



Analyzing and Reporting Focus Group Results (Focus Group Kit)

Richard A. Krueger

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Richard Krueger offers a rich and valuable discussion of focus group analysis that is sure to become a major guide in future focus group efforts. Analysis of focus group data is different from analysis of data collected through other qualitative methodologies and this presents new challenges to researchers. This book overviews important principles guiding focus group research, suggests a systematic and verifiable analysis strategy. Krueger is not doctrinaire: he offers multiple approaches and invites others to share their strategies for analysis. The book is helpful for academic audiences, focus group practitioners and the occasional moderator. The straightforward approach contains hundreds of helpful tips.

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