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Preview. As one of the most popular tools for gathering information in today's market place, focus groups require understanding of purpose and good grounding in the technique to be effective. Thomas Greenbaum provides the latest information on conducting effective focus groups in this revised edition of The Handbook for Focus Group Research.

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The Handbook for Focus Group Research | SAGE Publications Inc

A practical guide to conducting focus group discussions in health and social science research, with particular emphasis on developing country settings. Each stage in the research process is described, from planning the study to reporting the findings, as well as aspects including language, transcription and translation issues, seeking research permissions, recruiting a field team and developing a budget and timetable.

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International Focus Group Research: A Handbook for the ...

The Focus Group Research Handbook is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization. Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies, and comprehensively outlines the steps you'll need to follow to implement and then analyze focus group research.

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Focus Group Research Handbook: Edmunds, Holly ...

The Focus Group Research Handbook - Author: Holly Edmunds. Books and Journals Case Studies Expert Briefings Open Access. Advanced search. The Focus Group Research Handbook. Holly Edmunds. The Bottom Line. ISSN: 0888-045X. Publication date: 1 September 1999. Keywords. Oups;

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The Focus Group Research Handbook | Emerald Insight

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The Handbook for Focus Group Research - Thomas L Greenbaum ...

This essay is both historical and conceptual, first highlighting the origins, tensions, and continuities/discontinuities of focus group research, then arguing for how such research embodies three primary, related functions: inquiry, pedagogy, and political. The quasi-unique potentials or affordances of focus group work are explored, including mitigating the researcher's authority; disclosing the constitutive power of discourse; approximating the natural; filling in knowledge gaps and ...

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Focus Group Research: Retrospect and Prospect - Oxford ...

Providing a general introduction to focus group research, Morgan includes the appropriate reasons for using focus groups and what you can expect to accomplish with them. He provides a brief history of focus groups, a discussion of when to use focus groups and why, and several brief case studies illustrating different uses of focus groups.

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The Focus Group Guidebook: Focus Group Guidebook v. 1 ...

Greenbaum, T. (1998) The handbook for focus group. research. Sage: London. Hughes, D. and DuMont, K. (1993) Using focus groups ... Within qualitative research, focus groups have particular ...

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(PDF) Using focus groups in social research

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The focus group research handbook (Book, 1999) [WorldCat.org]

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