

# Online Library International Focus Group Research A Handbook For The Health And Social Sciences

## International Focus Group Research A Handbook For The Health And Social Sciences

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*Focus group research | Focus group in qualitative research ...*

Focus group discussion is a technique where a researcher assembles a group of individuals to discuss a specific topic, aiming to draw from the complex personal experiences, beliefs, perceptions and attitudes of the participants through a moderated interaction (Cornwall & Jewkes, 1995; Hayward, Simpson, & Wood, 2004; Israel, Schulz, Parker, & Becker, 1998; Kitzinger, 1994; Morgan, 1996).

*The use of focus group discussion methodology: Insights ...*

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Recruiting participants for the group discussions is one of the fundamental tasks of focus group research. Participants in focus group research are recruited non-randomly (sometimes referred to as 'purposive' recruitment), according to criteria specific to the research objectives.

*International Focus Group Research - Cambridge Core*

The focus group appeared to be the ideal method to stay in touch with customers, in both exploring their

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needs and identifying their attitudes. The focus group technique has evolved over the years within market research and has strongly influenced the business community from product design through to promotions and advertising.

## *Using the Focus Group in Market Research | B2B International*

A practical and authoritative guide to conducting focus group discussions in health and social science research, with particular emphasis on using focus groups in developing country settings. Monique M. Hennink describes the procedures and challenges of each stage of international focus group research. This book demonstrates how to balance scientific rigour with the challenges of the research ...

A practical and authoritative guide to conducting focus group discussions in health and social science research, with particular emphasis on using focus groups in developing country settings. Monique M. Hennink describes the procedures and challenges of each stage of international focus group research. This book demonstrates how to balance scientific rigour with the challenges of the research context, and guides readers to make informed research decisions. It includes unique field perspectives and case study examples of research in practice. Topics covered include: planning international field research; developing a fieldwork timetable and budget; seeking research permissions; translating research instruments; training a field team; developing a culturally appropriate discussion guide; participant recruitment strategies; conducting focus groups in another language; managing discussions in outdoor locations; group size and composition issues; transcription and translation of the group discussions; data

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analysis and reporting focus group research.

I read this book in a single sitting. It is written in an enthusiastic, helpful and clear style that held my attention, and made me want to read what came next. I shall read it again in a single sitting - probably more than once. For it offers common-sense advice about planning and running focus groups which I will want to revisit? - British Journal of Education Technology The Third Edition of the 'standard' for learning how to conduct a focus group contains: a new chapter comparing and contrasting market research, academic, nonprofit and participatory approaches to focus group research; expanded descriptions on how to plan focus group studies and do the analysis, including step-by-step procedures; examples of questions that ask participants to do more than just discuss, and suggestions on how to answer questions about your focus group research.

Thomas Greenbaum discusses how the effectiveness of focus groups is conditional on the effectiveness of the moderators, the techniques they use, the facilities they have and the control they achieve on the ever-escalating costs of research.

Broad and international in scope, Advanced Focus Group Research introduces a conceptual framework that can help researchers make informed decisions about how to plan and implement a focus group research project.

A friendly introduction to the basics of focus group methods with an international feel and an ethical sensibility.

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The Understanding Research series focuses on the process of writing up social research. The series is broken down into three categories: Understanding Statistics, Understanding Measurement, and Understanding Qualitative Research. The books provide researchers with guides to understanding, writing, and evaluating social research. Each volume demonstrates how research should be represented, including how to write up the methodology as well as the research findings. Each volume also reviews how to appropriately evaluate published research. Focus Group Discussions addresses the challenges associated with conducting and writing focus group research. It provides detailed guidance on the practical and theoretical considerations in conducting focus group discussions including: designing the discussion guide, recruiting participants, training a field team, moderating techniques and ethical considerations. Monique Hennink describes how a methodology section is read and evaluated by others, such as journal reviewers or thesis advisors. She provides readers with guidance on specific aspects of presenting research findings, such as structuring narrative accounts, developing an argument, using quotations, reporting focus group interaction, visual presentation formats, and strategies for grounding study results. She describes the challenges in assessing focus groups and details practical strategies for assessing scientific rigor. The book includes case study examples of field research across a range of disciplines and international contexts. Hennink concludes the volume with an overview of current debates relating to the evaluation of qualitative research, suggesting ways to critique the research design, methodology and results of focus group research.

In highlighting the unique features of focus groups, Cyr explains how they can help social science researchers effectively answer certain research questions.



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This updated edition of *Focus Groups: A Practical Guide for Applied Research* walks readers step by step through the “how-tos” of conducting focus group research. Using an engaging, straightforward writing style, authors Richard A. Krueger and Mary Anne Casey draw on their many years of hands-on experience in the field to cut through theory and offer practical guidance on every facet of the focus group process, including tips for avoiding problems and pitfalls. The Fifth Edition is updated with the latest research and technological innovations and includes new coverage on planning with analysis in mind; creating conversational questions that have the potential for producing unique and valuable insights; the art of hosting a focus group; common sense thinking about reporting; more efficient strategies for planning the study; and emerging areas of focus group research, such as conducting cross-cultural, international, and Internet focus groups. “Krueger and Casey’s book does a magnificent job of incorporating both theoretical and practical approaches to the study of focus groups. It is the only hands-on book which explores the process of focus group research.” ? —Theresa Carilli, Purdue University Calumet

## Publisher description

This volume provides a critical approach to using focus groups, examining how focus groups have been utilized to research a diverse set of research questions covering a broad spectrum of substantive fields. The collection acknowledges the tensions between different research traditions, disciplinary emphases, funding climates, cultural, political, and ethical contexts, and the ever-changing policy backdrop. Contributors to this book encourage researchers to question and surmount disciplinary and

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terminological labels and disputes in order to capitalize on the full potential of focus groups, to illuminate the complex collaborative processes involved in forming, debating, contesting, and revising opinions; making decisions; and forging identities. The four sections that comprise this collection address, respectively, using focus groups in novel contexts; employing focus groups in mixed methods research designs; innovations in generating focus group data; and new theoretical developments. A New Era in Focus Group Research will be of interest to students and scholars across disciplines as well as focus group practitioners outside of academia.

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