

Focus Groups: Issues and Approaches

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ABSTRACT There is up to date, a scarcity of texts on focus groups, especially in the developing world. This paper attempts to fill the void. The paper corrects the wrong usage of focus group as a synonym for group interview, open space technology, delplic processes, nominal groups, and brainstorming as being used by some scholars. The paper provides a brief history of focus group, as well as the techniques of data collection and analysis. The advantages and disadvantages of focus group, and the methods of reporting focus group discussions are also discussed in the chapter.

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