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Focus Groups

A Practical Guide for Applied Research

SAGE 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 Group Interviews in Education and Psychology

SAGE In this book the authors describe the specific steps to take in order to conduct focus groups in education and psychological settings. The reader is shown how to prepare for a focus group, create a moderator's guide and analyse the results.

Focus Groups

Theory and Practice

SAGE Publisher description

Focus Groups

A Step-by-step Guide

Developing Questions for Focus Groups

SAGE Volume 3 of this series describes a practical process for identifying powerful themes, & offers a clear strategy for translating these themes into questions. It also makes the process of developing good questions a practical proposition.

Advanced Focus Group Research

SAGE 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.

Doing Focus Groups

SAGE A concise, practical introduction to planning and organizing successful focus groups, exploring the advantages and limitations of this method.

The Practical Handbook and Guide to Focus Group Research

Jossey-Bass

Focus Groups as Qualitative Research

SAGE This extensively revised edition of *Focus Groups as Qualitative Research* reflects the many changes that have occurred in the study of focus groups in recent years.

Focus Groups for the Social Science Researcher

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

Focus Group Discussions

Oxford University Press 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.

Developing Focus Group Research

Politics, Theory and Practice

SAGE This book critically examines the potential of, and suggests ways forward in, harnessing a versatile and powerful method of research - focus groups. The book challenges some of the emerging orthodoxies and presents accessible, insightful and reflective discussions about the issues around focus group work. The contributors, an impressive group of experienced researchers from a range of disciplines and traditions, discuss different ways of designing, conducting and analyzing focus group research. They examine sampling strategies; the implications of combining focus groups with other methods; accessing views of 'minority' groups; their contribution to participatory or feminist research; use of

software packages; discourse anal

Collecting Qualitative Data

A Field Manual for Applied Research

SAGE Providing a practical and step-by-step guide to collecting and managing qualitative data, this book focuses on the three most often used forms of qualitative methods: participant observation, in-depth interviews, and focus groups. Designed to be very applied, this textbook includes many checklists and tips for how to use each technique while doing research. It also includes numerous real-life examples and cases so that the reader will benefit from seeing the broader picture. *Collecting Qualitative Data: A Field Manual* is intended both for beginning researchers and the more experienced research collector.

Program Evaluation in School Counseling

Improving Comprehensive and Developmental Programs

Routledge *Program Evaluation in School Counseling* is the first book on program evaluation that looks to the field and literature of program evaluation and then relates methods, procedures, and practices back to the practice of school counseling. Written by two accomplished authors who teamed up to build evaluation capacity among school and school-based counselors internationally, the book highlights their interdisciplinary work, covering many years and several continents. Based on the authors' model for teaching program evaluation and their research on school counselor competence in program evaluation, this concise, clear, and practical guide supports the continuing professional development of school counselors through training, workshops, and self-study. This book addresses the program evaluation knowledge, skills, and understandings that school-based counselors are expected to use in line with the CACREP 2016 Standards. The book is intended as a companion text for university courses in research methods and/or in the organization and administration of counseling services. It is also appropriate as a self-study guide to help practicing school counselors develop expertise in evaluation.

Rapid Needs Analysis

American Society for Training and Development Avoid a time-consuming needs analysis process and learn how to quickly analyze a performance problem. You can use the dozens of tools, worksheets, and job aids included in this book to rapidly analyze a request for a performance solution and recommend the best method to meet your business needs. Case studies, which illustrate how companies have succeeded using the process described in the book, are included in every chapter.

Encyclopedia of Survey Research Methods

SAGE Publications In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the *Encyclopedia of Survey Research Methods* presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint.

This Is Service Design Doing

Applying Service Design Thinking in the Real World

"O'Reilly Media, Inc." How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

Conducting Focus Groups for Business and Management Students

SAGE Part of *SAGE's Mastering Business Research Methods*, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. In *Conducting Focus Groups*, Caroline J. Oates and Panayiota J. Alevizou explain what is involved in conducting focus groups, outlining their main features, use in research, their design and the kind of rich, qualitative data they facilitate. A step-by-step guides using practical examples show how you can successfully use focus groups to address your own research question. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Watch the editors introduce the *Mastering Business Research Methods* series and tell you more about the first three books.

Inclusion in Higher Education

Research Initiatives on Campus

Lexington Books *Inclusion in Higher Education: Inquiry-Based Approaches to Change* presents an inquiry-based approach to inclusion in higher education that embraces scholarly inquiry, collaborative efforts, and data-driven interventions to inform transformative institutional change. Contributors analyze inclusion initiatives that address the experiences of minoritized groups on college campuses and recommend tailored interventions for the needs of underrepresented students in varied fields of study.

A Manual for the Use of Focus Groups

International Nutrition Foundation for

Focus Groups in Social Research

SAGE *Focus Groups in Social Research* addresses the key issues and practical requirements of the social researcher using focus groups.

Changing the Conversation

Messages for Improving Public Understanding of Engineering

National Academies Press Can the United States continue to lead the world in innovation? The answer may hinge in part on how well the public understands engineering, a key component of the 'innovation engine'. A related concern is how to encourage young people--particularly girls and under-represented minorities--to consider engineering as a career option. *Changing the Conversation* provides actionable strategies and market-tested messages for presenting a richer, more positive image of engineering. This book presents and discusses in detail market research about what the public finds most appealing about engineering--as well as what turns the public off. *Changing the Conversation* is a vital tool for improving the public image of engineering and outreach efforts related to engineering. It will be used by engineers in professional and academic settings including informal learning environments (such as museums and science centers), engineering schools, national engineering societies, technology-based corporations that support education and other outreach to schools and communities, and federal and state agencies and labs that do or promote engineering, technology, and science.

Community how to Guide on Underage Drinking Prevention: Needs assessment & strategic planning

Advocating for English Learners

A Guide for Educators

Corwin Press Embrace the future by ensuring English Learners have a voice in school. English Learners (ELs) are the fastest-growing segment of the K-12 population. Therefore, educators must provide a voice for their needs. This book demystifies the techniques of advocacy for ELs, including: A shared sense of responsibility for EL success-Providing tools that every educator can use to ensure that ELs are effectively served An overview for administrators-Influencing policy and fostering a culture that meets EL needs Advocacy for ELs' success beyond Grade 12-Equipping ELs for life after graduation, from higher education to career decisions

Doing Semiotics

A Research Guide for Marketers at the Edge of Culture

Oxford University Press, USA The semiotics discipline - a hybrid of communication science and anthropology - accounts for the deep cultural codes that structure communication and sociality, endow things with value, move us through constructed space, and moderate our encounters with change. Doing Semiotics shows readers how to leverage these codes to solve business problems, foster innovation, and create meaningful experiences for consumers. In addition to the key principles and methods of applied semiotics, it introduces the basics of branding, strategic decision-making, and cross-cultural marketing management. Through practical exercises, examples, extended team projects, and evaluation criteria, this book guides students through the application of learning to all phases of semiotics-based projects for communications, brand equity management, design strategy, new product development, and public policy management. In addition to tools for sorting data and mapping cultural dimensions of a market, it includes useful interview protocols for use in focus groups, in-depth interviews, and ethnographic studies, as well as expert case studies that will enable readers to apply semiotics to consumer research.

Policy Into Action

Implementation Research and Welfare Reform

The Urban Insitute The sweeping changes of 1996's welfare reform legislation are more than just new policies. They represent a profound transformation of the character and structure of social policy institutions in the United States, a shift from a bureaucratic, centralized mode for income transfer, to a "professional" mode aimed at complex behavioral change. The evaluation community has responded with a shift from traditional impact analyses to implementation studies that get inside the skin of this new, more flexible structure. Implementation research explores the translation of concepts into working policies and programs, and evaluates how well the administrative and management dimensions of these policies work, and how the programs are experienced by all involved. Policy into Action offers state-of-the-art thinking on implementation research from leading policy researchers and evaluation practitioners.

Focus Groups as Qualitative Research

SAGE Publications The extensively revised edition of the best-selling Focus Groups as Qualitative Research continues to provide an excellent guide for researchers across the disciplines. Reflecting the many changes that have occurred in the study of focus groups in recent years, the book begins with an updated introduction offering a discussion of current social science approaches to focus groups. Expanded coverage on the comparison of focus groups to individual interviews follows, and there is more material on the strengths and weaknesses of focus groups. The section on self-contained focus groups has also been expanded. Subsequent chapters have been revised to include examples from social scientists who have established their own practices and methodological research on focus groups. In conclusion, the author offers future directions and references that take into account the explosive growth of focus groups as a research tool for all social scientists.

The Team-building Workshop

A Trainer's Guide

Amacom Books "The Team-Building Workshop" was written specifically to help readers design and lead a two-day team-building workshop that achieves measurable results.

The Handbook for Focus Group Research

SAGE As one of the most popular tools for gathering information in today's marketplace focus groups require understanding of purpose and good grounding in the technique to be effective. In The Handbook for Focus Group Research, Second Edition Tom Greenbaum provides the latest information on conducting effective focus groups.

Toward gender-informed energy subsidy reforms

World Bank Publications This report is a companion piece to the summary report "Adapting to Higher Energy Costs: Findings from Qualitative Studies in Europe and Central Asia", which looks at poverty and social impact of energy subsidy reforms. In particular, this report examines whether energy subsidy reforms in ECA region impact men and women differently, and what it means for energy subsidy reforms to be more gender sensitive. Prior global studies on gender and energy suggest that men and women have different priorities when it comes to energy use; that the reforms may have unequal effects on their well-being; that they face different challenges in interacting with energy providers or social assistance institutions; and may have different views on and knowledge of policy reforms. Qualitative findings of this research indicate that gender-related vulnerabilities in energy reforms occur for the following reasons: the relative economic vulnerability of women and female headed-households; intra-household roles related to energy use, and to procurement of energy sources and appliances; impacts of household coping strategies on the well-being of both women and men; and behavioral differences in how women and men interact with relevant institutions, such as energy providers and social assistance offices.

Practical Research and Evaluation

A Start-to-Finish Guide for Practitioners

SAGE This book is a starter 'DIY' text for practitioners who are looking to conduct evaluation studies and research as part of their own professional practice. The growing emphasis on evidence-based practice means that there is an increasing need for practitioners to have at least a basic understanding of research, be aware of methodological pitfalls and to be updated on new methods. This book provides a practical, user-friendly guide to social science research methods for professionals who have benefited from little, if any, formal research methods training but find themselves in a role that requires them to read and understand complex research findings and carry out their own research as part of their professional practice. Practical Research and Evaluation is aimed at practitioners working in education, health, social care and community work. Many in this market are non-graduates or are those whose study did not contain a research element, but are required to know how research works. This book has three main aims which will benefit this audience - to enable readers to carry out small-scale research projects of their own, provide them with the basic understanding necessary to commission research, and enable them to better understand and evaluate critically research reports. This book is designed specifically for 'Do-it-Yourself' researchers working in the public or voluntary sectors. It is accessible and relevant to practitioners, uses non-technical language wherever possible and employs grounded examples, practical tips, checklists and readings lists throughout.

Changemaking

Tactics and Resources for Managing Organizational Change

eBookIt.com Changemaking takes a fresh look at managing change. Focusing on tactics rather than strategy, the book is for those who carry out the practical day-to-day work of supporting and sustaining change. It focuses on the details, and provides the needed toolkit: materials that readers can refer to, draw on, and adapt. These include checklists, templates, questionnaires, tactics, FAQs, talking points, e-mails, and other resources. Short case histories illustrate what can go wrong and how it can be made to go right. The book provides a framework of seven factors that summarize the conditions, resources, and processes that support successful change. It also offers specific guidance on processes that are often employed to move a change initiative forward, including making the case for change, managing employee focus groups, and developing FAQ (Frequently Asked Question) guides. The 50 resources are designed to provide a starting-point for readers to adapt and use in their own organizations. Develop the materials to reflect your own goals and needs, and deploy them as you support your own change initiative

Understanding Communication Research Methods

A Theoretical and Practical Approach

Routledge Using an engaging how-to approach that draws from scholarship, real life, and popular culture, this textbook, now in its third edition, offers students practical reasons why they should care about research methods and offers a practical guide to actually conducting research themselves. Examining quantitative, qualitative, and critical research methods, this new edition helps undergraduate students better grasp the theoretical and practical uses of method by clearly illustrating practical applications. The book features all the main research traditions within communication including online methods and provides level-appropriate applications of the methods through theoretical and practical examples and exercises, including sample student papers that demonstrate research methods in action. This third edition also includes additional chapters on experimental design and methods of performance, as well as brand new case studies throughout. This textbook is perfect for students and scholars using critical, cultural, interpretive, qualitative, quantitative, and positivist research methods, as well as students of communication studies more generally. It also offers dedicated student resources on the Routledge.com book page and instructor resources at https://routledgetextbooks.com/textbooks/instructor_downloads/. These include links, videos, outlines and activities, recommended readings, test questions, and more.

Marketing Public Health

Strategies to Promote Social Change

Jones & Bartlett Learning Prepare your students for careers in public health, social marketing, health communication, media advocacy, and health promotion with this ideal textbook. *Marketing Public Health* is the ultimate one-stop guide to every stage of the marketing campaign, from planning to execution to evaluation and refinement. The text contains many case studies, anecdotes, illustrations, and examples. It is written in clear language, with simple terms, and a helpful glossary to help students navigate through unfamiliar terrain.

A Practical Guide to Information Literacy Assessment for Academic Librarians

Greenwood Publishing Group

A Guide to Implementation Research

The Urban Institute This book offers comprehensive, practical advice on conducting implementation studies in the context of program evaluation.

The Wilder Nonprofit Field Guide to Conducting Successful Focus Groups

Fieldstone Alliance Practical and easy to use, *Conducting Successful Focus Groups* gives you the practical guidance to do focus groups using little more than staff or volunteer time and the cost of refreshments. In ten easy-to-follow steps, you'll learn how to plan and conduct focus groups and, most importantly, how to put the results into action: 1. Create a focused purpose statement 2. Set up a realistic timeline 3. Decide who and how many participants to invite 4. Generate questions that'll get the information you need 5. Write a focus group script 6. Choose a facilitator 7. Find a location that puts people at ease 8. Run the focus group 9. Put the results into action. Each step is followed by a task statement that sums up what you need to do before moving on. Examples, worksheets, answers to frequently asked questions, and an annotated bibliography make the job even easier. People feel flattered when you ask for their opinions; in fact, most love to tell you what they think. With *Conducting Successful Focus Groups*, you'll have the tools to use focus groups effectively and make better-informed plans.

Advertising and Public Relations Research

Routledge Designed to serve as a comprehensive, primary text for research methods courses in advertising and/or public relations programs, this book concentrates on the uses and applications of research in advertising and public relations situations. The authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.

Analyzing and Reporting Focus Group Results

SAGE Publications Richard Krueger offers a rich and valuable discussion of focus group analysis that is sure to become a major guide in future focus group efforts. Analysis of focus group data is different from analysis of data collected through other qualitative methodologies and this presents new challenges to researchers. This book overviews important principles guiding focus group research, suggests a systematic and verifiable analysis strategy. Krueger is not doctrinaire: he offers multiple approaches and invites others to share their strategies for analysis. The book is helpful for academic audiences, focus group practitioners and the occasional moderator. The straightforward approach contains hundreds of helpful tips.

Essentials of Health Care Marketing

Jones & Bartlett Publishers *Essentials of Health Care Marketing, Fourth Edition* will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market.