

Michael A. Hoggins

# Moderating Focus Groups



Focus Grouping, 2nd Edition

# Moderating Focus Groups

**David L. Morgan**



## **Moderating Focus Groups:**

**Moderating Focus Groups** Richard A. Krueger, 1997-07-24 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

**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** 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.

**The Focus Group Kit** David L. Morgan, Richard A. Krueger, 1997-09-23. You have just been asked to run a focus group but you don't know where to start. How do you get the right mix of people together? How many people should be in your group? What kind of questions should you ask? How do you phrase them? What do you do with the information you've gathered? How do you put it all together in one cohesive report? These are but a few of the issues that are covered in *The Focus Group Kit*. The kit provides you with all you'll need to know to run a successful focus group from the initial planning stages to asking questions, moderating, and the final analyzing and reporting of your research.

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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

**The Focus Group Guidebook** David L. Morgan, Richard A. Krueger, Jean A. King, 1998 The Focus Group Guide book is part of the six volume Focus Group Kit which offers the information needed to conduct a state of the art focus group from the initial planning stages through to analysing and reporting the data

*The Handbook for Focus Group Research* Thomas L Greenbaum, 1998 As one of the most popular tools for gathering information in today's marketplace focus groups require understanding of purpose and good grounding in the technique to be effective In *The Handbook for Focus Group Research Second Edition* Thomas L Greenbaum provides the latest information on conducting effective focus groups New chapters in this 1997 edition discuss the technology revolution globalization of focus groups physician focus groups and the effective management of field services and recruiting With more than 20 years of experience in focus group research Tom Greenbaum shows the reader in this essential guide how to maximize the effectiveness of focus groups in thorough discussions of moderators and their techniques escalating costs facilities and careers This book is essential for professionals and scholars interested in marketing and marketing research

Analyzing and Reporting Focus Group Results David L. Morgan, Richard A. Krueger, 1998 This final volume of the Focus Group Kit offers an overview of important principles guiding focus group research a systematic and verifiable analysis strategy and multiple approaches and strategies for analysis

Focus Group Kit, 1998

*The Focus Group Research Handbook* Holly Edmunds, 2000-05-22 The Focus Group Research Handbook is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies and comprehensively outlines the steps you'll need to follow to implement and then analyze focus group research From designing research vendor questionnaires to selecting an effective moderator from analyzing results to turning those results into workplace gains this book will provide you with all the tools and tips you'll need to simplify the focus group process

Moderating to the Max Jean Bystedt, Siri Lynn, Deborah Potts, 2003 Focus groups require mastery of many techniques in order to keep them from fading *Moderating to the Max* provides focus group leaders with detailed instructions for more than 20 techniques that will deepen findings and bring life to focus groups From perceptual mapping to personification you will never again have to guess whether a technique is the right one for a particular focus group This guide will enhance and broaden the work of focus group moderators who already have a good foundation Myriad examples and illustrations emphasize focus group play and how fun exercises can inspire focus group respondents to reveal deeper motivations A handy chart at the end of the book helps you decide which techniques to use

when you need to learn certain things from a focus group and includes the page numbers where you will find those focus group techniques For example if you are trying to draw out greater or more lucid details about a behavior situation or relationship you might turn to drawing mindmapping on site interviews storytelling or visualization On the other hand if you are trying to discern strengths weaknesses or similarities differences relative to the competition you might try four square line up or product sort This classic book is being used in many classes to train focus group moderators and hundreds of copies have sold to Qualitative Research Consultants as well as corporate marketers who are in charge of hiring moderators and understanding moderating techniques

**Planning Focus Groups** David L. Morgan, Richard A. Krueger, Jean A. King, 1998 Planning Focus Groups is part of the six volume Focus Group Kit which offers the information needed to conduct a state of the art focus group from the initial planning stages through to analysing and reporting the data

**Basic and Advanced Focus Groups** David L. Morgan, 2018-07-13 Basic and Advanced Focus Groups illustrates both the different types of focus groups and how to decide among those options in order to produce the most effective focus groups possible A variety of approaches to doing research with focus groups gives readers the tools to develop and examine their research designs starting with the basics Advanced coverage in each chapter takes an in depth look at topics such as moderating focus groups using mixed methods and working with different sizes of groups By taking a practical applied approach the author gives even novice students the knowledge and confidence to design and conduct effective focus group research while simultaneously providing more advanced researchers with the tools and knowledge to refine their current practices

**The Focus Group Guidebook** David L. Morgan, 1998 *Involving Community Members in Focus Groups* Richard A. Krueger, Jean A. King, 1997-07-24 *Involving Community Members in Focus Groups* is a must for those who want to teach others to conduct focus group interviews particularly non researchers in communities Authors Richard A Krueger and Jean A King draw upon years of experience working with communities and present practical strategies for working alongside non researchers Krueger and King 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 you are preparing a team to conduct a community study or teaching one person to help in a study

[The Practical Handbook and Guide to Focus Group Research, Second Edition](#) Thomas L. Greenbaum, 1993-03-08 In 1992 more than 125 000 focus groups randomly selected individuals led by a moderator whose discussion of a particular product provides market data for the manufacturer will be held in the U S Greenbaum who has worked with focus groups for over 20 years here shares the latest information on conducting them effectively

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