

1. Record Nr.	UNINA9910480502303321
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Titolo	The focus group guide book [[electronic resource]. /] / David L. Morgan
Pubbl/distr/stampa	London, : SAGE, c1998
ISBN	1-5063-2070-8 1-4833-2816-3 1-4522-5015-4
Descrizione fisica	1 online resource (120 p.)
Collana	Focus group kit ; ; v. 1 Focus group kit ; ; 1
Disciplina	001.433 302.3
Soggetti	Focus groups Social sciences - Methodology Social sciences - Research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliography (p. 99-100) and index.
Nota di contenuto	Cover; Table of Contents; Acknowledgments; Introduction to the Focus Group Kit; Chapter 1 - About This Book; An Introduction to Focus Groups; First Encounters with Focus Groups; Chapter 2 - Why Should You Use Focus Groups?; Listening and Learning; Strengths of Qualitative Data; Projects that Use Focus Groups; Problem Identification; Planning; Implementation; Assessment; Chapter 3 - Focus Groups in Use: Six Case Studies; Case 1: Designing a First Effort at Quality Improvement; Case 2: Evaluating a Training Center; Case 3: Assessing Community Needs; Case 4: Creating an Educational Booklet Case 5: Generating Items for a Survey QuestionnaireCase 6: Anticipating Responses to a Major Change; Chapter 4 - What Focus Groups are (and Are Not); Focus Groups are a Research Method; Focus Groups are Focused; Focus Groups Use Group Discussions; A Few Things That are Not Focus Groups; Chapter 5 - A Capsule History of Focus Groups; Social Science Origins; The Move to Marketing; A Widespread Research Method; The Future of Focus Groups; Chapter 6 - Some Myths about Focus Groups; Focus Groups are Low-Cost and

Quick; Focus Groups Require Professional Moderators

Focus Groups Require Special Facilities Focus Groups Must Consist of Strangers; Focus Groups Will Not Work for Sensitive Topics; Focus Groups Produce Conformity; Focus Groups must be Validated by Other Methods; Focus Groups Tell You How People Will Behave; Some Beliefs that should be Encouraged; Chapter 7 - What do You Get from Focus Groups?; Reasonable Expectations; Appropriate Uses for Focus Groups; Consider Focus Groups When There is a Gap between People; Consider Focus Groups When Investigating Complex Behaviors and Motivations; Consider Focus Groups When You Want to Understand Diversity Consider Focus Groups When You Need a Friendly, Respectful Research Method Inappropriate Uses for Focus Groups; Avoid Focus Groups When They Imply Commitments You Cannot Keep; Avoid Focus Groups If the Participants are Not Comfortable with Each Other; Avoid Focus Groups When the Topic is not Appropriate for the Participants; Avoid Focus Groups When a Project Requires Statistical Data; Chapter 8 - Resources Required to do Focus Groups; Planning; Recruiting; Moderating; Analyzing and Reporting; Other Costs; Chapter 9 - It's All about Relationships: Working Together; Sponsors Relationships between Sponsors and Researchers The Relationship between the Sponsor and the Participants; Researchers; Participants; Chapter 10 - Ethical Issues; Are Participants "At Risk?"; Privacy: Basic Issues; Privacy: The Sponsor's Relationship to the Participants; Privacy: What the Participants Learn about Each Other; Dealing with Stressful Topics; Setting Boundaries; Protecting the Sponsor's Privacy; Chapter 11 - Checklist: Are Focus Groups Right for You?; References; Index to the Focus Group Kit; About the Author

Sommario/riassunto

'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.