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Focus Groups: A Practical Guide for Applied Research

By Richard A. Krueger, Mary Anne Casey



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The **Fourth Edition** of the bestselling **Focus Groups: A Practical Guide for Applied Research** offers an easy-to-ready overview of sound focus group practices.

Authors Richard A. Krueger & Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews. The process depicted is unbiased, non-judgmental and is respectful of all views. It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders, customers, and employees.


This book cuts through the theory and gives hand-on advice to those who are seeking to actually conduct a focus group. It is most helpful for conducting focus groups for research or evaluation with public, non-profit, educational, health, human service, and religious organizations.

Key Features

- Offers the latest on telephone and Internet focus groups
- Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results.
- Gives solid information on organizational focus groups
- Presents ways on how to recruit participants to the focus group
- Contains a number of practical tips that actually work. It is written for the person who has to plan, recruit, develop questions, moderate, analyze and report the results.
- Incorporates icons throughout the book that offer tips, examples, additional resources and others bits of practical information.

Intended Audience

This book is appropriate for a variety of research methods and evaluation courses in departments such as education, sociology, political science, journalism, business & marketing, public administration, and public health.

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Editorial Review

Review

"The best 'How To' focus groups book on the market." (Jay Rayburn *Adoption Reply Card* 2009-05-01)

"The appearance of this timely new edition is likely to prove useful to a wide spectrum of potential users, including educators and students as well as researchers, planners, and evaluators in diverse fields of governmental operations, healthcare administration, education, and nonprofit organization management. Krueger and Casey have successfully provided users across many fields with exactly what the title describes: a practical guide for applied research." (Robert G. Brunger *The Canadian Journal of Program Evaluation* 2010-01-04)

About the Author

Richard Krueger is professor emeritus at the University of Minnesota. He is an internationally recognized authority on the use of focus group interviewing within the public environment. For 25 years he served as evaluation leader for the University of Minnesota Extension Service followed by 10 years teaching graduate courses in program evaluation and research methodology. He is a former president of the American Evaluation Association and a member of the Qualitative Research Consultants Association. He holds a Ph.D. from the University of Minnesota. In his spare time he repairs his motorcycle, swaps stories with friends, and shops for tools at the local hardware store. Maybe you've seen him there.

Mary Anne Casey is an evaluator, writer, and teacher. She has been an evaluation consultant at the international, national, state, and local levels on topics relating to health, public policy, community development, agriculture, and the environment. Mary Anne has had the privilege of asking questions and listening, and the challenge of providing useful, enlightening results to clients. She relishes analysis and finding just the right way to convey what people have shared. She weaves the lessons she has learned into her work, her writing on focus group interviewing, and her teaching at the University of Minnesota, University of South Florida, and University of Michigan. Mary Anne previously worked for the W.K. Kellogg Foundation and the state of Minnesota. She received her PhD from the University of Minnesota. She gets her best insights while in the shower or on long walks.

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