

1. Record Nr.	UNINA9910959771803321
Autore	Krueger Richard A
Titolo	Developing questions for focus groups / / Richard A. Krueger
Pubbl/distr/stampa	London, : SAGE, 1998
ISBN	0761908196 9781506339191 1506339190 9781483328126 1483328120 9781452249988 1452249989
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xx, 107 p.)
Collana	Focus group kit ; ; v. 3
Disciplina	001.433
Soggetti	Focus groups Questioning
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. Thinking about questions -- part II. The art and mechanics of asking good questions -- part III. Questions that engage participants.
Sommario/riassunto	Volume 3 of this series describes a practical process for identifying powerful themes, & offers a clear strategy for translating these themes into questions. It also makes the process of developing good questions a practical proposition.