

Focus Group Practice is unique in providing a picture of focus group moderation and interaction that is based on the study of what actually happens in well-run focus groups. Using cutting edge theories of interactions, Puchta and Potter throw light on the practice of moderation.

This book addresses these key questions:

How are participants encouraged to be animated and involved?

How are arguments and esoteric anecdotes discouraged?

How are responses guided in the required direction?

Above all, how does a moderator keep participants focused?

(Back Cover)

Focus Group Practice

is divided into seven useful hints for conducting well-run focus groups:

Chapter One, Focus Groups and Interaction,

discusses the purpose of the book and a brief history of focus groups.

Chapter Two, Producing Informality,

suggests ways in which the facilitator(s) can assist participants into a more informal atmosphere, placing participants at ease during the focus group.

Chapter Three, Producing Participation,

provides suggestions to facilitators on participant involvement.

Chapter Four, *Producing Opinions*,

provides avenues in which facilitators may persuade participants in forming opinions.

In Chapter Five, *Producing Useful Opinions*,

Puchta and Potter provide tools in which to gather opinions from participants which may be beneficial to the purpose of the focus group.

In Chapter Six, Providing Varied Opinions,

Puchta and Potter provide suggestions in which a facilitator may bring about various opinions based on the topic of discussion within the focus group.

In Chapter Seven, From Practice to Strategy,

Puchta and Potter provide suggestions on how to plan a focus group using the tools suggested throughout the book.

In the *Appendix: Transcription Symbols Used in This Book*, Puchta and Potter provide examples of important symbols used in transcribing the focus group session.

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- b. How to read this book
- c. Transcript and talk in the world
- d. A short history of the focus group
- e. What are focus groups?
- f. Conversation analysis and discursive psychology
- g. Focus group talk as task-oriented talk
- *h*. A survey of the book

Chapter Two: Producing Informality

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- b. Formality and informality
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- d. Informality in practice
- e. Combating aloofness
- f. Turning practices into strategies

Chapter Three: Producing Participation

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Chapter Six: Producing Varied Opinions

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Chapter Seven: From Practice to Strategy

- a. General themes in moderation things that are *not* wanted
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- e. Focus groups and the future of market research

Appendix: Transcription symbols used in this book