

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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