

Focus Groups: Theory and Practice. SAGE Publications, 2014. David W. Stewart, Prem N. Shamdasani. 2014. 9781483323961. 224 pages

Focus Groups book. Read 5 reviews from the world's largest community for readers. This new, updated edition of the widely cited classic offers a unique b... Goodreads helps you keep track of books you want to read. Start by marking "Focus Groups: Theory and Practice" as Want to Read: Want to Read savingâ€¦ Want to Read. Currently Reading. Read. Other editions. Enlarge cover. Focus Groups: A Practical Guide for Applied Research by Richard A. Krueger Spiral-bound Â£38.99. Only 6 left in stock (more on the way). Sent from and sold by Amazon. Focus Groups. Customers who bought this item also bought. Page 1 of 1 Start overPage 1 of 1. "FOCUS GROUPS: THEORY AND PRACTICE" and 1970s, and reemerged in the 1980s. It has been an important part of the social scientist's toolkit ever since. Various patterns of focus group ascendance, decline, and revival characterize other fields, yet it seems reasonable to conclude that focus group research has never enjoyed such widespread usage across an array of behavioral science disciplines and subfields as it does today. This is particularly the case in applied research, where dozens of articles and books tend to emphasize the dos and don'ts surrounding the myriad executional details involving recruiting participants, preparing discussion guides, selecting moderators, blocking time slots, inviting observers, ordering food, analyzing data, and preparing reports. Books to Borrow. Books for People with Print Disabilities. Trent University Library Donation. Internet Archive Books. Uploaded by station03.cebu on May 24, 2019. SIMILAR ITEMS (based on metadata). Martin R. Lautman (1982) "Focus Groups: Theory and Method", in NA - Advances in Consumer Research Volume 09, eds. Andrew Mitchell, Ann Abor, MI : Association for Consumer Research, Pages: 52-56. Advances in Consumer Research Volume 9, 1982 Pages 52-56. Theoretical issues and practical considerations in the conduct and analysis of focus groups are presented and discussed. Explanatory qualitative analysis information requirements are derived from an expectancy value model of attitudes. In practice, the distinction between qualitative and quantitative research has been a sharp one. We talk about qualitative research as an art and quantitative research as a science. Moreover, practitioners of one are rarely practitioners of the other.