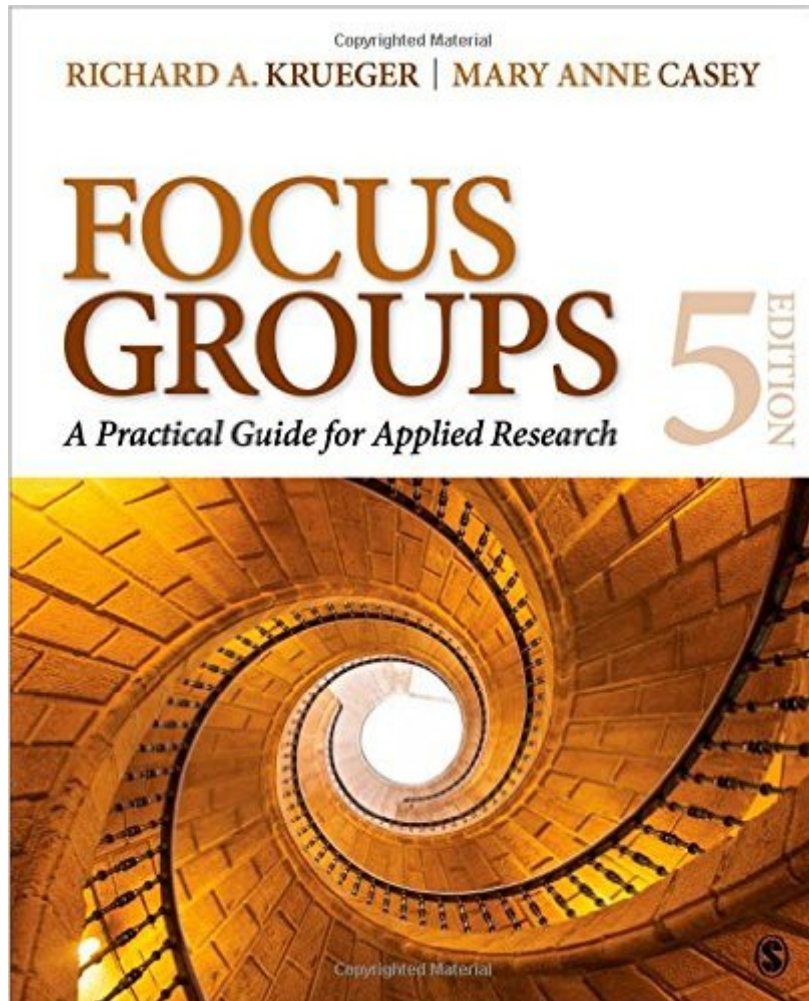


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Focus Groups: A Practical Guide For Applied Research



Synopsis

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

My dissertation chair suggested that I consider a focus study for my research. She suggested that I

find a text about focus groups and further went on to recommend a SAGE text on the subject. Well I hit the jackpot with this one. I sat down yesterday morning with trepidation-- however that feeling soon changed. This is a scholarly book that is entertaining. I am halfway through with it and will easily finish it today.

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.

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.

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