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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Cover; Contents; Acknowledgments; Introduction to the Focus Group Kit; Chapter 1 - About This Book; Chapter 2 - Guiding Principles of Moderating; Chapter 3 - What You Need to Do: Before the Focus Group; Chapter 4 - What You Need to Do: During the Focus Group; Chapter 5 - Selecting the Moderator; Chapter 6 - Personal Qualities of Moderators; Chapter 7 - Roles of Moderators; Chapter 8 - Problems Encountered by Moderators; Chapter 9 - People Problems; Chapter 10 - Assistant Moderator Responsibilities; Chapter 11 - Taking Notes and Recording the Discussion; Chapter 12 - The Rapid Focus Group Chapter 13 - Rate Yourself: Check Sheets for Moderating Chapter 14 - Improving Your Moderating Skills; Chapter 15 - Teaching Others to Moderate; References; Index to This Volume; Index to the Focus Group Kit; About the Author
Sommario/riassunto	Volume 4 of this series is indispensable for all wishing to improve their focus group moderating skills. This book provides an overview of critical skills needed by moderators, the skills moderators use, & strategies for handling difficult situations.