



Focus Groups: A Practical Guide for Applied Research

By Richard A. Krueger, Mary Anne Casey

Download now

Read Online 

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey

The **Fourth Edition** of the bestselling **Focus Groups: A Practical Guide for Applied Research** offers an easy-to-ready overview of sound focus group practices.

Authors Richard A. Krueger & Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews. The process depicted is unbiased, non-judgmental and is respectful of all views. It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders, customers, and employees.

This book cuts through the theory and gives hand-on advice to those who are seeking to actually conduct a focus group. It is most helpful for conducting focus groups for research or evaluation with public, non-profit, educational, health, human service, and religious organizations.

Key Features

- Offers the latest on telephone and Internet focus groups
- Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results.
- Gives solid information on organizational focus groups
- Presents ways on how to recruit participants to the focus group
- Contains a number of practical tips that actually work. It is written for the person who has to plan, recruit, develop questions, moderate, analyze and report the results.
- Incorporates icons throughout the book that offer tips, examples, additional resources and others bits of practical information.

Intended Audience

This book is appropriate for a variety of research methods and evaluation courses in departments such as education, sociology, political science, journalism, business & marketing, public administration, and public health.

 [Download Focus Groups: A Practical Guide for Applied Resear ...pdf](#)

 [Read Online Focus Groups: A Practical Guide for Applied Rese ...pdf](#)

Focus Groups: A Practical Guide for Applied Research

By Richard A. Krueger, Mary Anne Casey

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey

The **Fourth Edition** of the bestselling **Focus Groups: A Practical Guide for Applied Research** offers an easy-to-ready overview of sound focus group practices.

Authors Richard A. Krueger & Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews. The process depicted is unbiased, non-judgmental and is respectful of all views. It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders, customers, and employees.

This book cuts through the theory and gives hand-on advice to those who are seeking to actually conduct a focus group. It is most helpful for conducting focus groups for research or evaluation with public, non-profit, educational, health, human service, and religious organizations.

Key Features

- Offers the latest on telephone and Internet focus groups
- Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results.
- Gives solid information on organizational focus groups
- Presents ways on how to recruit participants to the focus group
- Contains a number of practical tips that actually work. It is written for the person who has to plan, recruit, develop questions, moderate, analyze and report the results.
- Incorporates icons throughout the book that offer tips, examples, additional resources and others bits of practical information.

Intended Audience

This book is appropriate for a variety of research methods and evaluation courses in departments such as education, sociology, political science, journalism, business & marketing, public administration, and public health.

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey
Bibliography

- Sales Rank: #385927 in Books
- Published on: 2008-10-15
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 7.60" w x 9.00" l, 1.05 pounds
- Binding: Plastic Comb
- 240 pages

 [Download Focus Groups: A Practical Guide for Applied Resear ...pdf](#)

 [Read Online Focus Groups: A Practical Guide for Applied Rese ...pdf](#)

Download and Read Free Online Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey

Editorial Review

Review

"The best 'How To' focus groups book on the market." (Jay Rayburn *Adoption Reply Card* 2009-05-01)

"The appearance of this timely new edition is likely to prove useful to a wide spectrum of potential users, including educators and students as well as researchers, planners, and evaluators in diverse fields of governmental operations, healthcare administration, education, and nonprofit organization management. Krueger and Casey have successfully provided users across many fields with exactly what the title describes: a practical guide for applied research." (Robert G. Brunger *The Canadian Journal of Program Evaluation* 2010-01-04)

About the Author

Richard Krueger is professor emeritus at the University of Minnesota. He is an internationally recognized authority on the use of focus group interviewing within the public environment. For 25 years he served as evaluation leader for the University of Minnesota Extension Service followed by 10 years teaching graduate courses in program evaluation and research methodology. He is a former president of the American Evaluation Association and a member of the Qualitative Research Consultants Association. He holds a Ph.D. from the University of Minnesota. In his spare time he repairs his motorcycle, swaps stories with friends, and shops for tools at the local hardware store. Maybe you've seen him there.

Mary Anne Casey is an evaluator, writer, and teacher. She has been an evaluation consultant at the international, national, state, and local levels on topics relating to health, public policy, community development, agriculture, and the environment. Mary Anne has had the privilege of asking questions and listening, and the challenge of providing useful, enlightening results to clients. She relishes analysis and finding just the right way to convey what people have shared. She weaves the lessons she has learned into her work, her writing on focus group interviewing, and her teaching at the University of Minnesota, University of South Florida, and University of Michigan. Mary Anne previously worked for the W.K. Kellogg Foundation and the state of Minnesota. She received her PhD from the University of Minnesota. She gets her best insights while in the shower or on long walks.

Users Review

From reader reviews:

Eva Velasco:

Book is to be different per grade. Book for children until eventually adult are different content. We all know that that book is very important for us. The book Focus Groups: A Practical Guide for Applied Research was making you to know about other information and of course you can take more information. It is quite advantages for you. The publication Focus Groups: A Practical Guide for Applied Research is not only giving you much more new information but also to get your friend when you sense bored. You can spend your own personal spend time to read your book. Try to make relationship together with the book Focus Groups: A Practical Guide for Applied Research. You never truly feel lose out for everything if you read some books.

Deborah Beaudry:

Reading can be called brain hangout, why? Because when you find yourself reading a book particularly a book entitled Focus Groups: A Practical Guide for Applied Research your thoughts will drift away through every dimension, wandering in each and every aspect that maybe unidentified for but surely might be your mind friends. Imaging each and every word written in a publication then become one type conclusion and explanation that maybe you never get ahead of. The Focus Groups: A Practical Guide for Applied Research giving you one more experience more than blown away your thoughts but also giving you useful facts for your better life in this particular era. So now let us demonstrate the relaxing pattern here is your body and mind will probably be pleased when you are finished studying it, like winning a casino game. Do you want to try this extraordinary spending spare time activity?

Roger Bennett:

It is possible to spend your free time to learn this book this book. This Focus Groups: A Practical Guide for Applied Research is simple to deliver you can read it in the playground, in the beach, train along with soon. If you did not possess much space to bring the particular printed book, you can buy typically the e-book. It is make you much easier to read it. You can save the actual book in your smart phone. So there are a lot of benefits that you will get when you buy this book.

Christopher Pipkin:

Reading a publication make you to get more knowledge from it. You can take knowledge and information originating from a book. Book is published or printed or illustrated from each source which filled update of news. In this modern era like at this point, many ways to get information are available for an individual. From media social just like newspaper, magazines, science e-book, encyclopedia, reference book, book and comic. You can add your understanding by that book. Isn't it time to spend your spare time to spread out your book? Or just trying to find the Focus Groups: A Practical Guide for Applied Research when you needed it?

**Download and Read Online Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey
#LHQ9BOGFKXV**

Read Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey for online ebook

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey books to read online.

Online Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey ebook PDF download

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey Doc

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey Mobipocket

Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey EPub

LHQ9BOGFKXV: Focus Groups: A Practical Guide for Applied Research By Richard A. Krueger, Mary Anne Casey