



Involving Community Members in Focus Groups (Focus Group Kit)

Richard A. Krueger, Jean King

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This book is a must for those who want to teach others to conduct focus group interviews, particularly non-researchers in communities. Richard Krueger and Jean King draw upon years of experience working with communities and present practical strategies for working alongside non-researchers. They argue that volunteers can often gather and present results more effectively than professionals. However, a critical element is how the volunteers are prepared and the manner in which they work together. This book offers countless tips, advice and exercises for preparing people to conduct focus groups, whether they are preparing a team to conduct a community study or teaching one person to help in a study.

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