



Focus Groups: Theory and Practice (Applied Social Research Methods)

David W. Stewart, Prem N. Shamdasani

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Stressing the unique interaction of the moderator and group as well as the mechanics of designing, conducting and interpreting the outcome of focus groups, this book provides a systematic treatment of focus group interviews within the context of social science research and theory. It also brings together the substantial literature on group processes and the analysis of qualitative data.

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