

Question 2:

a) What are the characteristics of focus group and depth interviews?

A focus group is an interview conducted by a trained moderator in a nonstructured and natural manner with a small group of respondents. The moderator leads the discussion. The main purpose of focus groups is to gain insights by listening to a group of people from the appropriate target market talks about issues of interest to the researcher.

Characteristics of Focus Groups	
Group size	8 to 12
Group composition	Homogeneous; respondents prescreened
Physical setting	Relaxed, informal atmosphere
Time duration	1 to 3 hours
Recording	Use of audiocassettes and videotapes
Moderator	Observational, interpersonal, and communication skills of the moderator

Depth interviews are another method of obtaining qualitative data. We describe the general procedure for conducting depth interviews and then illustrate some specific techniques.

Characteristics

Like focus groups, depth interviews are an unstructured and direct way of obtaining information, but unlike focus groups, depth interviews are conducted on a one-on-one basis. A depth interview is an unstructured, direct, personal interview in which a single respondent is probed by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes, and feelings on a topic. A depth interview may take from 30 minutes to more than one hour.

b) Under what circumstances FGD is preferable to depth interview.

There are variety of methods to conduct qualitative research to help understand consumer's opinions, beliefs, attitudes & perceptions on a given subject of interest. The most common ones being Focus group discussions and Depth interviews. Focus Groups are a group of interacting individuals, brought together by a moderator or interviewer, who drives the group and its interaction to gain information about a specific research topic. While in-depth interviews are where researcher interacts with respondents on an individual level, one consumer at a time. Both methods are equally important & effective. One or the other or both needs to be employed, depending on the Research objectives and Target segments to be researched. Focus group is recommended when the client wants to gain multiple perspectives, unfiltered feedback of a large group. In focus groups, participants get involved in the brainstorming activity which leads to generating ideas as participants get opened and truly and freely share feelings/perceptions upon the subject as per their experiences. When one participant's opinion/perception feeds off another opinion/perception and so on, the group discussion can really dig deep into the issue. Focus groups are generally required at concept development stage or when the product is an innovation in the market and for products which entail group decision-making. While in-depth interviews are recommended when client wants to understand individual decision processes. It gives a chance to explore detailed perceptions, opinions, beliefs, attitudes and decisions and compare differences and similarities among reference group members. It is valuable when researchers want individual reactions placed in the context of the individual's experience. However, focus groups becomes impractical in a few situations as follows: Too many segments to cover, Respondents too spread out – so can't get them to a central location Too intimate a topic to discuss in open – not suited for a focus group, Need to understand each respondent's practices in depth – say, at different stages of their life. In such situations, the

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the story's plot, noting what happens and who is involved, how Rikki's character is developed through each ... Unit 1 Part 2/Week 8 Title: Rikki-tikki-tavi Suggested Time Students complete an evidence chart as a pre-writing activity. Teachers should ... Answer: Tasks and answers available in the anthology on page 137. • After ... Carpentry The Carpentry curriculum helps learners to build general carpentry skills, before moving into advanced topical coverage of framing and finish carpentry, ... NCCER | Carpentry NCCER's curriculum in Carpentry teaches trainees to construct, erect, install and repair structures and fixtures made from wood and other materials. Carpentry Practice Test Take this free carpentry practice test to see how prepared you are for a carpentry licensing certification test. View Answers as You Go. View 1 Question ... NCCER Level 1 Carpentry Flashcards Study with Quizlet and memorize flashcards containing terms like Architect, Architect's Scale, Architectural Plans and more. Study Guide for Residential Carpentry and Repair 2nd ... Study Guide for Residential Carpentry and Repair 2nd Edition by NCCER Standardized Curriculum Ring-bound. \$209.99. This new 2012 reference replaces Carpentry ... study guide rough carpenter The 2422 Rough Carpenter Test is a job knowledge test designed to cover the major ... You will receive a Test Comment form so that you can make comments about ... Study Guide for Commercial Carpentry 2nd Edition: NCCER Study Guide for Commercial Carpentry replaces Masonry Level 3 Trainee Guide, Carpentry Level 2 Framing & Finishing Trainee Guide, Carpentry Level 3 Forms ... Study Guide for Residential Carpentry and Repair, 2nd ... Study Guide for Residential Carpentry and Repair, 2nd Edition. \$197.00. 3 in stock. Study Guide for Residential Carpentry and Repair, 2nd Edition quantity. How to Pass the NCCER Test for Carpenter Preparing for the test involves reviewing relevant carpentry textbooks, study guides, and resources provided by NCCER. It's also beneficial to engage in hands- ... Study Guide for Residential Carpentry and Repair 2nd ... Study Guide for Residential Carpentry and Repair 2nd Edition by NCCER Standardized Curriculum (2015-08-02) [NCCER] on Amazon.com. Filthy Beautiful Lies Series by Kendall Ryan Book 1 · Shelve Filthy Beautiful Lies · Book 2 · Shelve Filthy Beautiful Love · Book 3 · Shelve Filthy Beautiful Lust · Book 4 · Shelve Filthy Beautiful Forever. Filthy Beautiful Lies: A Forbidden Angsty Dark Romance One, Filthy Beautiful Lies is impossible to put down. Two, Sophie and Colton's chemistry is hot and impossible to ignore. Three, it is impossible to forget. Filthy Beautiful Lies Book Series #1. Filthy Beautiful Lies - Book #1 of the Filthy Beautiful Lies. Filthy Beautiful Lies. Kendall Ryan. From \$5.89. #2. Doce Amor - Book #2 of the Filthy ... Filthy Beautiful Lies #1 - Kendall Ryan If you are looking for a quick erotic read with a strong heroine and a mysteriously sexy hero, I highly recommend Filthy Beautiful Lies! ... Plot/Storyline- A ... Filthy Beautiful Lies A New York Times and USA Today Bestseller ; Filthy Beautiful Lies: A Forbidden Angsty Dark Romance. 1 · 4.3 out of 5 stars (6,347) · \$3.99 ; Filthy Beautiful Love (... Filthy Beautiful Lies (Filthy Beautiful Lies, #1) - Kendall Ryan Filthy Beautiful Lies (Filthy Beautiful Lies, #1) story written by the author Kendall Ryan on Hinovel. This is a story about Emotion,Romance,Alpha. Filthy Beautiful Lies Filthy Beautiful Lies. Book 1 ; Filthy Beautiful Love. Book 2 ; Filthy Beautiful Lust. Book 3 ; Filthy Beautiful Forever. Book 4 ; Filthy Beautiful Lies: The Series. Review: Filthy Beautiful

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