

## Focus Groups A Practical Guide For Applied Research

Undertaking qualitative research in psychology can seem like a daunting and complex process, especially when it comes to selecting the most appropriate approach for your project or assignment. This book, written and edited by a world-leading group of academics and researchers, offers an accessible, critical and practical way into qualitative research in psychology. Each chapter provides a detailed, step-by-step guide to using a qualitative research method – from Conversation Analysis or Focus Groups to Interpretative Phenomenological Analysis or Narrative Psychology. Whatever approach you choose to take, this book will ensure you get it right from the start. New to this Third Edition: A chapter on Thematic Analysis A section on how to choose and select the most appropriate method for your project

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

You don't need a tweed jacket to be a researcher—in thousands of schools across North America, practising teachers conduct studies on best practices, alternative approaches, and effective learning strategies. Classroom teachers have experiences and opportunities unavailable to researchers in a university setting, and action research—site-based, teacher-conducted research—can have a valuable impact on the educational community. Yet many teachers don't see their work as real research, and many other teachers have great ideas for research projects but don't know where to begin. For these teachers, *Engaging in Action Research* demystifies the world of educational research and provides support, guidance, and encouragement. From creating a research plan to reporting findings, this book provides step-by-step instructions to help teachers conduct research projects in the classroom, using strategies that work. Get ready to investigate, analyze, and share!

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. Volume 3 of this series describes a practical process for identifying powerful themes, & offers a clear strategy for translating these themes into questions. It also makes the process of developing good questions a practical proposition. 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.

A concise, practical introduction to planning and organizing successful focus groups, exploring the advantages and limitations of this method.

The Focus Group Guide book is part of the six-volume Focus Group Kit, which offers the information needed to conduct a state-of-the-art focus group, from the initial planning stages through to analysing and reporting the data.

The Fourth Edition of the bestselling Focus Groups: A Practical Guide for Applied Research offers an easy-to-read 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.

This book is the road map to proficiency and development in the field of qualitative

research. Borrowing from a wealth of experience teaching introductory qualitative research courses, author Kakali Bhattacharya lays out a dynamic program for learning different paradigms of inquiry, empowering students to recognize the convergence of popular research methodologies as well as the nuances and complexities that set each of them apart. Her book: supplements the readings and activities in a qualitative methods class, exposing students to the research process and the dominant types of qualitative research; introduces a variety of theoretical perspectives in qualitative research, including positivism and postpositivism, interpretivism, feminism, symbolic interactionism, phenomenology, hermeneutics, critical theory, and Critical Race Theory; identifies and summarizes the three dominant methodological approaches in qualitative research: narrative inquiry, grounded theory, and ethnography; provides interactive activities and exercises to help students crystallize their understanding of the different topics in each chapter.

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.

Designed specifically for the needs of the focus group moderator, this comprehensive guide covers everything from pre-session participant recruitment to post-session reporting. In addition, the author includes a wealth of advanced and new techniques, such as those for managing group dynamics, energizing a tired group, projective techniques, personality association and position fixing. Extremely practical and well-written, the book includes chapter summaries and a helpful glossary.

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

In highlighting the unique features of focus groups, Cyr explains how they can help social science researchers effectively answer certain research questions.

Planning Focus Groups is part of the six-volume Focus Group Kit, which offers the information needed to conduct a state-of-the-art focus group, from the initial planning stages through to analysing and reporting the data.

A practical and authoritative guide to conducting focus group discussions in health and social science research, with particular emphasis on using focus groups in developing

country settings. Monique M. Hennink describes the procedures and challenges of each stage of international focus group research. This book demonstrates how to balance scientific rigour with the challenges of the research context, and guides readers to make informed research decisions. It includes unique field perspectives and case study examples of research in practice. Topics covered include: planning international field research; developing a fieldwork timetable and budget; seeking research permissions; translating research instruments; training a field team; developing a culturally appropriate discussion guide; participant recruitment strategies; conducting focus groups in another language; managing discussions in outdoor locations; group size and composition issues; transcription and translation of the group discussions; data analysis and reporting focus group research.

Basic and Advanced Focus Groups illustrates both the different types of focus groups and how to decide among those options in order to produce the most effective focus groups possible. A variety of approaches to doing research with focus groups gives readers the tools to develop and examine their research designs, starting with the basics. Advanced coverage in each chapter takes an in-depth look at topics such as moderating focus groups, using mixed methods, and working with different sizes of groups. By taking a practical, applied approach, the author gives even novice students the knowledge and confidence to design and conduct effective focus group research, while simultaneously providing more advanced researchers with the tools and knowledge to refine their current practices.

Is there more to qualitative data collection than face-to-face interviews? Answering with a resounding 'yes', this book introduces the reader to a wide array of exciting and novel techniques for collecting qualitative data in the social and health sciences. *Collecting Qualitative Data* offers a practical and accessible guide to textual, media and virtual methods currently under-utilised within qualitative research. Contributors from a range of disciplines share their experiences of implementing a particular technique, provide step-by-step guidance to using that approach, and highlight both the potential and pitfalls. From gathering blog data to the story completion method to conducting focus groups online, the methods and data types featured in this book are ideally suited to student projects and other time- and resource-limited research. In presenting several innovative ways that data can be collected, new modes of scholarship and new research orientations are opened up to student researchers and established scholars alike.

In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the *Encyclopedia of Survey Research Methods* presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint. Volume 4 of this series is indispensable for all wishing to improve their focus group moderating skills. This book provides an overview of critical skills needed by moderators, the skills moderators use, & strategies for handling difficult situations.

Focus Groups A Practical Guide for Applied Research SAGE

Providing a practical and step-by-step guide to collecting and managing qualitative data, this book focuses on the three most often used forms of qualitative methods: participant observation, in-depth interviews, and focus groups. Designed to be very applied, this textbook includes many checklists and tips for how to use each technique while doing research. It also includes numerous real-life examples and cases so that the reader will benefit from seeing the broader picture. *Collecting Qualitative Data: A Field Manual* is intended both for beginning

researchers and the more experienced research collector.

This accessible, practical 'how to' guide provides students with a step-by-step toolkit of the why, when and how of qualitative methods, for anyone studying qualitative research or doing a research project.

This updated second edition unpacks the discussions surrounding the finest qualitative methods used in contemporary educational research. Bringing together scholars from around the world, this Handbook offers sophisticated insights into the theories and disciplinary approaches to qualitative study and the processes of data collection, analysis and representation, offering fresh ideas to inspire and re-invigorate researchers in educational research.

This book provides readers with a detailed orientation to healthcare simulation research, aiming to provide descriptive and illustrative accounts of healthcare simulation research (HSR). Written by leaders in the field, chapter discussions draw on the experiences of the editors and their international network of research colleagues. This seven-section practical guide begins with an introduction to the field by relaying the key components of HSR. Sections two, three, four, and five then cover various topics relating to research literature, methods for data integration, and qualitative and quantitative approaches. Finally, the book closes with discussions of professional practices in HSR, as well as helpful tips and case studies. Healthcare Simulation Research: A Practical Guide is an indispensable reference for scholars, medical professionals and anyone interested in undertaking HSR.

'Strongly recommended as it provides a very useful overview of a range of methods, mainly textual, for exploring children's experiences. These accounts are placed well in the broader conceptual frameworks concerning both methodologies and ethical considerations' - Educational Review

How should the researcher approach the sensitive subject of the child? What are the ethical issues involved in researching children's experiences? In essays written by a collection of key, international authors, *Researching Children's Experience* addresses these questions, and examines up-to-date methodological and conceptual approaches to researching children. This book is a practical, comprehensive and interdisciplinary guide for advanced students and researchers, exploring a range of studies, and the theoretical and ethical motivations behind them. The book is divided into three coherent sections: - Conceptual, methodological and ethical issues in researching children's experiences. - Methods for conducting research with children. - The generation and analysis of text. *Researching Children's Experience* provides examples of how researchers from a variety of social science perspectives have set about carrying out research into children's experience. Useful to students embarking on a research project, and to experienced researchers wishing to explore new methods, Greene and Hogan's book is an essential addition to anyone doing research on children. It will be especially useful to those in developmental psychology, education, nursing and other disciplines interested in studying children's experience.

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.

Focus Group Methodology is an introductory text which leads readers through the entire process of designing a focus group study, from conducting interviews to analysing data and presenting the findings. It also includes discussions on cross-cultural and virtual focus group. Liamputtong presents clear, practical advice in simple terms which will be appropriate for undergraduate and postgraduate students who are undertaking research, making this an ideal starter text for anyone new to focus group research. Like her previous book, *Researching the Vulnerable*, Liamputtong's latest work pays close attention to research ethics and will also be of great interest to researchers who are working with different social groups - such as women, men, older people, children and ethnic groups - and anybody who is engaging in cross-cultural research. Illustrated with case studies and examples throughout, this is a perfect introduction to focus group methods for students and new researchers alike.

This practical, down-to-earth guide is for researchers, students, community groups, charities or employees - in fact anyone who needs to put together research projects quickly and effectively. It contains everything from developing your idea into a proposal, through to analysing data and reporting results. Whether you have to undertake a project as part of your coursework, or as part of your employment, or simply because you are fascinated by something you have observed and want to find out more, this book offers you advice on how to turn your ideas into a workable project. Specifically it will show you how to: - choose your research methods - choose your participants - prepare a research proposal - construct questionnaires - conduct interviews and focus groups - analyse your data - report your findings - be an ethical researcher

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.

Interest in implementation research is growing, largely in recognition of the contribution it can make to maximizing the beneficial impact of health interventions. As a relatively new and, until recently, rather neglected field within the health sector, implementation research is something of an unknown quantity for many. There is therefore a need for greater clarity about what exactly implementation research is, and what it can offer. This Guide is designed to provide that clarity. Intended to support those conducting implementation research, those with responsibility for implementing programs, and those who have an interest in both, the Guide provides an introduction to basic implementation research concepts and language, briefly outlines what it involves, and describes the many opportunities that it presents. The main aim of the Guide is to boost implementation research capacity as well as demand for implementation research that is aligned with need, and that is of particular relevance to health systems in low- and middle-income countries (LMICs). Research on implementation requires the engagement of diverse stakeholders and multiple disciplines in order to address the complex implementation challenges they face. For this reason, the Guide is intended for a variety of actors who contribute to and/or are impacted by implementation research. This includes the decision-makers responsible for designing policies and managing programs whose decisions shape implementation and scale-up processes, as well as the practitioners and front-line workers who ultimately implement these decisions along with researchers from different disciplines who bring expertise in systematically collecting and analyzing information to inform implementation questions. The opening chapters (1-4) make the case for why implementation research is important to decision-making. They offer a workable definition of implementation research and illustrate the relevance of research to problems that are often considered to be simply administrative and provide examples of how such problems can be framed as implementation research questions. The early chapters also deal with the conduct of implementation research, emphasizing the importance of collaboration and discussing the role of implementers in the planning and designing of studies, the collection and analysis of data, as well as in the dissemination and use of results. The second half of the Guide (5-7) detail the various methods and study designs that can be used to carry out implementation research, and, using examples, illustrates the application of quantitative, qualitative, and mixed-method designs to answer complex questions related to implementation and scale-up. It offers guidance on conceptualizing an implementation research study from the identification of the problem, development of research questions, identification of implementation outcomes and variables, as well as the selection of the study design and methods while also addressing important questions of rigor.

Publisher description

Online student resource material can be accessed under the 'Support Materials' tab at <https://www.routledge.com/9780367207939> Doing Academic Research is a concise, accessible, and tightly organized overview of the research process in the humanities, social sciences, and business. Conducting effective scholarly research can seem like a frustrating, confusing, and unpleasant experience. Early researchers often have inconsistent knowledge and experience, and can become overwhelmed – reducing their

ability to produce high quality work. Rather than a book about research, this is a practical guide to doing research. It guides budding researchers along the process of developing an effective workflow, where to go for help, and how to actually complete the project. The book addresses diversity in abilities, interest, discipline, and ways of knowing by focusing not just on the process of conducting any one method in detail, but also on the ways in which someone might choose a research method and conduct it successfully. Finally, it emphasizes accessibility and approachability through real-world examples, key insights, tips, and tricks from active researchers. This book is a highly useful addition to both content area courses and research methods courses, as well as a practical guide for graduate students and independent scholars interested in publishing their research.

Focus groups are the most used and abused qualitative marketing research method. Refocusing Focus Groups by Robert J. Morais lays out, in simple terms, the best practices for planning, designing, conducting, and interpreting focus groups. This book draws upon perspectives and techniques from psychology and anthropology, along with decades of the author's and other experts' experience. Refocusing Focus Groups will appeal to busy marketing, marketing research, and advertising professionals, students, and to anyone interested in consumer research.

This final volume of the Focus Group Kit offers an overview of important principles guiding focus group research, a systematic and verifiable analysis strategy, and multiple approaches and strategies for analysis.

Challenging the formality and idealized settings of conventional methods teaching and opting instead for a real world approach to social research, this book offers frank, practical advice designed to empower students and researchers alike. Theoretically robust and with an exhaustive coverage of key methodologies and methods the title establishes the cornerstones of social research. Examples reflect research conducted inside and outside formal university settings and range from the extremes of war torn countries to the complexities of school classrooms. Supported by a wealth of learning features and tools the textbook and website include: Video top tips Podcasts Full text journal articles Interviews with researchers conducting field research Links to external websites and blogs Student exercises Real world case studies

This concise guide covers all the practical skills that students need to work effectively in a group in higher and further education. Using a variety of interactive teaming activities, students can practice the main principles. A number of case-study and real-life examples are also included.

If you want to use interview methods in your research project but are not sure where to start, this book will get you up and running. With hands-on advice for every stage of the social research process, it helps you succeed in every step, from understanding interview research through to designing and conducting your study and working with data. The book: Discusses eight methods of interviewing in-depth, including semi-structured interviews, narrative interviews, focus groups and online interviews. Features over 75 case studies of real interview research from across the globe, including Australia, Canada, Germany, Norway, the Philippines and South Africa. Spotlights strategies for conducting ethical, inclusive research, including indigenous research approaches. Packed not only with learning features - including learning objectives, checklists of questions to ask yourself at every stage of your project, practical exercises

to help you put your learning into practice and further reading so you can broaden your knowledge - it is also supported by online resources such as annotated transcripts and videos of mock interviews to empower any social science student to use interview research methods with confidence.

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