

# Contents

# Tables

<i>List of Tables</i>	page vi
<i>List of Boxes</i>	vii
<i>Acknowledgements</i>	viii
1. Introduction	1
2. When to Use Focus Groups	18
3. Preparing for the Focus Groups	40
4. Undertaking Focus Groups	71
5. Analyzing Focus Groups and Presenting the Results	85
6. Conclusion	113
<i>Appendix 1. Sample Question Protocol, with Instructions for the Moderator</i>	116
<i>Appendix 2. Additional Analytical Tools Available to the Focus Group Researcher</i>	119
<i>Works Cited</i>	122
<i>Index</i>	131