

Thomas L. Greenbaum

# MODERATING FOCUS GROUPS



A Practical  
Guide for  
Group  
Facilitation

# Moderating Focus Groups A Practical Guide For Group Facilitation

**Frank T Piller, Mitchell M Tseng**



## **Moderating Focus Groups A Practical Guide For Group Facilitation:**

**Moderating Focus Groups** Richard A. Krueger, 1997-07-24 Moderating Focus Groups is indispensable for those who want to improve their focus group moderating skills Based on years of experience in moderating and training others to moderate Richard A Krueger offers scores of tips and sound advice on how to become a master in leading focus groups The book is an easy to read overview of critical skills needed by moderators the various approaches that successful moderators use and strategies for handling difficult situations Rookie moderators will find this book is an invaluable guide and veteran moderators will discover tips and strategies for honing their skills **Moderating Focus Groups** Thomas L. Greenbaum, 1999-11-18 Designed specifically for the needs of the focus group moderator this comprehensive guide covers everything from pre session participant recruitment to post session reporting In addition the author includes a wealth of advanced and new techniques such as those for managing group dynamics energizing a tired group projective techniques personality association and position fixing Extremely practical and well written the book includes chapter summaries and a helpful glossary **Moderating Focus Groups** Thomas L. Greenbaum, 1999-11-18 Like every other agency research director I suffer from focus group anxiety Pumping M M s behind the one way mirror I m monitoring the groups the moderator and the client simultaneously It s tough enough to manage the client s expectations and responses Worrying about whether the moderator can effectively manage the content flow and the group dynamic makes the experience life threatening Watching Tom moderate I find myself constantly thinking Wow he s smart I wish I thought of that He s the best George Scribner Research Manager Organic Inc Dynamic entertaining and armed with information on new drugs and medical techniques that would challenge the knowledge of most physicians Tom Greenbaum presides over an attentive yet relaxed group of medical specialists anxious to share their opinions and prejudices with this most charming of focus group moderators Serving as a polished master of ceremonies Mr Greenbaum is able to work with the many individual styles of his physician panel and at the conclusion leaves one with the sense of having participated in something important Alan H Richman M D Chairman Department of Radiology of Norwalk Hospital Tom Greenbaum is a highly effective moderator who has the special ability to quickly learn any subject matter and can conduct groups with expert knowledge From the discussion guide to the final report Tom works with speed and accuracy Mark Alfonso V P of Marketing The Purdue Frederick Company Tom is one of the most competent and intuitive moderators I have ever worked with not only does he have an impeccable understanding of the technical skills necessary for a successful moderator he also has a unique and uncanny ability to foster and capitalize on the internal dynamics of any group Joseph A Ciaralli The Prudential Insurance Company of America Thomas L Greenbaum eats and breathes focus groups If you want a definitive look at this research technique you need to either live with the guru for a year or read his books Dave Quincy Clarion Marketing and Communications The entire range of facilitation techniques is covered in this comprehensive handbook from pre session tips in participant recruitment to

post session reporting Moderating Focus Groups covers all the fundamentals of successful group facilitation and also includes a wealth of advanced techniques not found in other books on focus group research on managing group dynamics energizing a tired group and digging deeper into the minds of participants Greenbaum also goes beyond the basics with chapters on how to build a business moderating focus groups and how to price moderating services While this book is particularly aimed at the needs of focus group practitioners there is plenty of advice that will benefit anyone who conducts in depth interviews or group facilitation Additionally the many people who hire moderators to facilitate their sessions will benefit from reading this book because it will provide them with valuable insights on how to evaluate their moderators work

Moderating Focus Groups Richard A. Krueger, Jean A. King, 1998 This volume is indispensable for those who want to improve their focus group moderating skills Based on years of experience in moderating and training others to moderate Richard Krueger offers tips and sound advice on how to gain expertise in leading focus groups The book is an easy to read overview of critical skills needed by moderators the various approaches that successful moderators use and strategies for handling difficult situations Beginners will find an invaluable guide and the more experienced will discover tips and strategies for honing their skills

**Essential Guide to Qualitative Methods in Organizational Research** Catherine Cassell, Gillian Symon, 2004-05-26 This text covers an array of methods needed for undertaking qualitative data collection analysis It includes 30 chapters each focusing on a specific technique including chapters on traditional methods analysis techniques intervention methods the latest developments in research methods

*Using Focus Groups* Ivana Acocella, Silvia Cataldi, 2020-10-12 Drawing on the authors thirty years of combined experience in the field this authoritative step by step guide to conducting focus groups features dedicated chapters on all aspects of the research process Loaded with real world research examples from across the social sciences and learning features such as expert advice and concepts and theories boxes as well as end of chapter exercises and further reading this is the perfect manual for novice researchers who want to conduct a successful focus group

**Focus Groups** Graham R. Walden, 2008-07-07 This volume is the first of two volumes that address the most recent ten years 1997 2006 of focus group studies and research literature Volume one provides coverage of the arts and humanities social sciences and the nonmedical sciences and volume two concentrates on the medical and health sciences These volumes cover the English language academic literature books chapters in books journal articles and significant pamphlets available in libraries via interlibrary loan and online A variety of materials are included instructional guides handbooks reference works textbooks and academic journal literature In Focus Groups Volume I the following subject disciplines have been considered in the arts and humanities\_ linguistics music religion and sports and leisure studies in the social sciences\_ anthropology business cartography communication demography education law library science political science psychology and sociology and in the non medical sciences\_ agriculture biology engineering environmental sciences and physics The selected entries have a minimum of four pages and include 29 books 50 book

chapters 349 articles and 10 pamphlets for a total of 438 entries An appendix includes the titles of the 245 journals cited along with the appropriate entry numbers for each Author and subject indexes provide access to the contents with the subject index providing access to unique terms The detailed contents pages are designed to enable the reader to quickly find appropriate entries through the use of extensive and detailed subheadings

**Resources for Nursing Research** Cynthia Clamp, Stephen Gough, Lucy Land, 2005-01-11 The 4th edition of this extensive text is an outstanding resource prepared by nurses and a librarian for nurses In a structured and helpful style it presents thousands of items from the literature published papers reports books and electronic resources as a clear accessible and most of all useful collection The efforts to signpost and lead the reader to the sought for information are effective and well conceived and the How to use this book section is remarkably simple the book should be found in every nursing and health library every research institute and centre and close to many career researchers desks RCN Research This latest edition of Resources for Nursing Research provides a comprehensive bibliography of sources on nursing research and includes references for books journal papers and Internet resources Designed to act as a signpost to available literature in the area this Fourth Edition covers the disciplines of nursing health care and the social sciences Entries are concise informative and accessible and are arranged under three main sections Sources of Literature covers the process of literature searching including using libraries and other tools for accessing literature Methods of Inquiry includes an introduction to research how to conceptualize and design nursing and health research measurement and data collection and the interpretation and presentation of data The Background to Research in Nursing encompasses the development of nursing research the profession s responsibilities the role of government funding research roles and careers and education for research Fully revised and updated the Fourth Edition includes just under 3000 entries of which 90% are new It has extensive coverage of US UK literature and other international resources This new edition will be an essential guide for all those with an interest in nursing research including students teachers librarians practitioners and researchers

*Researching Social Life* Nigel Gilbert, Paul Stoneman, 2015-12-15 Paul Stoneman and Nigel Gilbert breathe new energy into this classic bestselling textbook providing clear relevant advice and extensive coverage of all the research methods you need to understand today s society Packed full of examples from across the social sciences Researching Social Life sets out all of the challenges and opportunities of interpreting and conducting research with qualitative quantitative and mixed methods The book follows the chronology of a typical research project from initial conception through to the collection management and analysis of data it also includes material on how best to write up and disseminate your research This pragmatic approach mirrors the reality of conducting research and allows the handpicked internationally renowned contributors to embed real case studies from their own research in each chapter The student oriented pedagogy is carefully woven throughout the book and further supported by a cutting edge website Key tools include In depth worked examples Case studies Discussion questions Checklists Annotated further reading Practical top tips

for doing research With unparalleled breadth and depth this trusted and respected textbook is an essential guide for anyone engaging with social research *A Handbook for Social Science Field Research* Ellen Perecman, Sara R. Curran, 2006-01-24 A Handbook for Social Science Field Research Essays as well as a perfect lightweight handbook for all researchers and professionals interested in having a comprehensive collection of bibliographic information for social science research

*Research Methods for Leisure and Tourism* A.J. Veal, 2017-12-19 Now in its fifth edition Research Methods for Leisure and Tourism has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step by step guidance through research software including Excel SPSS and NVivo Key features Coverage of both qualitative and quantitative research methods ensuring a balanced approach to data collection and analysis Practical guidance on conducting research and writing reports showing the how as well as the what Detailed coverage of the development of conceptual frameworks for research research design analytical methods and the composition of research reports providing everything required to conduct a research project International case studies and extensive examples from the leisure and tourism literature Questions exercises and further reading for each chapter Extensive web based support materials New to this edition The fifth edition has been fully updated throughout and includes additional material on Management and policy related research methods EndNote bibliographic referencing software Notes on additional methods including big data discourse analysis multiple correspondence analysis netnography web based research people meters For the analysis of quantitative data SPSS is updated to version 23 For qualitative data analysis the guide to NVivo software is updated to version 11 **In A Younger Voice** Cindy Dell Clark, 2011 Adults were once children yet a generational gap can present itself when grown ups seek to know children s lives in research In A Younger Voice discloses how qualitative research tailored to be child centered can shrink the gap of generational unintelligibility The volume invites and instructs researchers who want to explore children s vantage points as social actors Its suggested tool kit draws from both academic and applied research based on the author s lifelong career as a child centered qualitative researcher World round research in knowing children has grown recently in anthropology sociology geography economics cultural psychology and a host of applied fields This book draws widely from the trending child centered research movement taking stock of methods for fulfilling its aims In A Younger Voice provides mature researchers with a kid savvy guide to learning effectively about from and with children The highlighted methods are steadfastly child attuned thinking smaller in order to free children to participate with empowerment From fieldwork and observation to focus groups and depth interviews to the use of photography artwork and metaphors viable methods are discussed with an old hand s acumen for making the procedures practical with children in the field Whether an investigator is at the beginning of a project designing from scratch procedures to involve and reveal the young or at the final stages conducting interpretations and analysis true to children s meanings In A

Younger Voice gives know how for a challenging area of inquiry Playfully interviewing children as young as five years old as well as empowering teenagers to tell it like it is are tasks revealed to be both doable and essential For adults seeking to overcome generational cultural myopia these methods are invaluable *The Definitive Guide to HR Communication* Alison Davis,Jane Shannon,2011-01-25 Two experienced HR communications consultants show how to dramatically improve the effectiveness of every HR message HR professionals know their programs are pivotal to organizational success but they also know how difficult it is to communicate those programs effectively Hampered by legal restrictions highly complex policies and programs corporate politics and old fashioned notions about business communication they create communications their audiences simply ignore It needn t be that way Alison Davis and Jane Shannon present simple powerful principles and techniques every HR professional can use even those who ve never been comfortable as writers Davis and Shannon demonstrate how to treat employees as customers and use the same strategies tools and care your company uses to sell its products or services The authors help HR professionals understand their customers and executives needs and motivations more clearly package information to promote faster better decision making and measure their effectiveness They present specific solutions for safely eliminating unnecessary detail and jargon explaining benefits pay and policies improving recruiting orientation and outplacement communications supporting retirement planning and improving performance management Information Needs Analysis Daniel G. Dorner,G. E. Gorman,Philip J. Calvert,2014-12-31 If you want to provide an information service that truly fulfils your users needs this book is essential reading Analysing and assessing the information needs of clients is key to the provision of effective service and appropriate collections in both face to face and virtual library services The importance of information needs analysis is widely recognized by information professionals but currently there is little substantive detailed work in the professional literature devoted to this important topic This new book is designed to fill that gap by supporting practitioners in developing an information needs analysis strategy and offering the necessary professional skills and techniques to do so It will offer guidance to team leaders and senior managers in all areas of library work especially those involved in collection management service provision and web development and is equally applicable to the needs of academic public government commercial and other more specialized library and information services The text adopts a hands on jargon free approach and includes relevant examples case studies reader activities and sources of further reading Key areas covered include what is information needs analysis how is needs analysis conducted what are the varieties of needs analysis how are analyses evaluated and reported Readership The book will be essential reading for library and information practitioners team leaders and senior managers It will also be a core text on course reading lists in departments of library and information studies *Qualitative Research Methods for Media Studies* Bonnie S. Brennen,2017-06-26 Qualitative Research Methods for Media Studies provides students and researchers with the tools they need to perform critically engaged theoretically informed research using methods that include interviewing focus groups

historical research oral histories ethnography and participant observation textual analysis and online research Each chapter features step by step instructions that integrate theory with practice as well as a case study drawn from published research demonstrating best practices for media scholars Readers will also find in depth discussions of the challenges and ethical issues that may confront researchers using a qualitative approach Qualitative research does not offer easy answers simple truths or precise measurements but this book provides a comprehensive and accessible guide for those hoping to explore this rich vein of research methodology With new case studies throughout this new edition includes updated material on digital technologies including discussion of doing online research and using data to give students the tools they need to work in today s convergent media environment

**Researching and Analysing Business** Pantea Foroudi, Charles Dennis, 2023-12-14 Researching and Analysing Business Research Methods in Practice provides an accessible and practical guide to various data collection and data analysis techniques within management from both quantitative and qualitative perspectives This key resource functions as a comprehensive reference tool covering a broad variety of methodologies examining both the theory behind them and their application in practice These include systematic literature review through bibliometric and meta analysis secondary vs primary sources qualitative research vs quantitative research combining qualitative and quantitative methods qualitative and quantitative research method approaches fsQCA data mining and sentiment analysis Chapters are rich in examples data sets practical exercises easy to follow slides and a glossary which help readers to understand and apply research approaches as well as to assess the strengths and weaknesses of each method Unique in its practical approach and with insights from active researchers this book is required and recommended reading for advanced undergraduate and postgraduate students studying research methods as a core module within business and management courses It is also a useful tool for PhD students and academics within the discipline Online support materials include PowerPoint slides

**Conducting Focus Groups for Business and Management Students** Caroline J. Oates, Panayiota J. Alevizou, 2017-10-30 In Conducting Focus Groups Caroline J Oates and Panayiota J Alevizou explain what is involved in conducting focus groups outlining their main features use in research their design and the kind of rich qualitative data they facilitate Ideal for Business and Management students reading for a Master s degree each book in the series may also serve as reference books for doctoral students and faculty members interested in the method Part of SAGE s Mastering Business Research Methods conceived and edited by Bill Lee Mark N K Saunders and Vadake K Narayanan and designed to support researchers by providing in depth and practical guidance on using a chosen method of data collection or analysis

*Handbook of Research in Mass Customization and Personalization* Frank T. Piller, 2010 A growing heterogeneity of demand the advent of long tail markets exploding product complexities and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends Mass customization MC has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad



scope of other customer demands The research and practical experience collected in this book presents the latest thinking on how to make mass customization work More than 50 authors from academia and management debate on what is viable now what did not work in the past and what lurks just below the radar in mass customization personalization and related fields Edited by two leading authorities in the field of mass customization both volumes of the book discuss among many other themes the latest research and insights on customization strategies product design for mass customization virtual models co design toolkits customization value measurement open source architecture customization communities and MC supply chains Through a number of detailed case studies prominent examples of mass customization are explained and evaluated in larger context and perspective

**Handbook Of Research In Mass Customization And Personalization (In 2 Volumes) - Volume 1: Strategies And Concepts; Volume 2: Applications And Cases** Frank T Piller,Mitchell M Tseng,2009-12-30 A

growing heterogeneity of demand the advent of long tail markets exploding product complexities and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends Mass customization MC has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad scope of other customer demands The research and practical experience collected in this book presents the latest thinking on how to make mass customization work More than 50 authors from academia and management debate on what is viable now what did not work in the past and what lurks just below the radar in mass customization personalization and related fields Edited by two leading authorities in the field of mass customization both volumes of the book discuss among many other themes the latest research and insights on customization strategies product design for mass customization virtual models co design toolkits customization value measurement open source architecture customization communities and MC supply chains Through a number of detailed case studies prominent examples of mass customization are explained and evaluated in larger context and perspective

**Family Support and Family Caregiving across Disabilities** George Singer,David Biegel,Patricia Conway,2014-06-11 Family members provide the majority of care for individuals with disabilities in the United States Recognition is growing that family caregiving deserves and may require societal support and evidence based practices have been established for reducing stress associated with caregiving Despite the substantial research literature on family support that has developed researchers advocates and professionals have often worked in separate categorical domains such as family support for caregiving for the frail elderly for individuals with mental illness or for people with development disabilities Family Support and Family Caregiving across Disabilities addresses this significant limitation through cross categorical and lifespan analyses of family support and family caregiving from the perspectives of theory and conceptual frameworks empirical research and frameworks and recommendations for improvements in public policy The book also examines children with disabilities children with autism adults with schizophrenia and individuals with cancer across the life cycle This book was published as a two part special issue in the

Journal of Family Social Work

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## **Table of Contents Moderating Focus Groups A Practical Guide For Group Facilitation**

1. Understanding the eBook Moderating Focus Groups A Practical Guide For Group Facilitation
  - The Rise of Digital Reading Moderating Focus Groups A Practical Guide For Group Facilitation
  - Advantages of eBooks Over Traditional Books
2. Identifying Moderating Focus Groups A Practical Guide For Group Facilitation
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Moderating Focus Groups A Practical Guide For Group Facilitation
  - User-Friendly Interface
4. Exploring eBook Recommendations from Moderating Focus Groups A Practical Guide For Group Facilitation
  - Personalized Recommendations

- Moderating Focus Groups A Practical Guide For Group Facilitation User Reviews and Ratings
- Moderating Focus Groups A Practical Guide For Group Facilitation and Bestseller Lists
- 5. Accessing Moderating Focus Groups A Practical Guide For Group Facilitation Free and Paid eBooks
  - Moderating Focus Groups A Practical Guide For Group Facilitation Public Domain eBooks
  - Moderating Focus Groups A Practical Guide For Group Facilitation eBook Subscription Services
  - Moderating Focus Groups A Practical Guide For Group Facilitation Budget-Friendly Options
- 6. Navigating Moderating Focus Groups A Practical Guide For Group Facilitation eBook Formats
  - ePub, PDF, MOBI, and More
  - Moderating Focus Groups A Practical Guide For Group Facilitation Compatibility with Devices
  - Moderating Focus Groups A Practical Guide For Group Facilitation Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Moderating Focus Groups A Practical Guide For Group Facilitation
  - Highlighting and Note-Taking Moderating Focus Groups A Practical Guide For Group Facilitation
  - Interactive Elements Moderating Focus Groups A Practical Guide For Group Facilitation
- 8. Staying Engaged with Moderating Focus Groups A Practical Guide For Group Facilitation
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Moderating Focus Groups A Practical Guide For Group Facilitation
- 9. Balancing eBooks and Physical Books Moderating Focus Groups A Practical Guide For Group Facilitation
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Moderating Focus Groups A Practical Guide For Group Facilitation
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Moderating Focus Groups A Practical Guide For Group Facilitation
  - Setting Reading Goals Moderating Focus Groups A Practical Guide For Group Facilitation
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Moderating Focus Groups A Practical Guide For Group Facilitation
  - Fact-Checking eBook Content of Moderating Focus Groups A Practical Guide For Group Facilitation

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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