

1. Record Nr.	UNINA9910480912703321
Autore	Krueger Richard A
Titolo	Analyzing & reporting focus group results [[electronic resource]. / / Richard A. Krueger
Pubbl/distr/stampa	London, : SAGE, 1997
ISBN	1-4833-2815-5 1-4522-5001-4
Descrizione fisica	1 online resource (161 p.)
Collana	Focus group kit ; ; v. 6
Disciplina	001.4 001.433
Soggetti	Focus groups 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 bibliographical references and indexes.
Nota di contenuto	part I. The foundation -- part II. Doing analysis -- part III. Sharing results.
Sommario/riassunto	This final volume of the Focus Group Kit offers an overview of important principles guiding focus group research, a systematic and verifiable analysis strategy, and multiple approaches and strategies for analysis.