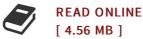




Developing Questions for Focus Groups

By Richard A. Krueger

Sage Publications (CA). Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 10.1in. x 6.9in. x 0.3in.Asking the right questions is critical in focus group interviewing. This book describes a practical process for identifying powerful themes and then offers an easy-to-understand strategy for translating those themes into questions. Richard Krueger suggests ways of categorizing, phrasing and sequencing focus group questions. Going beyond material presented in his earlier books, Krueger shares ideas for questions that get participants actively involved in the focus group interview. For example, he suggests asking participants to make lists, create report cards, sort pictures, draw, cut and paste, or participate in a mini-debate. The results of these activities not only yield insightful information but are also interesting and fun. This book helps make the process of developing good questions easier by outlining a process and offering many examples. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



Reviews

Complete guideline! Its such a excellent read. This really is for all who statte there had not been a worth studying. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Timothy Lynch

The most effective ebook i possibly read. it was actually writtern quite completely and useful. I am just very happy to tell you that here is the best publication we have read through during my individual daily life and could be he greatest publication for possibly.

-- Kennith Nicolas