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international market research focus groups

International Focus Group Research: A Handbook for the Health and Social Sciences [Monique M. Hennink] on Amazon.com. *FREE* shipping on qualifying offers. A practical and authoritative guide to conducting focus group discussions in health and social science research

A Practical Guide to Focus-Group Research

Traditionally, focus group research is “a way of collecting qualitative data, which—essentially— involves engaging a small number of people in an informal group discussion (or discussions), ‘focused’ around a particular topic or set of issues” (Wilkinson, 2004, p.

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177).

International Focus Group Research

A Practical Guide to Focus-Group Research ROSANNA L. BREEN Faculty of Education, University of Technology, Sydney, Australia ABSTRACT This article guides readers through the decisions and considerations involved in conducting focus-group research investigations into students' learning experiences.

Focus Groups - Research-Methodology

This paper introduces focus group methodology and discusses its relevance to those researching health care provision. As a qualitative data collection technique, the

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focus group has advantages over other qualitative methods, such as the in-depth interview and the nominal group technique.

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Focus groups are led by a moderator who is responsible to ensure that group discussions remain focused on the

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research area. Advantages of focus groups include the possibility of obtaining primary data through non-verbal channels, as well as, verbal channels and approaching the research area from various perspectives.

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This article has outlined the main features of focus group research, paying particular attention to the benefits of interaction and group dynamics which only this method can offer. Practical considerations and the time it takes to conduct focus group research may discourage many from attempting to collect data using this method.

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A practical and authoritative guide to conducting focus group discussions in health and social science research, with particular emphasis on using focus groups in developing country settings. Monique M. Hennink describes the procedures and challenges of each stage of international focus group research.

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Methodology Brief: Introduction to Focus Groups

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How to Use Focus Groups in Marketing Research
focus group has individuals with characteristics of the overall population and can contribute to helping the

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research gain a greater understanding of the topic. A focus group is most effective with 7-12 participants. This is the optimal size to

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Focus groups are a form of qualitative research that is commonly used in product marketing and marketing research, but it is a popular method within sociology as well. During a focus group, a group of individuals—usually 6-12 people—is brought together in a room to engage in a guided discussion of a topic.

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