## Brief Contents

Preface			xi
About the Author			xiii
PARTI	•	BASIC ISSUES	
Chapter 1	•	Introducing Focus Groups	3
Chapter 2	•	Uses for Focus Groups	17
Chapter 3	•	The Importance of Interaction	27
PART II		DESIGNING FOCUS GROUPS	
Chapter 4		Research Designs for Focus Groups	39
Chapter 5		Group Composition, Group Size, and Number of Groups	49
Chapter 6		Asking Questions in Focus Groups	63
Chapter 7		Moderating the Discussion	77
Chapter 8		Analyzing Focus Groups	91
		ta-Emargence in the Social Sciences	
PART III	•	ADVANCED TOPICS AND CONCLUSIONS	
Chapter 9	•	Working Cross-Culturally	103
Chapter 10		Specialized Age Groups	113
Chapter 11		Online Focus Groups	121
Chapter 12		Conclusions: Future Directions for Focus Groups	129
APPENDIC	ES		
Appendix 1		pius v	135
Appendix 2			137
Appendix 3		ocus Groups as Fullier-tips to Greatatic Research	139
Appendix 4			147
Glossary			181
References			183
Index			191