

# SUCCESSFUL FOCUS GROUPS

*Advancing the State of the Art*

**David L. Morgan**  
editor

A SAGE FOCUS EDITION

# Successful Focus Groups Advancing The State Of The Art

**Sharlene Nagy Hesse-Biber, Patricia  
Leavy**



## **Successful Focus Groups Advancing The State Of The Art:**

Successful Focus Groups David L. Morgan, 1993-04-19 Successful Focus Groups is a state of the art text on focus group research methods Successful Focus Groups is a well written document with clearly presented reasons why researchers should follow the guide lines presented Additionally this text is groundbreaking in its focus on topics that will advance knowledge of focus group research methods an improvement over prior treatises on focus groups Successful Focus Groups is clearly one of the most helpful treatises on focus group research this text will advance the quality of focus group research I recommend Successful Focus Groups to anyone interested in learning about doing focus group research Susan A Stearns in Qualitative Studies in Education There is original material and the overall breadth and ease of presentation of the material make this the most comprehensive and readable book produced so far on the subject In many of the chapters examples from actual studies are used to illustrate the basics or discuss particular issues involved in the approach This grounding of the discussion is particularly appealing Contemporary Sociology This book systematically addresses the issues practice wisdom and problems in conducting focus groups It is an integrated collection of articles representing 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 Bulletin de Methodologie Sociologique Anyone who is considering using focus group interviews as a tool in social science research or as a means to develop and validate another research methodology will find this text quite useful This well written and edited text offers practical advice methodologic considerations and actual examples of how to plan conduct and analyze focus group research It offers a practical discussion on the uses and limitations of focus group interviews as a research tool Journal of Nutrition Education While various books introduce the basics of focus groups Successful Focus Groups is the first volume to systematically address the issues practice wisdom and problems in conducting focus groups from the perspective of those who have done the most work using these methods in social science settings The result is a well integrated collection of articles that represents the state of the art in focus group applications written by a knowledgeable interdisciplinary group of scholars The chapters cover 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 Authoritative and readable this volume is essential reading for social scientists now using or contemplating focus groups in their research and a useful practical text for students of research methods      **Successful Focus Groups** ,1993      **Doing Focus Groups** Rosaline Barbour, 2008-03-05 Focus groups are an ever popular method for collecting qualitative data in the social sciences Doing Focus Groups provides practical advice on planning and organizing successful groups Rose Barbour discusses the advantages

and limitations of using group discussion and demonstrates effective methods for collecting and analysing data

*Developing Focus Group Research* Jenny Kitzinger, Rosaline Barbour, 1999-02-22 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

*The Practice of Qualitative Research* Sharlene Nagy Hesse-Biber, Patricia Leavy, 2006 Covering all the key mainstream qualitative methods this book offers candid wisdom tips from leading researchers that will help students with the process of completing a successful research project

*The Perspectives of People with Dementia* Heather Wilkinson, 2002 The text focuses on projects which have taken different approaches to working with people with dementia in research including examining the process of interviewing people with dementia whose first language is not English and encouraging people with dementia to participate in the research analysis

*Focus Groups Revisited* Deanna J. Trakas, 2008 This book brings together a collection of articles about performing focus groups with 7 to 11 year old children All of the contributions were written by members of a multidisciplinary project which took place in six study sites in Europe and investigated children s experiences with their asthma The text can be used as a handbook for children s focus groups It also presents an anthropological perspective to serve as a critical commentary on the processes which occur when focus groups are taken out of their native terrain and used in new social collectivities

**Health Care Evaluation** Smith, Sarah, Sinclair, Don, Raine, Rosalind, 2005-11-01 No nation can afford to provide all the health care that its population wants Countries can however ensure they obtain the greatest benefit from those resources available for health care Evaluation of health care can help determine which services should be provided and how they should best be organized and delivered This book analyses health care interventions from specific treatments to whole delivery systems in terms of four key dimensions Effectiveness Efficiency Humanity Equity

*Peacebuilding and Ex-Combatants* Johanna Söderström, 2014-12-17 The book examines how ex combatants in post war and peacebuilding settings engage in politics as seen in the case of Liberia The political mobilization of former combatants after war is often perceived as a threat ultimately undermining the security and stability of the state This book questions this simplified view and argues that understanding the political voice of former combatants is imperative Their post war role is not black and white they are not just bad or good citizens but rather engage in multiple political roles spoilers victims disengaged beneficiaries as well as motivated and active citizens By looking at the political attitudes and values of former combatants and their understanding of how politics functions the book sheds new light on the political reintegration of ex

combatants It argues that political reintegration needs to be given serious attention at the micro level but also needs to be scrutinized in two ways first through the level of political involvement which reflects the extent and width of the ex combatants voice Second in order to make sense of political reintegration we also need to uncover what values and norms inform their political involvement The content of their political voice is captured through a comparison with democratic ideals Based on interviews with over 100 Liberian ex combatants the book highlights that their relationship with politics overall should be characterized as an expression of a politics of affection This book will be of much interest to students of peacebuilding African politics democratization political sociology conflict resolution and IR Security Studies in general

**Research Methods in Psychology** Glynis M Breakwell,Jonathan A Smith,Daniel B Wright,2012-04-20 Research Methods in Psychology has been substantially revised in its fourth edition Continuing to offer enviable coverage of the research methods that psychology students at intermediate levels need to cover in their course the textbook has now been broadened to cover the full suite of beginner level research methods too The result is extensive coverage of psychological methods both quantitative and qualitative and a textbook that will serve students perfectly from day one in their course at university Research Methods in Psychology in its fourth edition includes Extended statistical coverage including new chapters on Descriptive Statistics Inferential Statistics ANOVA Regression and Correlation and Latent Variable Models Further New Chapters on Content Analysis and Writing up your Research New introductory sections placing each method in context and showing students how they relate to the bigger real world picture Intuitive structure and visual layout makes the book easy to navigate so you can quickly find the content you need This textbook is ideal for beginner and intermediate level psychological research methods students worldwide Visit the Research Methods in Psychology companion website [www.sagepub.co.uk/breakwell4e](http://www.sagepub.co.uk/breakwell4e) to take advantage of additional resources for students and lecturers

**Researching Language Teacher Cognition and Practice** Roger Barnard,Anne Burns,2012-09-04 This book presents a novel approach to discussing how to research language teacher cognition and practice An introductory chapter by the editors and an overview of the research field by Simon Borg precede eight case studies written by new researchers each of which focuses on one approach to collecting data These approaches range from questionnaires and focus groups to think aloud stimulated recall and oral reflective journals Each case study is commented on by a leading expert in the field JD Brown Martin Bygate Donald Freeman Alan Maley Jerry Gebhard Thomas Farrell Susan Gass and Jill Burton Readers are encouraged to enter the conversation by reflecting on a set of questions and tasks in each chapter

**Focus Group Methodology** Pranee Liamputtong,2011-03-11 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

Research Methods in Psychology Glynis Marie Breakwell, 2006 This Third Edition of this bestselling text retains its status as one of the most accessible practically useful and theoretically rigorous textbooks on the market today and has been developed even further to help students get the most from their studies The textbook is now oriented around three parts focusing on the major processes in conducting research from formulating research questions designing research activity data gathering and analysis A rich diversity of methods is now covered and the book offers extended coverage of qualitative methods now fundamental in psychological methods courses

A Handbook of Research Methods for Clinical and Health Psychology Jeremy Miles, Paul Gilbert, 2005 Though psychology as a discipline has grown enormously in popularity in recent years compulsory courses in research methods and statistics are seldom embarked upon with any great enthusiasm within the undergraduate and postgraduate communities Many postgraduate and PhD students start their research ill equipped to design effective experiments and to properly analyse their results This lack of knowledge also limits their ability to critically assess and evaluate research done by others This book is a practical guide to carrying out research in health psychology and clinical psychology It bridges the gap between undergraduate and postgraduate study As well as describing the various techniques and methods available to students it provides them with a proper understanding of what a specific technique does going beyond the introductory descriptions typical of most undergraduate methods books The book describes both quantitative and qualitative approaches to data collection providing valuable advice on methods ranging from psychometric testing to discourse analysis For both undergraduate and postgraduate students the book will be essential in making them aware of the full range of techniques available helping them to design scientifically rigorous experiments and effectively analyse their results

**Early Years Education: Policy and practice in early education and care** Rod Parker-Rees, Jenny Willan, 2006 This collection of papers provides a useful resource for scholars who need to ground their own study in a wider historical and global discourses concerning the education of children under eight

*Research Methods for Public Administrators* Gary Rassel, Suzanne Leland, Zachary Mohr, Elizabethann O'Sullivan, 2020-12-29 *Research Methods for Public Administrators* contains a thorough overview of research methods and statistical applications for advanced undergraduate and graduate students and practitioners The material is based on established social science methods Concepts and applications are discussed and illustrated with examples from actual research The book covers research design methods of data collection instructions on formulating research plans measurement sampling procedures and statistical applications from basic statistics to more advanced techniques The basics of conducting experiments survey research case

studies and focus groups are discussed Data organization management and analysis are also covered as are data analysis and hypothesis testing Descriptive and inferential statistics are discussed and illustrated with examples The book also includes a chapter on obtaining and analyzing secondary data data already collected for other purposes and a chapter on reporting and presenting research results to a variety of audiences This is a general textbook written primarily for students of public administration and practitioners in public and not for profit organizations It includes materials shown to be useful in gathering and assessing information for making decisions and implementing policies The material is discussed at a level to be accessible and with enough detail to be useful New to the seventh edition Additional and expanded material on qualitative research big data metadata literature reviews and causal inference New material on experiments and experimental research New examples and case studies including those dealing with public policy Expanded material on using computers for data management Information on new NSF and NIH ethics and protection of human subjects requirements for researchers New data sets and Power Point slides for each chapter

*Qualitative Methods in Tourism Research* Wendy Hillman, Kylie Radel, 2018-01-05 This volume seeks to expose and illustrate new approaches and thinking in qualitative methods that are being developed and implemented in tourism research The contributions bring together various qualitative methods and approaches while also providing suggestions for the juxtaposition of qualitative and quantitative methods in mixed methods research The book has been written with a cross disciplinary approach which provides an insight into the art of research development from business sociology and tourism perspectives The chapters provide readers with a context and practical application examples for each method They present a distinctive opportunity for social researchers from a range of disciplines in particular tourism to examine how to adapt the wide variety of qualitative approaches to their particular research needs

**Focus Groups as Qualitative Research** David L. Morgan, 1997 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

Basic and Advanced Focus Groups David L. Morgan, 2018-07-13 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      **Focus Group Interviews in Education and Psychology** Sharon

Vaughn, Jeanne Shay Schumm, Jane Sinagub, Jane M. Sinagub, 1996-01-18 This manuscript provides a blueprint for people conducting focus groups The examples are highly useful and in combination with the book give people the information they need to actually run a focus group Chapter nine is uniquely useful for educators who frequently work with children and teachers in school settings The concrete examples will be extremely helpful to focus group moderators The book will be useful for reference and for courses in survey research I will recommend the book for both purposes Kathy Green University of Denver This book does a nice job of providing readers with the specific steps necessary to conduct focus groups If a person had never heard of a focus group interview before reading this book they would have an excellent comprehension of the history specific methods and pitfalls of using the focus group interview methodology Thomas M Archer The Ohio State University Why use focus groups in educational and psychological research The focus group interview is a research tool that holds great promise for application in educational and psychological research Focus groups offer an effective way to obtain knowledge about what key stakeholders think and feel resulting in information that yields better surveys evaluations and research studies Although there are numerous books and articles that address focus groups most are directed at business and marketing Focus Group Interviews in Education and Psychology shows the specific steps to take to conduct focus groups in educational and psychological settings Through the use of numerous examples the authors show readers how to prepare for a focus group create a moderator s guide select a setting and analyze the results gleaned from focus groups In addition they devote an entire chapter to doing focus groups with adolescents and children Each chapter contains numerous procedural tables as well as end of chapter applications for performing trial runs of the techniques discussed Qualitative and quantitative researchers and students in education and psychology will find this book a useful guide for refining their research instruments and for opening new vistas to understanding their subjects responses Focus Group Interviews in Education and Psychology is an invaluable tool that is beneficial to researchers and professionals in research methods evaluation psychology education and social work



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## **Table of Contents Successful Focus Groups Advancing The State Of The Art**

1. Understanding the eBook Successful Focus Groups Advancing The State Of The Art
  - The Rise of Digital Reading Successful Focus Groups Advancing The State Of The Art
  - Advantages of eBooks Over Traditional Books
2. Identifying Successful Focus Groups Advancing The State Of The Art
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Successful Focus Groups Advancing The State Of The Art
  - User-Friendly Interface
4. Exploring eBook Recommendations from Successful Focus Groups Advancing The State Of The Art
  - Personalized Recommendations
  - Successful Focus Groups Advancing The State Of The Art User Reviews and Ratings
  - Successful Focus Groups Advancing The State Of The Art and Bestseller Lists
5. Accessing Successful Focus Groups Advancing The State Of The Art Free and Paid eBooks

- Successful Focus Groups Advancing The State Of The Art Public Domain eBooks
- Successful Focus Groups Advancing The State Of The Art eBook Subscription Services
- Successful Focus Groups Advancing The State Of The Art Budget-Friendly Options
- 6. Navigating Successful Focus Groups Advancing The State Of The Art eBook Formats
  - ePub, PDF, MOBI, and More
  - Successful Focus Groups Advancing The State Of The Art Compatibility with Devices
  - Successful Focus Groups Advancing The State Of The Art Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Successful Focus Groups Advancing The State Of The Art
  - Highlighting and Note-Taking Successful Focus Groups Advancing The State Of The Art
  - Interactive Elements Successful Focus Groups Advancing The State Of The Art
- 8. Staying Engaged with Successful Focus Groups Advancing The State Of The Art
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Successful Focus Groups Advancing The State Of The Art
- 9. Balancing eBooks and Physical Books Successful Focus Groups Advancing The State Of The Art
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Successful Focus Groups Advancing The State Of The Art
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Successful Focus Groups Advancing The State Of The Art
  - Setting Reading Goals Successful Focus Groups Advancing The State Of The Art
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Successful Focus Groups Advancing The State Of The Art
  - Fact-Checking eBook Content of Successful Focus Groups Advancing The State Of The Art
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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