

Focus groups: applying communication theory through design, facilitation, and analysis

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Abstrak

Despite the fact that focus groups are an ideal research tool for studying and employing group communication in action, many research practitioners and scholars have missed the opportunity to utilize them to their maximum benefit. Few researchers have the skills that enable them to approach focus group facilitation and analysis from a communication point of view. In this book, Dr. Christine Davis teaches readers how to take a project from an idea to the design, facilitation, and analysis stages. This book takes a unique communication perspective to apply group communication theories, knowledge of group processes, and a close discourse analysis approach to explain and understand the discursive aspect of focus groups. This book helps readers of all stages of experience - including those with no background in focus group research to those practitioners with more focus group expertise - understand how a communication approach to focus groups takes advantage of this discipline's rich scholarship in group communication and discourse analysis.