

(Library ebook) The Focus Group Guidebook (Focus Group Kit)

## The Focus Group Guidebook (Focus Group Kit)

David L. Morgan

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David L. Morgan  
The Focus Group  
Guidebook



Focus Group Kit<sup>1</sup>

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**David L. Morgan : The Focus Group Guidebook (Focus Group Kit)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Focus Group Guidebook (Focus Group Kit):

0 of 0 people found the following review helpful. Great ResourceBy I. PintadoGreat resource. I use it with students that will be conducting focus groups for the very first time. This practical guidebook incorporates research from both the social sciences and marketing research.0 of 0 people found the following review helpful. Five StarsBy Nicole JohnsonGreat

Providing a general introduction to focus group research, Morgan includes the appropriate reasons for using focus

groups and what you can expect to accomplish with them. He provides a brief history of focus groups, a discussion of when to use focus groups and why, and several brief case studies illustrating different uses of focus groups. The author covers the timeline and costs associated with focus groups, including a discussion of the ethical issues involved in focus group research. Thoroughly covering all the information to help you start your focus group project, this guidebook is appropriate for anybody beginning a focus group, as well as managers or clients who will be using focus groups.

About the Author David L. Morgan obtained his Ph.D. in experimental psychology, with an emphasis in human operant behavior, from Auburn University in 1988. He is currently a professor in the School of Professional Psychology at Spalding University in Louisville, KY, where he has been teaching since 1990. Dr. Morgan has published research articles in numerous behavioral journals, and has taught research methodology courses at both the undergraduate and graduate level at several institutions, including Spalding University. He is the author of the text, *Essentials of Learning and Cognition*, published by Waveland Press (2007).