



Course Code & Title	LISS344 Designing and using Focus Groups		
Convenor(s)	Susie Fisher , Director at The Susie Fisher Group		
Institution	The Susie Fisher Group	Department	LISS DTP
Academic Year	2019-20	Term	Spring
Number of Sessions	3	Length of Session(s)	Full day
Day, Date		Start : End	Room Location
Tuesday 14 January 2020 Tuesday 21 January 2020 Tuesday 28 January 2020		0930 : 1700	King's College London, Glass rooms, Ground Floor Café , Franklin-Wilkins Building, King's College London, SE1 9NH
Enrolment Link:	http://bit.ly/liss344 You may be prompted to log into SkillsForge		

Course Description:

This is a hands-on course designed to train you in the skills needed to design and conduct a qualitative research project using focus groups.

You will learn how to set up focus groups: draft objectives, define and recruit the sample and write the discussion guide. You will learn and practise different techniques for moderating groups and you will consider how to analyse focus group data: what you can say and what you can't.

The course participants will run a real (short) project for an external client and will report findings to this client at the end of the process. In parallel, participants will prepare a focus group project relating to their own research, which they can use at a future date

At the end of the course you will have experienced all stages of a focus group project from the perspectives of moderator, group participant and client. You will also be equipped with a detailed project structure for focus groups relating to your own research.

Course Outline:

Day 1: Why focus groups? Defining the brief and writing objectives. Designing the sample and recruiting. Writing the discussion guide. Inventing stimulus material. Briefing by external client.

Day 2: Techniques for running focus groups. Moderating the groups themselves. Analysing what we have learnt about technique. Reviewing plans for personal focus group research.

Day 3: Morning. Analysing and debriefing focus groups. Writing up. Presenting to external client. Reviewing what we have learnt.

Day 3: Afternoon. Surgery (Pre-book). One to one sessions to supervise/discuss personal focus group research.

Reading List: Additional reading materials should be accessed via the Dropbox folder here:

<http://bit.ly/liss344-materials>



[Moderating to the max \(paperback\)](#)

A full-tilt guide to in-depth to creative, insightful focus groups and depth interviews.

[Stir it up](#)

Recipes for robust insights and red hot ideas.

[Refocusing Focus Groups: A Practical Guide](#)

A quick, but seriously helpful guide to the best practices for planning, designing, conducting, and interpreting focus groups that draws upon techniques from psychology and anthropology.

*[Qualitative Research](#)

Subtitled "Good Decision Making Through Understanding People, Cultures and Markets", this compelling new title by Sheila Keegan provides an introduction to market research in general and the position of qualitative research within it, and goes on to give an overview of different philosophies of qualitative research and how they impinge on practice. The book also considers qualitative research from the client's perspective, and looks at the type of research issues which qualitative research can be useful for. It also includes many international case studies. Published by Kogan Page in conjunction with the Market Research Society. (272 pages)

[Qualitative Research in Context](#)

Edited by Laura Marks, WARC Publications. This book represents a new and fresh approach to the subject of Qualitative Research and its practical application in both commercial and non-commercial worlds. It explains how industries have had to face up to the need to understand their public and how QR is being used effectively to move those industries forward. (285 pages)

[Computer Analysis and Qualitative Research](#)

Nigel G Fielding and Raymond M Lee, Sage Publications, March 1998.

[Focus Groups as Qualitative Research](#)

David Morgan, Sage Publications, 2nd Edition 1994.

[Focus Groups: A Practical Guide for Applied Research](#)

Richard Krueger, Sage Publications, 2nd Edition 1994. A good nuts and bolts guide to qual from a respected American practitioner, covering social as well as marketing issues.

[Goodthinking: A Guide to Qualitative Research](#)

Wendy Gordon, NTC Publications Ltd 1999. A comprehensive, must-read book by the one of the UK's most respected and experienced qualitative researchers.

[Handbook of Qualitative Research](#)

Norman K. Denzin (Editor), Yvonna S. Lincoln (Editor), Sage Publications Ltd; 2nd Ed (May 2000).

[Handbook of Qualitative Research Methods for Psychology and the Social Sciences](#)

John T E Richardson (Editor), BPS Books (The British Psychological Society), March 1996.

[Interpreting Qualitative Data](#)

David Silverman, Sage, Oct 1993. An accessible account of sociological perspectives on qualitative research, with useful discussions of methods and theoretical issues such as reliability and validity.

[Interviewing](#)

Paul Hague, Kogan Page, May 1993. Examines the process of interviewing as a core area of market research, discussing the necessary skills and the importance of precise communication.



[Qualitative Market Research, A Comprehensive Guide](#)

Dr Hy Mariampolski, Sage Publications, Paperback and Hardcover versions available.. "It's all there and I wish that I'd had this book to draw on when I first set up my shingle as a qualitative researcher." Anne Ward.

[Qualitative Market Research: A Practitioners' and Buyers' Guide](#)

Wendy Gordon & Roy Langmaid, Gower reprint 1988. A very practical book, grounded in qual experience from two of the UK's best known researchers.

*[Qualitative Market Research: Principle and Practice](#)

Gill Ereaut, Mike Imms and Martin Callingham (eds.), Sage Publications 2002. A seven-book set, written by experienced British practitioners. Offers comprehensive coverage of the theory and practice of qualitative market research, both for those within and those outside the industry.

Volumes 1, 2, 4.

[Qualitative Methods in Management Research](#)

Evert Gummesson, Sage Publications Ltd, Jan 2000. Gummesson seems to believe that research and consultancy are mutually exclusive. Some would disagree with this basic premise and believe that we inevitably do both at the same time and cannot do otherwise - but interesting to read a very different perspective on qual.

[Qualitative Research Methods for the Social Sciences](#)

Bruce Lawrence Berg, Allyn & Bacon; 4th Ed (11 September, 2000).

***In search of excellence The influence of Peter Cooper on qualitative research**

Alan Branthwaite and Simon Patterson

International Journal of Market Research Vol. 54 Issue 5

Eligibility:

Must be confident in spoken English.

Pre course preparation:

Think about what questions in your own research would lend themselves to Focus Group research.
Read 'Qualitative Market Research: Principle and practice' Volumes 1,2 and 4. Vol 2 is most relevant.
Read 'In search of excellence. The influence of Peter Cooper on qualitative research'
Alan Branthwaite and Simon Patterson
International Journal of Market Research Vol. 54 Issue 5

Number of students:

15