

Focus Groups A Practical Guide For Applied Research

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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

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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.

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

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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

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.

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

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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.

A Practical Guide to Textual, Media and Virtual Techniques

A practical guide

A Step-by-step Guide

Research for Development

Fundamentals of Qualitative Research

Culturally Responsive Approaches for Qualitative Inquiry and Program Evaluation

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

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Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint. The highly acclaimed first edition of Richard Krueger's *Focus Groups* has become the standard introduction to this widely used technique. Retaining its focus on applied research and its step-by-step approach to planning and conducting a successful focus group, this new edition has been expanded to offer broader coverage on analyzing focus group results and exploring various collaborative approaches.

□ Provides step-by-step guidance for students who will be conducting their first surveys to collect factual information, measure attitudes, and evaluate products, services, and programs using questionnaires. □ Each chapter is structured around easy-to-follow guidelines. □ Numerous examples illustrate the guidelines. The examples are on timely topics of interest to students. □ This short book is an ideal supplement for guiding students through a class project. At the end of Chapter 1, they write the objectives for their questionnaires. They then follow the guidelines in subsequent chapters to complete their project. □ Exercises at the end of each chapter allow students to practice their newly acquired skills. □ Students learn that using questionnaires in research is both an art and a science—with principles that need to be followed for efficient, effective data collection. □ Thoroughly field-tested for student interest and comprehension, this book is sure to please both you and your students. □ We've had highly positive feedback from

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the numerous professors who have adopted this book to guide students in conducting term projects.

Creative research methods can help to answer complex contemporary questions which are hard to answer using conventional methods alone. Creative methods can also be more ethical, helping researchers to address social injustice. This bestselling book, now in its second edition, is the first to identify and examine the five areas of creative research methods: □ arts-based research □ embodied research □ research using technology □ multi-modal research □ transformative research frameworks. Written in an accessible, practical and jargon-free style, with reflective questions, boxed text and a companion website to guide student learning, it offers numerous examples of creative methods in practice from around the world. This new edition includes a wealth of new material, with five extra chapters and over 200 new references. Spanning the gulf between academia and practice, this useful book will inform and inspire researchers by showing readers why, when, and how to use creative methods in their research.

Principle and Practice

Doing Academic Research

A Practical Guide

The Practical Handbook and Guide to Focus Group Research

A Practical Guide for Group Facilitation

Market Research in Practice

This practical guide to the basics of market research

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takes a clear, concise step-by-step approach. It describes and explains the various tools and techniques available to market researchers. Comparative examples and real-life international case studies help make the basics of market research straightforward and accessible. Market Research in Practice assumes no previous knowledge of the subject and offers guidance for the reader who is either studying or completely new to market research. The book also outlines data protection legislation and details the professional ethics incorporated in the MRS Code of Conduct. Contents include: the role of market research market research design desk research focus groups and in-depth interviews sampling questionnaire design interviewing self-completion questionnaires and e-surveys data analysis report findings Part of the new Market Research in Practice series and published in association with the Market Research Society, Market Research in Practice is an invaluable guide for students, researchers, marketers and users of market research.

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

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

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book includes chapter summaries and a helpful glossary. Focus Groups: Culturally Responsive Approaches for Qualitative Inquiry and Program Evaluation takes an in-depth look at how culturally-responsive focus groups are developed and implemented within the context of qualitative inquiry broadly, and program evaluation more specifically. The book showcases various forms of focus groups and how they can be responsive to specific communities across different disciplines. This book provides: an historical perspective on focus groups a theoretical foundation helpful for supporting focus groups with marginalized groups, vulnerable populations (older adults, children), and participants within non-Western settings basic procedures for conducting focus groups guidelines for cultural responsiveness and case examples of alternative approaches to focus groups that target specific communities and those in different contexts. It also considers ethical issues around the use of culturally responsive focus groups, while providing guidance on analyzing and interpreting your data and establishing the credibility of your study. Focus Groups is an information rich resource for qualitative researchers and program evaluators at various levels who want to learn about or enhance their knowledge on designing and conducting culturally responsive focus groups. Perfect for courses such as: Foundations of Culturally Responsive Focus Groups | Culturally Responsive Approaches to Program Evaluation Practicing Qualitative Program Evaluation | Qualitative Research: Culturally Responsive Methods | Focus Groups in Research | Introduction to Qualitative Methods | Methods in Educational Research |

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Program Evaluation Practice | Designing Qualitative Research

Encyclopedia of Survey Research Methods

When and how to Use Them : a Practical Guide

A Practical Guide for Applied Research

Theory and Practice

Doing Real Research

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 practical 'How To' guide talks the reader step-by-step through designing, conducting and disseminating primary care research, a growing discipline internationally. The vast majority of health care issues are experienced by people in community settings, who are not adequately represented by hospital-based research. There is therefore a great need to upskill family physicians and other primary care workers and

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academics to conduct community-based research to inform best practice. Aimed at emerging researchers, including those in developing countries, this book also addresses cutting edge and newly developing research methods, which will be of equal interest to more experienced researchers.

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

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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. 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

A Practical Guide to Research Methods and Analysis

Measurement of Food Preferences

Collecting Qualitative Data

Moderating Focus Groups

A Practical Guide to Arts-related Research

A Practical Guide from Theory to Exhibition

Richard Krueger offers a rich and valuable discussion of focus group analysis that is sure to become a major guide in future focus group

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efforts. Analysis of focus group data is different from analysis of data collected through other qualitative methodologies and this presents new challenges to researchers. This book overviews important principles guiding focus group research, suggests a systematic and verifiable analysis strategy. Krueger is not doctrinaire: he 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. The straightforward approach contains hundreds of helpful tips.

Shortlisted for the BPS Book Award 2014 in the Textbook Category *Winner of the 2014 Distinguished Publication Award (DPA) from the Association for Women in Psychology (AWP)*
Successful Qualitative Research: A Practical Guide for Beginners is an accessible, practical textbook. It sidesteps detailed theoretical discussion in favour of providing a comprehensive overview of strategic tips and skills for starting and completing successful qualitative research. Uniquely, the authors provide a 'patterns framework' to qualitative data analysis in this book, also known as 'thematic analysis'. The authors walk you through a basic thematic approach, and compare and contrast this with other approaches. This discussion of

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commonalities, explaining why and when each method should be used, and in the context of looking at patterns, will provide you with complete confidence for your qualitative research journey. Key features of this textbook: Full of useful tips and strategies for successful qualitative work, for example considering the nervous student not just the beginner student. Skills-based, utilising a range of pedagogical features to encourage you to apply particular techniques and learn from your experience. The authors use the same dataset throughout - reproduced in full (with associated research materials) on the companion website - to help you make comparisons across different analytical approaches. A comprehensive suite of student support materials, including practice exam questions, can be found online at www.sagepub.com/braunandclarke. This textbook will be an essential textbook for undergraduates and postgraduates taking a course in qualitative research or using qualitative approaches in a research project. Electronic Inspection Copy available for instructors here

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

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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

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Generalised Procrustes Analysis, Individualised Difference Testing, Food and Mood Testing, and the Sensory Expectation Models.

This book outlines the principles and practices of arts-related inquiry and provides both suggestions about conducting research in the field as well as case study examples. The ideas presented here have emerged from the authors' own experiences of undertaking arts-related research and the challenges of implementing these approaches. The book therefore draws on personal research, practice and experience to address the concerns academics increasingly appear to be voicing about developing the scholarship and practice of arts-related research. There is a need for greater attention to, and clarity on, issues of theoretical positioning, methodology and methods when conducting robust and reputable arts-related research, which this book provides.

FOCUS GROUPS:A PRACTICAL GUIDE FOR APPLIED RESEARCH. 2D ED.

Focus Groups

Analyzing and Reporting Focus Group Results
Research Methods and Statistics for Public and Nonprofit Administrators

Politics, Theory and Practice

Qualitative Psychology

Basic and Advanced Focus Groups illustrates both

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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.

Photovoice is a form of participatory action research, which has been gaining use and momentum since its inception in the mid-1990s. Within the enactment of this methodology, research participants are invited to document aspects of their lives through photography and then provide written or oral accounts of the images they create. Designed to situate participants as experts on their lives and their experiences, photovoice is a powerful and visceral approach to policy change efforts. In this book, the photovoice methodology is conceptualized as being comprised of eight steps: identification, invitation, education, documentation, narration, ideation, presentation, and confirmation. Each of the steps is explained and

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expanded upon, and insights are drawn from the extant photovoice literature and the author's personal experience. In addition, attention is given to the history of photography and inquiry, theoretical underpinnings and aims of the methodology, ethical considerations, methods and procedures, approaches to data analysis, and photovoice exhibitions. Finally, the author has attended to some aspects of photovoice that have historically been left unattended, such as: building a conceptual framework for a photovoice study, viewing the photovoice exhibition as a site of inquiry, and thinking through the ways in which ever-evolving photography technologies can and should impact decision-making throughout the photovoice process. While many texts exist that touch on and/or address photovoice, this is the first book solely dedicated to the entirety of the photovoice methodology – from theory to exhibition. Built as a practical guide, readers will find a wealth of information, resources, and advice within this book. Educators, students, and academic researchers will find this an accessible and compassionate text, one that will be a trusted companion while on the photovoice project journey.

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

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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. 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

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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.

A Practical Guide to Social Research

Focus Groups for the Social Science Researcher

Creative research methods in the social sciences

Creative Research Methods 2e

A Practical Guide for Beginners

Introduction to Research Methods

Art Therapy Research is a clear and intuitive guide for educators, students, and practitioners on the procedures for conducting art therapy research. Presented using a balanced view of paradigms that reflect the pluralism of art therapy research, this exciting new resource offers clarity while maintaining the complexity of research approaches and considering the various epistemologies and their associated methods. This text brings research to life through the inclusion of sample experientials in every chapter and student worksheets, as well as a full chapter on report writing that includes a completed sample report. This comprehensive guide is essential reading for educators looking to further the application of learning outcomes such as teamwork, communication, and critical thinking in their practice.

` [Research for Development] is well-written

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and, at every stage, is well-documented with practical examples. The simplicity with which it is written adds to its value in that non-professional persons get well-aquainted with the research process. Every chapter in the book ends with highlighting of the main points made in that chapter... A further strength of the book is the inclusion of an appendix with a list of websites that deal with issues in the area of development research... the simplicity of its organization and message should appeal to people/researchers across disciplines' - Pakistan Development Review `Research for Development achieves the near impossible: it provides vast quantities of useful guidance for almost anyone involved in research for development regardless of the size of your research project or your role within that project' - Arvac Bulletin `Written by professional researchers, this immensely practical book provides development workers with a more research-oriented point of view, so that they can avoid mistakes in the design of programmes. It will also help them to understand people's needs and respond accordingly' - The Asian Age `It is a beautiful and comprehensive compilation giving scores of instances that prove the essentiality of carrying out a survey of a particular locality for bringing about a change there' - Rafique Jalal, DAWN This book provides a comprehensive introduction and handbook for undertaking and managing

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research in development. It is designed to provide both a quick reference manual and an indispensable learning tool for all students, researchers and practitioners engaged in development work. The text is divided into two parts: *Managing research for development*, and *Doing research for development*. Together the two parts review the complete research process from outlining the essential role and purpose of research, highlighting specific issues to development research, to demonstrating how to evaluate and secure the best results from subsequent research projects. The book includes: an overview of different types of research in development work; practical steps to writing a brief and managing research; practical steps to evaluating and promoting research findings; step by step guides to getting started and choosing a research method; detailed guidelines to seven key research techniques; examples, exercises, summaries and checklists; and glossary and guides to additional resources and packages. Drawing on considerable hands-on experience, *Research for Development* will be an essential companion and invaluable tool for anyone engaged in contemporary development research, development work and development studies. 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

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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.

With foreword by Kenneth J. Gergen and Mary M. Gergen. Creative research methods can help to answer complex contemporary questions, which are hard to answer using traditional methods alone. Creative methods can also be more ethical, helping researchers to address social injustice. This accessible book is the first to identify and examine the four areas of creative research methods: arts-based research, research using technology, mixed-method research and transformative research frameworks. Written in a practical and jargon-

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free style, with over 100 boxed examples, it offers numerous examples of creative methods in practice, from the social sciences, arts, and humanities around the world. Spanning the gulf between academia and practice, this useful book will inform and inspire researchers by showing readers why, when, and how to use creative methods in their research.

Focus Groups as Qualitative Research

Qualitative Methodology

Developing Questions for Focus Groups

A practical guide for anyone undertaking a research project

How To Do Primary Care Research

Developing Focus Group Research

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.

Written at an introductory level, and featuring engaging

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case examples, this book reviews the theory and practice of personal and egocentric network research. This approach offers powerful tools for capturing the impact of overlapping, changing social relationships and contexts on individuals' attitudes and behavior. The authors provide solid guidance on the formulation of research questions; research design; data collection, including decisions about survey modes and sampling frames; the measurement of network composition and structure, including the use of name generators; and statistical modeling, from basic regression techniques to more advanced multilevel and dynamic models. Ethical issues in personal network research are addressed. User-friendly features include boxes on major published studies, end-of-chapter suggestions for further reading, and an appendix describing the main software programs used in the field.

Focus Groups A Practical Guide for Applied Research SAGE
Publisher description

Basic and Advanced Focus Groups

Focus Group Methodology

A Guide to the Basics

Photovoice Research in Education and Beyond

A Practical Guide to Research Methods

A Practical Guide to Focus Groups

A friendly introduction to the basics of focus group methods with an international feel and an ethical sensibility.

Research Methods and Statistics for Public and Nonprofit Administrators: A Practical Guide is a comprehensive, easy-to-read, core text that thoroughly prepares readers to apply research methods and data analysis to the professional environments of public and non-profit administration. The authors expertly incorporate original case examples to demonstrate concepts using "real actors," facing specific scenarios, in which research methods must be applied. This unique approach—presented in language

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accessible to both students new to research as well as current practitioners—guides the reader in fully understanding the research options detailed throughout the text.

Fresh, insightful and clear, this exciting textbook provides an engaging introduction to the application of qualitative methodology in the real world. Expert researchers then trace the history and philosophical underpinnings of different methodologies, explore the specific demands each places upon the researcher and robustly set out relevant issues surrounding quality and rigor. Featured methodologies include action research, discourse analysis, ethnography, grounded theory, case studies and narrative inquiry. This practical book provides a helpful guide to the research process - it introduces the relevant methods of generating, collecting and analysing data for each discrete methodology and then looks at good practice for presenting findings. This enables new researchers to compare qualitative methods and to confidently select the approach most appropriate for their own research projects. Key features include: Summary table for each chapter - allowing quick checks to test knowledge 'Window into' sections - real world examples showing each methodology in action Student activities Learning objectives Full glossary Annotated suggestions for further reading Links to downloadable SAGE articles Links to relevant websites and organizations This is an invaluable resource for students and researchers across the social sciences and a must-have guide for those embarking on a research project. Visit the accompanying companion website for a range of free additional resources.

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

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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 analysis

Successful Qualitative Research

Questionnaire Research

Art Therapy Research

Conducting Personal Network Research