

ADVANCED FOCUS GROUP RESEARCH



Edward F. Fern

Advanced Focus Group Research

David L. Morgan



Advanced Focus Group Research:

Advanced Focus Group Research Edward F. Fern, 2001-06-25 Advanced Focus Group Research examines the focus group research process in depth. It uncovers and addresses many of the complexities researchers encounter in conducting focus group research and introduces a conceptual framework that helps researchers make informed decisions about how to plan a focus group research project. Specifically written for researchers and students with a fundamental knowledge of focus group research, the book gives numerous examples of what researchers should and should not do in designing their own research projects. In addition, it critically examines the limits of focus groups and suggests how to use focus groups for nontraditional research tasks.

Basic and Advanced Focus Groups David L. Morgan, 2018-07-13 Basic and Advanced Focus Groups illustrates both the different types of focus groups and how to decide among those options in order to produce the most effective focus groups possible. A variety of approaches to doing research with focus groups gives readers the tools to develop and examine their research designs starting with the basics. Advanced coverage in each chapter takes an in-depth look at topics such as moderating focus groups using mixed methods and working with different sizes of groups. By taking a practical applied approach, the author gives even novice students the knowledge and confidence to design and conduct effective focus group research while simultaneously providing more advanced researchers with the tools and knowledge to refine their current practices.

Advanced Focus Group Research Edward F. Fern, 2001-06-25 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.

Focus Groups Christine S. Davis, 2016-11-25
References Chapter 8 Taking It to the Next Level Focus Groups as a Feminist or Critical Method Interactive Focus Groups Leaderless Discussion Groups Focus Groups as Delphi Method Focus Groups in CBPR Community Based Participatory Research Mini Groups Larger Groups Town Forums Preexisting or Bona Fide Groups Multiple or Ongoing Group Sessions Different Settings Living Room vs Conference Style Focus Groups as Part of Multiple or Mixed Methods Research Summary References Index

The SAGE Handbook of Applied Social Research Methods Leonard Bickman, Debra J. Rog, 2009 This Handbook addresses the methodology of social science research and the appropriate use of different methods.

Feminist Research Practice Sharlene Nagy Hesse-Biber, 2013-07-18 The fully revised and updated edition of *Feminist Research Practice: A Primer* draws on the expertise of a stellar group of interdisciplinary scholars who cover cutting edge research methods and explore research questions related to the complex and diverse issues that deeply impact women's lives. This text offers a unique hands-on approach to research by featuring engaging and relevant exercises as well as behind-the-scenes glimpses of feminist researchers at work. The in-depth examples cover the range of research questions that feminists engage with, including issues of gender inequality, violence against women, body image issues, and the discrimination of other marginalized groups. Written in a clear, concise manner that invites students to explore and practice a wide range of research

the Second Edition offers seven new chapters that reflect the latest scholarship in the field a stronger focus on ethics new examples that bring concepts to life effective learning tools and more

Understanding Focus Group Discussions

Monique M. Hennink,2014 This volume guides readers on practical and theoretical considerations in conducting focus group research Separate chapters are devoted to writing focus group methods and presenting findings Strategies for assessing the quality of focus group research are included and case study examples of field research are provided throughout

A New Era in Focus Group Research Rosaline S. Barbour,David L. Morgan,2017-08-18 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 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

Focus Groups Revisited Deanna J. Trakas,2008 This book brings together a collection of articles about performing focus groups with 7 to 11 year old children All of the contributions were written by members of a multidisciplinary project which took place in six study sites in Europe and investigated children s experiences with their asthma The text can be used as a handbook for children s focus groups It also presents an anthropological perspective to serve as a critical commentary on the processes which occur when focus groups are taken out of their native terrain and used in new social collectivities

Nursing Research: Designs and Methods Roger Watson,Hugh McKenna,Seamus Cowman,John Keady,2008-02-22

This title is directed primarily towards health care professionals outside of the United States It has been written by nurses for nurses and is research minded conceptually and theoretically up to date and student centred It is a comprehensive introduction to nursing research that will allow readers to build up their understanding of the research process and develop confidence in its practical application Text supported by examples from real life research International perspective on nursing research Comprehensive coverage including established and innovative designs and methods

Focus Groups for the Social Science Researcher Jennifer Cyr,2019-03-28 In highlighting the unique features of focus groups Cyr explains how they can help social science researchers effectively answer certain research questions

Identifying Hidden Needs K. Goffin,F. Lemke,U. Koners,2010-10-06 Too many new products fail New products which are hard to differentiate from existing products won t capture the customer s imagination The failure is due to a poor understanding of customers needs

Companies need to take a radical approach to identifying customers real needs and this book demonstrates innovative ways to achieve this Eurasian Business and Economics Perspectives Mehmet Huseyin Bilgin,Hakan Danış,Ender Demir,Ege Yazgan,2024-11-21 This volume of Eurasian Studies in Business and Economics includes selected papers from the 44th Eurasia Business and Economics Society EBES Conference held in Istanbul on July 6th 7th and 8th 2023 and hosted by Istanbul Bilgi University T rkiye The theoretical and empirical papers gathered here cover diverse areas of business and management from different geographic regions *The Regulation of Gender Stereotypes in Advertising* David Davies,2025-02-17 This book provides an innovative and policy oriented analysis of gender stereotypes in advertising regulation from a socio legal perspective Examining the law and policy of the European Union and three case studies in Sweden Spain and the UK the book draws on interviews focus group data and desk research to critically assess the legislation and regulation on the use of gender stereotypes in advertising Its focus is on the largely neglected question of the EU s competence in the area of gender And to assess this the book considers various forms of good practice through legislation regulation and policy It also explores the proscribing of gender stereotypes in advertising through soft law measures such as self regulation at state level and action programmes and roadmaps at EU level Finally it critiques the lack of progress in achieving a unified code on the regulation of gender stereotypes whilst imagining what such a code might look like The book will appeal to academics with research and teaching interests in EU law gender equality and comparative law as well as academics and practitioners involved with media and advertising regulation anti discrimination law and freedom of expression **Engineering Asset Management - Systems, Professional Practices and Certification** Peter W. Tse,Joseph Mathew,King Wong,Rocky Lam,C.N. Ko,2014-12-09 This proceeding represents state of the art trends and developments in the emerging field of engineering asset management as presented at the Eight World Congress on Engineering Asset Management WCEAM The Proceedings of the WCEAM 2013 is an excellent reference for practitioners researchers and students in the multidisciplinary field of asset management covering topics such as Asset condition monitoring and intelligent maintenance 2 Asset data warehousing data mining and fusion 3 Asset performance and level of service models 4 Design and life cycle integrity of physical assets 5 Deterioration and preservation models for assets 6 Education and training in asset management 7 Engineering standards in asset management 8 Fault diagnosis and prognostics 9 Financial analysis methods for physical assets 10 Human dimensions in integrated asset management 11 Information quality management 12 Information systems and knowledge management 13 Intelligent sensors and devices 14 Maintenance strategies in asset management 15 Optimisation decisions in asset management 16 Risk management in asset management 17 Strategic asset management 18 Sustainability in asset management King WONG served as Congress Chair for WCEAM 2013 and ICUMAS 2013 is the President of the Hong Kong Institute of Utility Specialists HKIUS and Convener of International Institute of Utility Specialists IIUS Peter TSE is the Director of the Smart Engineering Asset Management

laboratory SEAM at the City University of Hong Kong and served as the Chair of WCEAM 2013 Organising Committee Joseph MATHEW served as the Co Chair of WCEAM 2013 is also WCEAM s General Chair He is the Chief Executive Officer of Asset Institute Australia

Qualitative Research Methods in Air Transport Management Kurt, Yeşim, 2025-02-06 Qualitative research methods play an important role in air transport management by providing insights into the complexities of the industry that quantitative data cannot capture alone Through techniques such as interviews case studies focus groups and observational research qualitative methods allow researchers and practitioners to explore the human organizational and cultural factors that influence decision making customer experiences and operational efficiency in air transport This approach enables a deeper understanding of passenger behaviors airline management practices regulatory impacts and industry trends By focusing on the nuances and subjective experiences of stakeholders qualitative research contributes to the development of more effective strategies policies and innovations within the air transport sector *Qualitative Research Methods in Air Transport Management* reveals the relationship between qualitative research methods and academics researchers and industry professionals who carry out studies related to the air transport sector It exemplifies qualitative research practices in the aviation sector while providing in depth analysis and discusses the importance of qualitative research for understanding the structures in the sector and the experiences of aviation professionals This book covers topics such as traffic control aviation engineering and air transportation and is a useful resource for business owners researchers engineers data scientists and academicians

Communicating Risks and Benefits Baruch Fischhoff, 2012-03-08 Effective risk communication is essential to the well being of any organization and those people who depend on it Ineffective communication can cost lives money and reputations *Communicating Risks and Benefits An Evidence Based User s Guide* provides the scientific foundations for effective communications The book authoritatively summarizes the relevant research draws out its implications for communication design and provides practical ways to evaluate and improve communications for any decision involving risks and benefits Topics include the communication of quantitative information and warnings the roles of emotion and the news media the effects of age and literacy and tests of how well communications meet the organization s goals The guide will help users in any organization with any budget to make the science of their communications as sound as the science that they are communicating

Business Research Methods Emma Bell, Alan Bryman, Bill Harley, 2019 Previous edition published as by Alan Bryman Emma Bell

Qualitative Research Methods for Media Studies Bonnie Brennen, 2012-11-12 This book introduces the essential qualitative methods used in media research with an emphasis on integrating theory with practice Each method is introduced through step by step instruction on conducting research and interpreting research findings alongside in depth discussions of the historical cultural and theoretical context of the particular method and case studies drawn from published scholarship This text is a comprehensive and accessible introduction to qualitative methods ideal for media and mass communication research courses

Business

Research Methods Alan Bryman, Emma Bell, 2007 An adaptation of Social Research Methods by Alan Bryman this volume provides a comprehensive introduction to the area of business research methods It gives students an assessment of the contexts within which different methods may be used and how they should be implemented

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