1. **Record Nr.** UNISALENTO991001218409707536
   Autore Fen, Tse-yun
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2. **Record Nr.** UNINA9910153190003321
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Focus group history and practice -- 2. Group dynamics and communication theories -- 3. Focus group study design -- 4. Facilitation guide -- 5. Facilitation tips and techniques -- 6. Group facilitation practice and feedback -- 7. Coding and analysis with discourse analysis -- 8. Taking it to the next level.
Sommario/riassunto	Despite the fact that focus groups are an ideal research tool for studying and employing group communication in action, many research practitioners and scholars have missed the opportunity to utilize them to their maximum benefit. Few researchers have the skills that enable them to approach focus group facilitation and analysis from a communication point of view. In this book, Dr. Christine Davis teaches readers how to take a project from an idea to the design, facilitation, and analysis stages. This book takes a unique communication perspective to apply group communication theories, knowledge of group processes, and a close discourse analysis approach to explain and understand the discursive aspect of focus groups. This book helps readers of all stages of experience - including those with no background in focus group research to those practitioners with more focus group expertise - understand how a communication approach to focus groups takes advantage of this discipline's rich scholarship in group communication and discourse analysis. This book will teach readers how to a. understand the nature of focus group research procedures from a communication point of view; b. understand how to translate RQs into a focus group protocol; c. use knowledge of communication theory and group process to understand how to facilitate different kinds of focus groups, prevent and overcome challenges in focus group facilitation; and elicit different outcomes and techniques when facilitating a focus group;. use knowledge of communication theory and group process to recognize the merits of different approaches to focus group facilitation; e. use knowledge of communication theory and group process to recognize good- and poor-quality focus groups; f. understand how to transcribe/code/analyze focus group data from a communication (discursive) perspective; and g. understand how to write focus group findings.