

## Focus Group Guide Template

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He was appointed to Emerson's Office of the Chief Executive, which helps to develop and guide the company's global business ... so our customers can focus more time on their next-generation solutions ...

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Johnson Smith, was speaking at yesterday's opening of the two-day virtual Jamaica Diaspora Sustainability Symposium, said that diaspora engagement remains a critical focus of Jamaica's foreign ...

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Spend Matters' new 5-step 'Procurement Technology Buyer's Guide' can help ☺ with ... ☺ I firmly believe that an increased focus on ethical procurement is imperative,☺ said Malcolm Harrison, group CEO ...

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This guide will answer common questions on how to ... For this method to succeed, the bloggers' focus should be on offering value that the audience can't find anywhere else.

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Written by local diversity, equity and inclusion trainer and speaker Deanna Singh, with illustrations by Shellene Rodney, it follows the "Smart Girl's Guide" template of short text blocks ...

[New American Girl book by Milwaukee writer is a guide to becoming anti-racist for kids](#)

The DPR, he assured, will continue to follow up and guide the awardees every step of the way,☺ pointing out, for instance, that ia guiding template of working agreement has been drafted ...

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The round also saw participation from Eight Roads Ventures, Sequoia Capital India, Dragoneer Investment Group ... template and other things to be used for a task.☺ With the new round, the focus ...

Qualitative Data Collection Tools is a new and unique supplementary text that will guide students and new researchers to design, develop, pilot, and employ qualitative tools in order to collect qualitative data. An often-omitted subject in general qualitative textbooks, qualitative tools form the backbone of the data collection process. Students and new researchers are frequently left to create their own qualitative tools from scratch, an unnecessary hurdle in the qualitative research design process. Author Felice D. Billups has used her experience as a qualitative researcher, and in teaching and advising students about qualitative research, to develop the templates in this book as a starting point for readers conducting original qualitative research. The author briefly describes each method of data collection and offers readers suggestions for using and adapting the qualitative instrument templates within the text. Templates of interview protocols, focus group moderator guides, content analysis tools, document analysis tools, reflective questionnaires, diary and journal logs, and observational rubrics give the reader either a cut-and-paste solution for their own research or a starting point to design their own personalized qualitative tools. The first three chapters illuminate the qualitative data collection process and the role each type of qualitative tool plays in that process. The next six chapters provide detailed guides and numerous templates for each qualitative data collection method, covering interviews, focus groups, conversation and discourse analysis, observations, document analysis, field notes, journaling, and other reflective practices. A final chapter pulls together the multifaceted nature of qualitative research design and connects each tool back to the methodology to ensure trustworthiness and rigor in the data collection and instrument development process. Exemplars populate the appendices, offering readers concrete inspiration for ways to use and adapt the tools provided. If you have ever puzzled over how to best to design qualitative tools in order to guide and structure your qualitative data collection, or if you are embarking on your first qualitative study, Qualitative Data Collection Tools will give you a practical starting point to help make your qualitative data collection process easier and more organized.

The extensively revised edition of the best-selling 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.

Changemaking takes a fresh look at managing change. Focusing on tactics rather than strategy, the book is for those who carry out the practical day-to-day work of supporting and sustaining change. It focuses on the details, and provides the needed toolkit: materials that readers can refer to, draw on, and adapt. These include checklists, templates, questionnaires, tactics, FAQs, talking points, e-mails, and other resources. Short case histories illustrate what can go wrong and how it can be made to go right. The book provides a framework of seven factors that summarize the conditions, resources, and processes that support successful change. It also offers specific guidance on processes that are often employed to move a change initiative forward, including making the case for change, managing employee focus groups, and developing FAQ (Frequently Asked Question) guides. The 50 resources are designed to provide a starting-point for readers to adapt and use in their own organizations. Develop the materials to reflect your own goals and needs, and deploy them as you support your own change initiative

Using Focus Groups to Listen, Learn, and Lead in Higher Education presents an easy-to-use 6-step guide to help leaders in higher education listen to and learn from their stakeholders in order to enhance decision making. The big questions facing institutions today, especially those surrounding access, affordability, and accountability, require more than dashboards. Metrics and quantitative data alone do not offer lasting solutions and improvements. Using qualitative methods to listen to the voices of those involved, especially students and staff, is critical. Focus groups constitute the most appropriate, rigorous, and relevant qualitative research tool for this purpose, and one that is cost-effective and builds community when conducted using the ODU Method described in this book. Using Focus Groups is a single, comprehensive, and practical resource that describes why, when, and how to use focus groups. The authors provide detailed guidance for using focus groups, from developing the research questions with stakeholders, through training and recruiting moderators, and identifying and recruiting participants, to the logistics of conducting focus groups, and ultimately analyzing data and developing final reports. Conversational vignettes illustrate the discussions that regularly occur in each step and help the reader better understand the process. Fifteen appendices provide templates and examples of every part of the process. Written particularly for institutional research and assessment staff and upper-level administrators, this book will also appeal to deans, department and program chairs and directors, faculty leaders, and administrative unit directors, including those in auxiliary and student services, alumni associations, and university foundations. It also serves as an excellent resource for higher education research methods courses. The authors are uniquely positioned to guide readers in this process. The team developed and refined this technique over two decades at Old Dominion University. They have conducted over 100 focus groups with campus, nonprofit, local, and international community organizations to assist them in assessing student learning, transition, and preparedness for the workforce, as well as evaluating organizations work and planning future projects.

Written by nationally recognized anthropologists Conrad Kottak and Lara Descartes, this ethnography of largely white, middle class families in a town in the midwest explores the role that the media play in influencing how those families cope with everyday work/family issues. The book insightfully reports that families struggle with, and make work/family decisions based largely on the images and ideas they receive from media sources, though they strongly deny being so influenced. An ideal book for teaching undergraduate family, media, and methods courses.

'I read this book in a single sitting. It is written in an enthusiastic, helpful and clear style that held my attention, and made me want to read what came next. I shall read it again in a single sitting - probably more than once. For it offers common-sense advice about planning and running focus groups which I will want to revisit.' - British Journal of Education Technology The Third Edition of the 'standard' for learning how to conduct a focus group contains: a new chapter comparing and contrasting market research, academic, nonprofit and participatory approaches to focus group research; expanded descriptions on how to plan focus group studies and do the analysis, including step-by-step procedures; examples of questions that ask participants to do more than just discuss, and suggestions on how to answer questions about your focus group research.

Can the United States continue to lead the world in innovation? The answer may hinge in part on how well the public understands engineering, a key component of the 'innovation engine'. A related concern is how to encourage young people--particularly girls and under-represented minorities--to consider engineering as a career option. Changing the Conversation provides actionable strategies and market-tested messages for presenting a richer, more positive image of engineering. This book presents and discusses in detail market research about what the public finds most appealing about engineering--as well as what turns the public off. Changing the Conversation is a vital tool for improving the public image of engineering and outreach efforts related to engineering. It will be used by engineers in professional and academic settings including informal learning environments (such as museums and science centers), engineering schools, national engineering societies, technology-based corporations that support education and other outreach to schools and communities, and federal and state agencies and labs that do or promote engineering, technology, and science.

There is an increasing divergence of focus group practice between social researchers and commercial market researchers. This book addresses the key issues and practical requirements of the social researcher, namely: the kinds of social research issues for which focus groups are most and least suitable; optimum group size and composition; and the designing of focusing exercises, facilitation and appropriate analysis. The authors use examples, drawn from their own focus groups research experience, and provide exercises for further study. They address the three main components of composition, conduct and analysis in focus group research and also acknowledge the increasing impact the Internet has had on social research by cover

Focus Group Methodology is an introductory text which leads readers through the entire process of designing a focus group study, from conducting interviews to analysing data and presenting the findings. It also includes discussions on cross-cultural and virtual focus group. Liamputong presents clear, practical advice in simple terms which will be appropriate for undergraduate and postgraduate students who are undertaking research, making this an ideal starter text for anyone new to focus group research. Like her previous book, Researching the Vulnerable, Liamputong's latest work pays close attention to research ethics and will also be of great interest to researchers who are working with different social groups - such as women, men, older people, children and ethnic groups - and anybody who is engaging in cross-cultural research. Illustrated with case studies and examples throughout, this is a perfect introduction to focus group methods for students and new researchers alike.

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