



# Doing Focus Groups (Qualitative Research Kit)

*Rosaline Barbour*

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## **Doing Focus Groups (Qualitative Research Kit)** Rosaline Barbour

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.

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