

1. Record Nr.	UNINA9910462674503321
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Titolo	Focus groups : from structured interviews to collective conversations / / George Kamberelis and Greg Dimitriadis
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2013
ISBN	0-429-23443-0 0-203-59044-9 1-299-14123-4 1-135-06962-X
Descrizione fisica	1 online resource (144 p.)
Altri autori (Persone)	DimitriadisGreg <1969->
Disciplina	001.4/33
Soggetti	Focus groups Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Focus groups: a brief and incomplete history -- Multiple, interrelated functions of focus group work -- Key affordances of focus group research -- Fundamental elements of effective focus group research practice -- Contemporary dilemmas and horizons of focus group research -- Epilogue.
Sommario/riassunto	This title provides a conceptual and practical introduction to focus groups. In the book, focus groups are systematically explored; not as an extension or elaboration of interview work alone, but as its own specific research method with its own particular affordances.