



Focus Group Interviews in Education and Psychology

Sharon R. Vaughn, Jeanne Shay Schumm, Jane M. Sinagub

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While there are many books that address focus groups, most are directed at business and marketing. This book differs by demonstrating the specific steps necessary to conduct focus groups in educational and psychological settings.

Using numerous examples, the authors show how to prepare for a focus group, create a moderator's guide, select a setting and analyze results. In addition, there is a chapter on focus groups with children and adolescents. Each chapter contains procedural tables as well as applications for performing 'trial runs' of the techniques discussed.

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