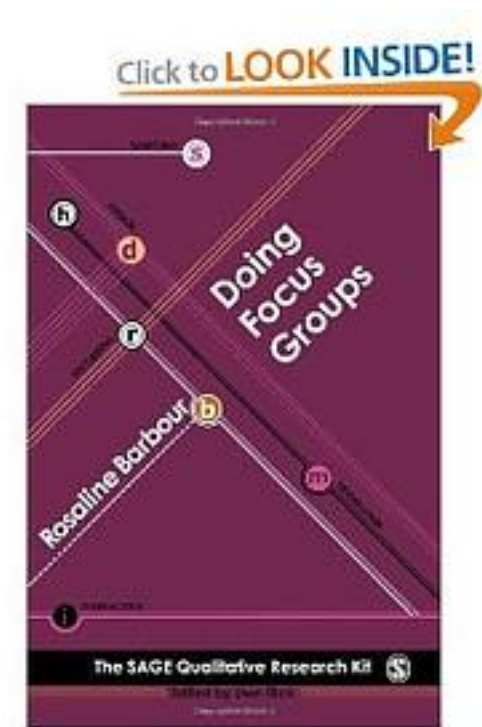


Doing Focus Groups



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Focus groups are an ever popular method for collecting qualitative data in the social sciences. "Doing Focus Groups" provides practical advice on planning and organizing successful groups. Rose Barbour discusses the advantages and limitations of using group discussion and demonstrates effective methods for collecting and analysing data.

作者介绍:

目录:

[Doing Focus Groups_ 下载链接1](#)

标签

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