



Focus Groups: Theory and Practice (Applied Social Research Methods)

David W. Stewart, Prem N. Shamdasani

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The fully updated **Third Edition** of **Focus Groups: Theory and Practice** offers a unique blend of focus group theory and practice in a single, easy-to-read source. It provides systematic treatment to the design, conduct, and interpretation of focus group data within the context of social science research and theory. Known for accessibility and step-by-step guidance, comprehensive treatment, and historical perspective, the book examines every facet of focus group research, from the selection and recruitment of group participants, to the selection of a moderator and conducting of interviews, to the analysis of focus group data. The **Third Edition** reflects the growing use of focus group research to address an increasingly broad array of issues that have a global span, and also provides more guidance on conducting virtual focus groups.

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