

Morgan

Focus Groups as Qualitative Research

This volume describes a variety of applications for focus groups in social science, pointing out its potential as a self-contained means of collecting data and as a supplement to other research methods, both qualitative and quantitative. The author compares the focus group to more common qualitative techniques - individual interviewing and participant observation - stressing the advantages and weaknesses of each. He presents a thorough treatment of practical issues of planning and running a focus group and suggests ways research can be designed around the technique. The volume closes with a look at the potential contributions of focus groups to qualitative research.



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Auf Anfrage

Nicht mehr lieferbar

Artikelnummer: 9780803932081

Medium: Buch

ISBN: 978-0-8039-3208-1

Verlag: SAGE Publications

Erscheinungstermin: 20.12.1988

Auflage: 1. Auflage 1988

Serie: Qualitative Research Methods

Produktform: Gebunden

Gewicht: 250 g

Seiten: 88



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WISSEN. EINFACH. FINDEN.

Kundenservice Verlag Dr. Otto Schmidt KG

Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)

13.09.2026 | 13:53 Uhr

