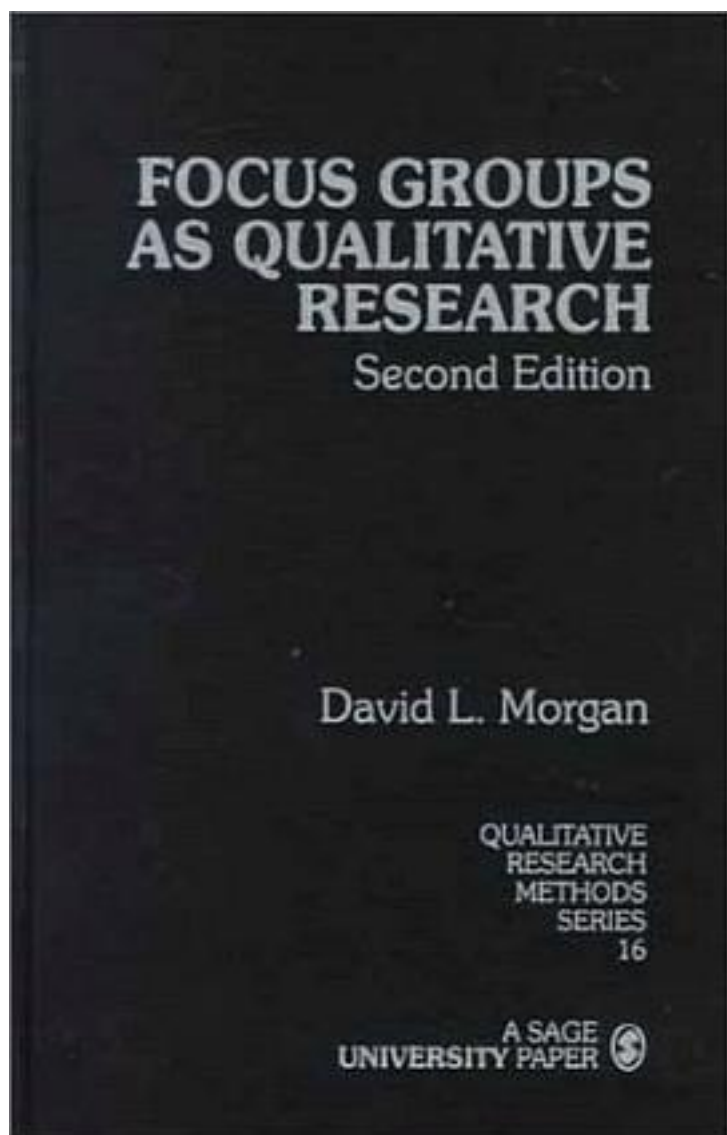


Focus Groups as Qualitative Research



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The extensively revised edition of the bestselling Focus Groups as Qualitative Research continues to provide an excellent guide for researchers across the disciplines. Reflecting the many changes that have occurred in the study of focus groups in recent years, the book begins with an updated introduction offering a discussion of current social science approaches to focus groups. Expanded coverage on the comparison of focus groups to individual interviews follows, and there is more material on the strengths and weaknesses of focus groups. The section on self-contained focus groups has also been expanded. Subsequent chapters have been revised to include examples from social scientists who have established their own practices and methodological research on focus groups. In conclusion the author offers future directions and references that take into account the explosive growth of focus groups as a research tool for all social scientists.

作者介绍:

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标签

(行硕) 公共管理研究设计与方法 (中级)

方法论

教材

人类学

评论

第三学期，两个月做了两个in-depth interview，一个focus group。最大感受是必须得去做才能知道问题。

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书评

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