

REVISED AND EXPANDED EDITION

The Handbook for Focus Group RESEARCH

Thomas L. Greenbaum

With Foreword by Roy Bostock, Chairman and CEO of DMB&B

Practical Handbook And Guide To Focus Group Research

Annelies Wilder-Smith



Practical Handbook And Guide To Focus Group Research:

The Practical Handbook and Guide to Focus Group Research Thomas L. Greenbaum, 1988 *The Practical Handbook and Guide to Focus Group Research, Second Edition* Thomas L. Greenbaum, 1993-03-08 In 1992 more than 125 000 focus groups randomly selected individuals led by a moderator whose discussion of a particular product provides market data for the manufacturer will be held in the U S Greenbaum who has worked with focus groups for over 20 years here shares the latest information on conducting them effectively **The Handbook for Focus Group Research** Thomas L. Greenbaum, 1998 As one of the most popular tools for gathering information in today s marketplace focus groups require understanding of purpose and good grounding in the technique to be effective In *The Handbook for Focus Group Research Second Edition* Tom Greenbaum provides the latest information on conducting effective focus groups **Focus Groups** Richard A. Krueger, Mary Anne Casey, 2009 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 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 *The SAGE Handbook of Applied Social Research Methods* Leonard Bickman, Debra J. Rog, 2009 This Handbook addresses the methodology of social science research and the appropriate use of different methods **After-Sales-Feedback mit Kundenkonferenzen** Sven Winkler, 2013-04-17 Sven Winkler analysiert Customer Focus Groups in Form von Kundenkonferenzen und vermittelt konkretes Handlungswissen das es erm glicht eine Entscheidung ber den Einsatz dieses Instruments zu treffen ihn zu organisieren zu strukturieren und methodisch technisch zu realisieren The Health Project Book Neil Wood, 2001 A practical and detailed guide to all aspects of conducting a research project in health The book encourages a systematic approach and emphasises the best use of modern technology including software and the Internet **Tourist Behaviour**

Metin Kozak, Nazmi Kozak, 2016-11-18 Consumer research is often central to academic studies in many different fields and more recently tourism studies have empirically examined consumer research from various aspects. However, there is a need to provide information for tourism scholars on how to better understand aspects of tourist behaviour. *Tourist Behaviour: An International Perspective* provides a collection of topics from both theoretical and practical approaches to building and examining the theory of how consumers think and act within the context of tourism consumption. Divided into six sections, the book presents research within the themes of influence, motivation, choice, and consumption and experience. With contributions from authors in over 15 countries, the book presents an interdisciplinary approach of the latest research in tourist behaviour.

Focus Groups Joe Langford, 2002-11-14 The focus group is widely used as a tool for increasing the understanding of users and their requirements and identifying potential solutions for these requirements. Its main value lies in the conveyance of less tangible information that cannot be obtained using more traditional methods. Eliciting user needs beyond the functional is crucial for

International Focus Group Research Monique M. Hennink, 2014-05-14 **TELL IT! Evaluation Sourcebook and Training Manual** Douglas Zweizig, 1994 **Focus Groups as Qualitative Research** David L. Morgan, 1988 This volume describes a variety of applications for focus groups in social science, pointing out its potential as a self-contained means of collecting data and as a supplement to other research methods, both qualitative and quantitative. The author compares the focus group to more common qualitative techniques: individual interviewing and participant observation, stressing the advantages and weaknesses of each. He presents a thorough treatment of practical issues of planning and running a focus group and suggests ways research can be designed around the technique. The volume closes with a look at the potential contributions of focus groups to qualitative research.

Evaluating Library Programs & Services Douglas Zweizig, 1993 *Michigan Journal of Community Service Learning*, 1995 **Mass Communication Research Methods: Researching media and communication in society : consumption, audiences, politics, problems and pleasures (continued). Focus group research. The focused interview** Anders Hansen, 2009 **The Academy of Management Review** Academy of Management, 1987 **CPL Bibliography** Council of Planning Librarians, 1979 **College and University**, 1988 Includes proceedings of the association's annual convention **JMR, Journal of Marketing Research**, 2001 *Focus Groups* David W. Stewart, Prem N. Shamdasani, 1990 Stressing the unique interaction of the moderator and group as well as the mechanics of designing, conducting and interpreting the outcome of focus groups, this book provides a systematic treatment of focus group interviews within the context of social science research and theory. It also brings together the substantial literature on group processes and the analysis of qualitative data.

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