

FOCUS GROUP INTERVIEWS IN EDUCATION AND PSYCHOLOGY

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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. In addition, they devote an entire chapter to doing focus groups with adolescents and children. Each chapter contains numerous procedural tables as well as end-of-chapter applications for performing “trial runs” of the techniques discussed. Qualitative and quantitative researchers and students in education and psychology will find this book a useful guide for refining their research instruments and for opening new vistas to understanding their subjects’ responses.

(Book Cover)

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