



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.

DOWNLOAD



READ ONLINE
[6.83 MB]

Reviews

Basically no phrases to spell out. It is actually rally interesting throgh studying time. You can expect to like just how the article writer create this publication.
-- Braden Leannan

Without doubt, this is actually the greatest operate by any writer. It is really basic but surprises within the 50 percent of the ebook. I discovered this ebook from my i and dad recommended this ebook to understand.
-- Mrs. Chelsea Hintz