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*By Michael Bloor, Jane Frankland, Michelle Thomas, Kate Stewart*



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There is an increasing divergence of focus group practice between social researchers and commercial market researchers. This book addresses the key issues and practical requirements of the social researcher, namely: the kinds of social research issues for which focus groups are most and least suitable; optimum group size and composition; and the designing of focusing exercises, facilitation and appropriate analysis.

The authors use examples, drawn from their own focus groups research experience, and provide exercises for further study. They address the three main components of composition, conduct and analysis in focus group research and also acknowledge the increasing impact the Internet has had on social research by cover



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### About the Author

editorial board member, Qualitative Research, and Chair, Trustees of the Foundation which owns the Sociology of Health and Illness journal

Research into palliative care in cancer and other life limiting conditions.

Research into older people's experiences towards the end of life.

Research into experiences of adult children as carers for elderly parents towards the end of life.

Qualitative methodology, including focus groups

Medical sociology

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