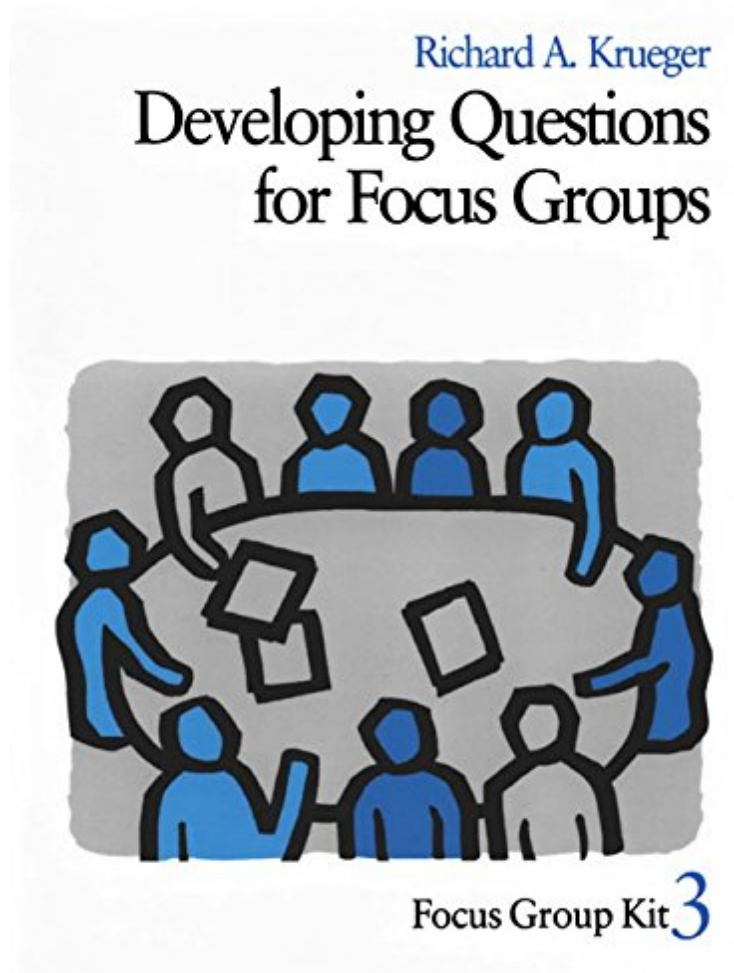


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## Developing Questions for Focus Groups (Focus Group Kit)

Von Richard A. Krueger

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**Von Richard A. Krueger : Developing Questions for Focus Groups (Focus Group Kit)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Developing Questions for Focus Groups (Focus Group Kit):

Kundenrezensionen Hilfreichste Kundenrezensionen 0 von 0 Kunden fanden die folgende Rezension hilfreich. Praxishandbuch für qualitative Forscher Von Anna-Lillifee Die Reihe von Krueger/Morgan ist sehr empfehlenswert! Im Band 3 wird einfach und klar erlutert, wie ein guter Leitfaden für Gruppendiskussionen erstellt werden kann. Der Autor spart nicht mit Beispielen aus seinen eigenen Forschungen. Für Anfänger und Fortgeschrittene!! Pragmatisch und herrlich "unwissenschaftlich". Damit kann man arbeiten!

Kurzbeschreibung 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.

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