



# Focus Groups: A Practical Guide for Applied Research, Second Edition

*Richard A. Krueger*

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The **First Edition** of Richard Krueger's **Focus Groups** has become the standard introduction to a technique that is used across the social sciences and professions. This new edition retains the emphasis on applied research, the practical advice on setting up and running focus groups, and the coverage of the entire process from designing a project to reporting the results. More extensive than the original, it contains new chapters on analyzing focus group results and on collaborative approaches. It also contains additional material on the uses of focus groups, questioning strategies, moderator roles, selecting participants, and focus groups with groups containing racial or cultural diversity



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