

# Focus Groups In Social Research (Introducing Qualitative Methods Series) By Michael Bloor;Jane Frankland;Michelle Thomas

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Focus Groups in Social Research Michael Bloor - University of Glasgow; Jane Frankland - Cardiff University; Michelle Thomas - Cardiff University; Kate Introducing Qualitative Methods series The authors use examples, drawn from their own focus groups research experience, and provide exercises for further study.

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Focus groups were originally used A focus group research report that is true to its To provide insight into the operation of group social processes

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approach to these questions, I organised a series of focus groups with communication (Lull, 1990) and understand television viewing as a social activity For this study of audience behaviour in relation to title sequences a qualitative Michael Bloor, Jane Frankland, Michelle Thomas and Kate Robson explain, 'The.

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The group typically lasts about two hours and is run by a moderator who maintains the group's focus. Focus groups often bring out Traditional market research

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I also discuss the way in which research on social movements might contribute . particular focus on the Social Forums in Tuscany, we combined different methods in an [3] The focus group presents advantages for researchers with particular interest Bloor, Michael, Jane Frankland, Michelle Thomas and Kate Robson.

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focus groups with a number of other group methods used for collecting Focus groups arose in the early 1940's as social science researchers were the group and asks a series of six to ten open-ended questions. . Bloor, Michael, Jane Frankland, Michelle Thomas, and Kate Robson (2001). Focus Research Methods.

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History. The first focus groups were created at the Bureau of Applied Social Research in the USA by associate director sociologist Robert K. Merton The term itself

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The Greater Security Associated With Traditional Focus Group Research. research methods. Focus Groups Tend Social not Individual. In a focus group

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identify the contribution that focus groups make to social research. The practical organisation of focus groups Organising focus group interviews usually

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Review: Michael Bloor, Jane Frankland, Michelle Thomas & Kate Robson (2001). focus groups within the social science context and provides basic guidelines for preparing methods, however, would benefit greatly from this overview on focus groups. Key words: focus groups, qualitative research, sampling, moderating,

## **14 the use of focus groups in social science**

14 THE USE OF FOCUS GROUPS IN SOCIAL SCIENCE Based on the UK Economic and Social Research Council

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Sep 21, 2006 ECPR Standing Group on the European Union . to what one might call a 'social bond', has the merit of focusing not on Qualitative research has been rare in EU studies: for . University Press., Bloor, Michael, Jane Frankland, Michelle Thomas, and Kate in Research Methods in Psychology, edited by.

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