

David L. Morgan & Richard A. Krueger

The Focus Group Kit

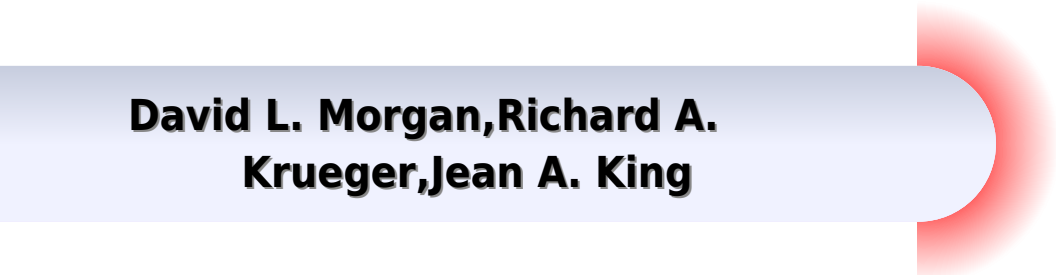


Kit includes:

- Introduction to Focus Groups
- Designing a Focus Group
- Facilitating a Focus Group
- Analysing Focus Group Data
- Writing up Focus Group Findings
- Appendix: Focus Group Checklist

The Focus Group Kit Volumes 1 6

**David L. Morgan, Richard A.
Krueger, Jean A. King**



The Focus Group Kit Volumes 1 6:

The Focus Group Kit David L. Morgan, Richard A. Krueger, 1997-09-23 You have just been asked to run a focus group but you don't know where to start How do you get the right mix of people together How many people should be in your group What kind of questions should you ask How do you phrase them What do you do with the information you've gathered How do you put it all together in one cohesive report These are but a few of the issues that are covered in The Focus Group Kit The kit provides you with all you'll need to know to run a successful focus group from the initial planning stages to asking questions from moderating to the final analyzing and reporting of your research *The Focus Group Guidebook* David L. Morgan, Richard A. Krueger, Jean A. King, 1998 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 **Moderating Focus Groups** Richard A. Krueger, Jean A. King, 1998 This volume is indispensable for those who want to improve their focus group moderating skills Based on years of experience in moderating and training others to moderate Richard Krueger offers tips and sound advice on how to gain expertise in leading focus groups The book is an easy to read overview of critical skills needed by moderators the various approaches that successful moderators use and strategies for handling difficult situations Beginners will find an invaluable guide and the more experienced will discover tips and strategies for honing their skills *Planning Focus Groups* David L. Morgan, Richard A. Krueger, Jean A. King, 1998 Covers the range of practical tasks required in the course of a research project when using focus groups This title emphasizes the clarifying purposes of the research project in order to collect data that meet the goals It features a discussion of personnel and budgets **Analyzing and Reporting Focus Group Results** Richard A. Krueger, 1998 Richard Krueger offers a rich and valuable discussion of focus group analysis that is sure to become a major guide in future focus group efforts Because analyzing focus group data is different from analyzing data collected through other qualitative methodologies it presents new challenges to researchers Analyzing and Reporting Focus Group Results offers an overview of important principles guiding focus group research and suggests a systematic and verifiable analysis strategy Krueger is not doctrinaire but instead offers multiple approaches and invites others to share their strategies for analysis The book is helpful for academic audiences focus group practitioners and the occasional moderator And the straightforward approach contains hundreds of helpful tips The reader of this volume is bound to find delightful strategies that will improve analysis *Developing Questions for Focus Groups* David L. Morgan, Richard A. Krueger, Jean A. King, 1998 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 **The Focus Group Guidebook** David L. Morgan, Richard A. Krueger, Jean A. King, 1998 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 **Understanding Research for Social Policy and Social Work** Saul Becker, Alan Bryman, Harry Ferguson, Thomas Harold Ferguson, 2012-03-14 Thoroughly revised and expanded this new edition of Understanding Research for Social Policy and Social Work shows readers the importance of research how to interpret it and how to effectively carry out and report research of their own This landmark textbook is an essential guide to the methods approaches and debates that are required knowledge for students policymakers and practitioners **Guide to Advanced Empirical Software Engineering** Forrest Shull, Janice Singer, Dag I. K. Sjøberg, 2007-11-21 Empirical studies have become an important part of software engineering research and practice Ten years ago it was rare to see a conference or journal article about a software development tool or process that had empirical data to back up the claims Today in contrast it is becoming more and more common that software engineering conferences and journals are not only publishing but eliciting articles that describe a study or evaluation Moreover a very successful conference International Symposium on Empirical Software Engineering and Measurement journal Empirical Software Engineering and organization International Software Engineering Research Network have all evolved in the last 10 years that focus solely on this area As a further illustration of the growth of empirical software engineering a search in the articles of 10 software engineering journals showed that the proportion of articles that used the term empirical software engineering d bled from about 6% in 1997 to about 12% in 2006 While empirical software engineering has seen such substantial growth there is not yet a reference book that describes advanced techniques for running studies and their application This book aims to fill that gap The chapters are written by some of the top international empirical software engineering researchers and focus on the practical knowledge necessary for conducting reporting and using empirical methods in software engineering The book is intended to serve as a standard reference Qualitative Research in Health Care Catherine Pope, Nicholas Mays, 2013-05-30 This fully revised and updated edition of Qualitative Research in Health Care offers a clear and accessible introduction to conducting and interpreting qualitative research incorporating new examples references and chapters relevant for a comprehensive introduction to the subject New chapters and references include Synthesising qualitative research Secondary analysis of primary data Ethical issues Mixed research methods and integrating qualitative with quantitative techniques Consensus and other methods for eliciting public and professional views and preferences Conversation analysis

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