



## Developing Questions for Focus Groups

---

By Richard A. Krueger

Sage Publications (CA). Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 10.1in. x 6.9in. x 0.3in. Asking the right questions is critical in focus group interviewing. This book describes a practical process for identifying powerful themes and then offers an easy-to-understand strategy for translating those themes into questions. Richard Krueger suggests ways of categorizing, phrasing and sequencing focus group questions. Going beyond material presented in his earlier books, Krueger shares ideas for questions that get participants actively involved in the focus group interview. For example, he suggests asking participants to make lists, create report cards, sort pictures, draw, cut and paste, or participate in a mini-debate. The results of these activities not only yield insightful information but are also interesting and fun. This book helps make the process of developing good questions easier by outlining a process and offering many examples. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



**READ ONLINE**  
[ 3.02 MB ]

### Reviews

*The most effective pdf i possibly read. It is amongst the most amazing publication i actually have go through. You are going to like the way the author publish this pdf.*

-- **Chelsea Durgan PhD**

*I actually started off looking over this pdf. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Mr. Bertrand Anderson DDS**