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DEVELOPING QUESTIONS FOR FOCUS GROUPS



Sage Publications (CA). Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 10.1in. x 6.9in. x 0.3in. 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...

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- Authored by Richard A. Krueger
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