

[Focus Groups](#) Springer

In this book the authors describe the specific steps to take in order to conduct focus groups in education and psychological settings. The reader is shown how to prepare for a focus group, create a moderator's guide and analyse the results.

[Field Methods for Academic Research: Interviews, Focus Groups and Questionnaires 3rd Edition](#) SAGE

This book provides comprehensive coverage of the numerous methods used to characterise food preference. It brings together, for the first time, the broad range of methodologies that are brought to bear on food choice and preference. Preference is not measured in a sensory laboratory using a trained panel - it is measured using consumers by means of product tests in laboratories, central locations, in canteens and at home, by questionnaires and in focus groups. Similarly, food preference is not a direct function of sensory preference - it is determined by a wide range of factors and influences, some competing against each other, some reinforcing each other. We have aimed to provide a detailed introduction to the measurement of all these aspects, including institutional product development, context effects, variation in language used by consumers, collection and analysis of qualitative data by focus groups, product optimisation, relating preference to sensory perception, accounting for differences in taste sensitivity between consumers, measuring how attitudes and beliefs determine food choice, measuring how food affects mood and mental performance, and how different expectations affect sensory perception. The emphasis has been to provide practical descriptions of current methods. Three of the ten first-named authors are university academics, the rest are in industry or research institutes. Much of the methodology is quite new, particularly the repertory grid coupled with Generalised Procrustes Analysis, Individualised Difference Testing, Food and Mood Testing, and the Sensory Expectation Models.

[Qualitative Consumer and Marketing Research](#) SAGE Publications

[Encyclopedia of Survey Research Methods](#) SAGE Publications

[Semi-structured Interviews and Focus Groups](#) Cambridge University Press

Volume 5 of the Focus Group Kit is absolutely essential for those who need to teach others how to conduct focus group interviews, particularly non-researchers within a community. The book includes countless tips, advice and exercises.

[Focus Group Discussions](#) SAGE

The Understanding Research series focuses on the process of writing up social research. The series is broken down into three categories: Understanding Statistics, Understanding Measurement, and Understanding Qualitative Research. The books provide researchers with guides to understanding, writing, and evaluating social research. Each volume demonstrates how research should be represented, including how to write up the methodology as well as the research findings. Each volume also reviews how to appropriately evaluate published research. Focus Group Discussions addresses the challenges associated with conducting and writing focus group research. It provides detailed guidance on the practical and theoretical considerations in conducting focus group discussions including: designing the discussion guide, recruiting participants, training a field team, moderating techniques and ethical considerations. Monique Hennink describes how a methodology section is read and evaluated by others, such as journal reviewers or thesis advisors. She provides readers with guidance on specific aspects of presenting research findings, such as structuring narrative accounts, developing an argument, using quotations, reporting focus group interaction, visual presentation formats, and strategies for grounding study results. She describes the challenges in assessing focus groups and details practical strategies for assessing scientific rigor. The book includes case study examples of field research across a range of disciplines and international contexts. Hennink concludes the volume with an overview of current debates relating to the

evaluation of qualitative research, suggesting ways to critique the research design, methodology and results of focus group research.

[The Asian Perspectives and Practices](#) Routledge

The research methods described and illustrated in this book are those particularly useful to the field of clinical and health psychology and cover both qualitative and quantitative approaches.

[The Focus Group Guidebook](#) Oxford Handbooks

This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia, as well as approaches to research with extended viewpoints and case studies on the specific research practices, identifying the distinctive characteristics and conditions of the Asian market. Starting with an introduction and a rationale for qualitative consumer and marketing research, which discuss interpretive research perspectives and key qualitative research traditions underlying the research, it then elaborates on research design, formulating research directions, research questions, research methods, research validity and reliability, as well as research ethics. The book goes on to cover various key data-collection techniques, such as interviews, focus groups, observation and ethnography, online observation and netnography, and other alternative tools like projective techniques, autodriving and diaries. These include design of research setting (samples and sampling strategy, context, time) and research procedures (from entry to access and completion of the research project) with resources planning. In addition, the book also addresses data analysis and interpretation as well as presentation, dissemination, and sharing of research results through both academic and practical courses. Lastly, it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies.

[Principle and Practice](#) Chandos Publishing

Focus Groups: From Structured Interviews to Collective Conversations is a conceptual and practical introduction to focus group. As the title indicates, focus groups traditionally encompass a wide range of discursive practices. These span from formal structured interviews with particular people assembled around clearly delimited topics to less formal, open-ended conversations with large and small groups that can unfold in myriad and unpredictable ways. Additionally, focus groups can and have served many overlapping purposes—from the pedagogical, to the political, to the traditionally empirical. In this book, focus groups are systematically explored; not as an extension or elaboration of interview work alone, but as its own specific research method with its own particular affordances. This book comprehensively explores: The nature of focus groups Political and activist uses of focus groups Practical ways to run a successful focus group Effective analysis of focus group data Contemporary threats to focus groups Focus Groups: From Structured Interviews to Collective Conversations is essential reading for qualitative researchers at every level, particularly those involved in education, nursing, social work, anthropology, and sociology disciplines.

[Data Collection Methods](#) Encyclopedia of Survey Research Methods

Explains how field research contributes value to political science by exploring scholars' experiences, detailing exemplary practices, and asserting key principles.

[Focus Groups as Qualitative Research](#) SAGE Publications

This is the first book to systematically address the issues, practical wisdom and problems in conducting focus groups. Written by an interdisciplinary group of scholars, this well-integrated collection of articles represents the state-of-the-art in focus group applications. It covers the basic principles of when and how to use focus groups, the applicability of focus group interviews to survey research and other methods, general issues in the use of focus groups, the specific problems of focus groups with different populations or settings and an agenda for future development of the method.

[Moderating Focus Groups](#) Rand Corporation

What is Online Research? is a straightforward, accessible introduction to social research online. The book covers the key issues and concerns, with sections on design, ethics and good practice. It will be

key reading for social scientists of all levels.

[Encyclopedia of Survey Research Methods](#) SAGE

Asking the right questions is critical in focus group interviewing. This book describes a practical process for identifying powerful themes and then offers an easy-to-understand strategy for translating those themes into questions. Richard 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. For example, he suggests 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 easier by outlining a process and offering many examples.

[Basic and Advanced Focus Groups](#) A&C Black

This book critically examines the potential of, and suggests ways forward in, harnessing a versatile and powerful method of research - focus groups. The book challenges some of the emerging orthodoxies and presents accessible, insightful and reflective discussions about the issues around focus group work. The contributors, an impressive group of experienced researchers from a range of disciplines and traditions, discuss different ways of designing, conducting and analyzing focus group research. They examine sampling strategies; the implications of combining focus groups with other methods; accessing views of 'minority' groups; their contribution to participatory or feminist research; use of software packages; discourse anal

[What is Qualitative Interviewing?](#) SAGE

While there are many books that address focus groups, most are directed at business and marketing. This book differs by demonstrating the specific steps necessary to conduct focus groups in educational and psychological settings. Using numerous examples, the authors show how to prepare for a focus group, create a moderator's guide, select a setting and analyze results. In addition, there is a chapter on focus groups with children and adolescents. Each chapter contains procedural tables as well as applications for performing 'trial runs' of the techniques discussed.

[The Oxford Handbook of Qualitative Research in American Music Education](#) SAGE

There is an increasing divergence of focus group practice between social researchers and commercial market researchers. This book addresses the key issues and practical requirements of the social researcher, namely: the kinds of social research issues for which focus groups are most and least suitable; optimum group size and composition; and the designing of focusing exercises, facilitation and appropriate analysis. The authors use examples, drawn from their own focus groups research experience, and provide exercises for further study. They address the three main components of composition, conduct and analysis in focus group research and also acknowledge the increasing impact the Internet has had on social research by cover

[A Practical Guide for Applied Research](#) Cambridge University Press

'This clearly written and user-friendly book is ideal for students or researchers who wish to get a basic, but solid grasp of a topic and see how it fits with other topics. By following the links a student can easily and efficiently build up a clear conceptual map of social research' - Malcolm Williams, Reader in Sociology, Cardiff University 'This is a really useful book, written in an accessible manner for students beginning their study of social research methods. It is helpful both as an introductory text and as a reference guide for more advanced students. Most of the key topics in methods and methodology are covered and it will be suitable as a recommended text on a wide variety of courses' - Clive Seale, Brunel University At last, an authoritative, crystal-clear introduction to research methods which really takes account of the needs of students for accessible, focused information to help with undergraduate essays and exams. The key concepts discussed here are based on a review of teaching syllabi and the authors' experience of many years of teaching. Topics range over qualitative and quantitative approaches and combine practical considerations with philosophical issues. They include several new topics, like internet and phone polling, internet

searches, and visual methods. Each section is free-standing, can be tackled in order, but with links to other sections to enable students to cross-reference and build up a wider understanding of central research methods. To facilitate comprehension and aid study, each section begins with a definition. It is followed by a summary of key points with key words and guides to further reading and up-to-date examples. The book is a major addition to undergraduate reading lists. It is reliable, allows for easy transference to essays and exams and easy to use, and exceptionally clearly written for student consumption. The book answers the needs of all those who find research methods daunting, and for those who have dreamt of an ideal introduction to the subject.

[Advancing the State of the Art](#) SAGE

The extensively revised edition of the best-selling Focus Groups as Qualitative Research continues to provide an excellent guide for researchers across the disciplines. Reflecting the many changes that have occurred in the study of focus groups in recent years, the book begins with an updated introduction offering a discussion of current social science approaches to focus groups. Expanded coverage on the comparison of focus groups to individual interviews follows, and there is more material on the strengths and weaknesses of focus groups. The section on self-contained focus groups has also been expanded. Subsequent chapters have been revised to include examples from social scientists who have established their own practices and methodological research on focus groups. In conclusion, the author offers future directions and references that take into account the explosive growth of focus groups as a research tool for all social scientists.

[Ask a Manager](#) SAGE

This unique text provides a comprehensive framework for creating, managing, and interpreting qualitative research studies that yield valid and useful information. Examples of studies from a wide range of disciplines illustrate the strengths, limitations, and applications of the primary qualitative methods: in-depth interviews, focus group discussions, ethnography, content analysis, and case study and narrative research. Following a consistent format, chapters show students and researchers how to implement each method within a paradigm-neutral and flexible Total Quality Framework (TQF) comprising four interrelated components: Credibility, Analyzability, Transparency, and Usefulness. Unlike other texts that relegate quality issues to one or two chapters, detailed discussions of such crucial topics as construct validity, interresearcher reliability, researcher bias, and verification strategies are featured throughout. The book also addresses applications of the TQF to the writing, review, and evaluation of qualitative research proposals and manuscripts.

**Pedagogical Features** \*Summary tables that highlight important content, such as the application of a method to vulnerable or hard-to-reach populations. \*Case studies that illustrate TQF standards in practice for each method. \*Guidelines for effective documentation (via thick descriptions) of each type of study. \*End-of-chapter discussion topics, exercises, and suggested further reading and Web resources. \*Chapters open with a preview and close with a bulleted summary of key ideas.

\*Extensive glossary.

[What is Online Research?](#) SAGE Publications

How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

"O'Reilly Media, Inc."

This practical book contains over 100 different speaking exercises, including interviews, guessing games, problem solving, role play and story telling with accompanying photocopyable worksheets.

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