

## Focus Groups: A Practical Guide for Applied Research, Third Edition


By Richard A. Krueger, Mary Anne Casey




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

Focus Group: A Practical Guide for Applied Research was the standard for learning how to conduct a focus group. This highly acclaimed book in its third edition includes numerous updates and improvements:

- Vignettes drawn from small and large focus groups that illustrate problems that come up and effective ways to resolve the issues.
- Designing questions for asking effective questions to draw out a group and how to refine them based on the group's responses.
- Collaborative Approach updated to address the latest ways to implement the empowerment and action research.
- Budgeting how to more effectively budget for a focus group
- Coding how to more effectively use existing software packages to code and analyze the results of a focus group.

 [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, Third Edition

*By Richard A. Krueger, Mary Anne Casey*

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

Focus Group: A Practical Guide for Applied Research was the standard for learning how to conduct a focus group. This highly acclaimed book in its third edition includes numerous updates and improvements:

- Vignettes drawn from small and large focus groups that illustrate problems that come up and effective ways to resolve the issues.
- Designing questions for asking effective questions to draw out a group and how to refine them based on the group's responses.
- Collaborative Approach updated to address the latest ways to implement the empowerment and action research.
- Budgeting how to more effectively budget for a focus group
- Coding how to more effectively use existing software packages to code and analyze the results of a focus group.

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

- Sales Rank: #464545 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2000-04-26
- Original language: English
- Number of items: 1
- Dimensions: .66" h x 7.82" w x 9.32" l, .0 pounds
- Binding: Plastic Comb
- 320 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, Third Edition By Richard A. Krueger, Mary Anne Casey

---

### Editorial Review

#### Review

"Richard Krueger and Mary Anne Casey have prepared a detailed, step-by-step roadmap of how to design, prepare for, implement, analyze, and report on focus groups. They give detailed discussions of issues to consider, tips, and warnings to help prepare for the expected and unexpected. The book informs the novice focus group user and provides insight for the seasoned focus group practitioner."

(Judith Berkowitz)

"This book is packed with sound advice and detailed approaches, making this method a success. . . If you are even thinking about doing any kind of group interview, this is the place to start."

(*Nursing Times*)

"We want people to listen to us. . . . Focus group interviewing is about listening. It is about paying attention. . . . being nonjudgmental. . . . When used appropriately, the process improves listening and the results can be used to benefit people who shared the information. And people go away feeling good about having been heard."

(Richard A. Krueger & Mary Anne Casey *From Preface*)

#### 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:

**David Pell:**

Have you spare time for the day? What do you do when you have far more or little spare time? Sure, you can choose the suitable activity with regard to spend your time. Any person spent their particular spare time to take a move, shopping, or went to the actual Mall. How about open as well as read a book entitled Focus Groups: A Practical Guide for Applied Research, Third Edition? Maybe it is to become best activity for you. You know beside you can spend your time with the favorite's book, you can wiser than before. Do you agree with the opinion or you have different opinion?

**Roderick Donnell:**

Here thing why this particular Focus Groups: A Practical Guide for Applied Research, Third Edition are different and reputable to be yours. First of all studying a book is good but it depends in the content of computer which is the content is as delicious as food or not. Focus Groups: A Practical Guide for Applied Research, Third Edition giving you information deeper since different ways, you can find any reserve out there but there is no e-book that similar with Focus Groups: A Practical Guide for Applied Research, Third Edition. It gives you thrill studying journey, its open up your current eyes about the thing this happened in the world which is probably can be happened around you. You can bring everywhere like in park, café, or even in your means home by train. In case you are having difficulties in bringing the printed book maybe the form of Focus Groups: A Practical Guide for Applied Research, Third Edition in e-book can be your substitute.

**Steven Connell:**

Is it anyone who having spare time subsequently spend it whole day through watching television programs or just resting on the bed? Do you need something new? This Focus Groups: A Practical Guide for Applied Research, Third Edition can be the respond to, oh how comes? A fresh book you know. You are consequently out of date, spending your free time by reading in this new era is common not a geek activity. So what these publications have than the others?

**Joseph Gabriel:**

In this era which is the greater man or woman or who has ability to do something more are more important than other. Do you want to become among it? It is just simple strategy to have that. What you have to do is just spending your time very little but quite enough to possess a look at some books. On the list of books in the top record in your reading list is definitely Focus Groups: A Practical Guide for Applied Research, Third Edition. This book that is qualified as The Hungry Hillside can get you closer in turning into precious person. By looking way up and review this publication you can get many advantages.

## **Download and Read Online Focus Groups: A Practical Guide for**

# **Applied Research, Third Edition By Richard A. Krueger, Mary Anne Casey #SP5V0HYZ8CN**

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

Focus Groups: A Practical Guide for Applied Research, Third Edition 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, Third Edition By Richard A. Krueger, Mary Anne Casey books to read online.

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

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

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

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