

Planning Focus Groups

Author David L. Morgan covers the wide range of practical tasks required in the course of a research project when using focus groups. Throughout, Planning Focus Groups emphasizes the clarifying purposes of the research project in order to collect data that meet the goals. The author extensively and concisely covers the basic decisions that are necessary to plan a research project using focus groups, such as who should be in the groups, the total number of groups, their size, and much more. This volume also features a detailed discussion of timelines, personnel, and budgets. Among the other topics covered are recruitment, selecting locations, and recording and managing data. Practical material includes checklists, recruitment tools, timelines, and budgets.

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