

# Download Focus Groups A Practical Guide For Applied Research

Focus Groups: A Practical Guide for Applied Research [Richard A. Krueger, Mary Anne Casey] on Amazon.com. \*FREE\* shipping on qualifying offers. This updated edition of Focus Groups: A Practical Guide for Applied Research walks readers step by step through the how-tos of ...Unter einer Fokusgruppe (aus dem Englischen: „focus group“; manchmal auch in-depth group interview) versteht man eine Form der Gruppendiskussion, die zum Beispiel in der qualitativen Sozialforschung sowie in der Marktforschung eingesetzt wird. Focus Groups. Anita Gibbs. Dr Anita Gibbs is a Research Officer at the Probation Studies Unit, Centre for Criminological Research, Oxford University. As focus groups increased in popularity during the 1980s and 1990s, they were increasingly used to explore relatively narrow information niches.