

Download Focus Group Interviews In Education And Psychology

Focus Group Interviews in Education and Psychology [Jane M. Sinagub] on Amazon.com. *FREE* shipping on qualifying offers. 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. The focus group interview is a research tool that holds great promise for application in educational and psychological research. Focus groups offer an effective way to obtain knowledge about what key stakeholders think and feel resulting in information that yields better surveys, evaluations, and research studies. Although there are numerous books and articles that address focus groups, most are directed at business and marketing. Focus Group Interviews in Education and Psychology shows the specific steps to take to conduct focus groups in educational and psychological settings. Through the use of numerous examples, the authors show readers how to prepare for a focus group, create a moderator's guide ... Focus group interviews in education and psychology Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781452243641 Vaughn, Sharon, Jeanne Shay Schumm and Jane Sinagub. Focus Group Interviews in Education and Psychology .