

Conducting Qualitative Research

Books

[Advanced Focus Group Research](#) [[Print](#)] [[Online](#) via UNC Libraries]

Fern, E. F. (2001). *Advanced focus group research*. Thousand Oaks, Calif.: Sage.

@ Davis Library, SILS Library

For researchers and students with a knowledge of focus group research. Includes examples of what researchers should and should not do, examines the limits of focus groups, and suggests how to use focus groups for nontraditional research tasks.

[Designing and Conducting Survey Research: A Comprehensive Guide.](#)

Rea, L. M. (2005). *Designing and conducting survey research : a comprehensive guide* (3rd ed.). San Francisco: Jossey-Bass.

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Reference for public and nonprofit managers. Explains major components of survey research, including construction of the instrument, administration of the process, and analysis and reporting of results.

[Focus Group Methodology : Principles and Practices.](#)

Liamputtong, P. (2011). *Focus group methodology : principles and practices*. Los Angeles: Sage.

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Goes through entire process of designing a focus group study, from conducting interviews and analyzing data to presenting the findings. Appropriate for undergraduate and postgraduate students who are undertaking research. Includes case studies and examples.

[Focus Group Research Handbook.](#) [[online](#) via UNC Libraries]

Edmunds, Holly. (1999). *Focus group research handbook*. American Marketing Association. Online.

Comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization. Explains and simplifies the methodology of focus group studies, and comprehensively outlines the steps you'll need to follow to implement and then analyze focus group research.

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

Krueger, R. A. (2009). *Focus groups : a practical guide for applied research* (4th ed.). Los Angeles: SAGE.

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Overview of sound focus group practices. Most helpful for conducting focus groups for research or evaluation with public, non-profit, educational, health, human service, and religious organizations.

Focus Groups: Theory and Practice. [[print](#)] [[online](#) via UNC Libraries]

Stewart, D. W. (2007). *Focus groups : theory and practice* (2nd ed.). Thousand Oaks: SAGE Publications.

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Discusses design, conduct, and interpretation of focus groups within the context of social science research and theory. Includes discussions on designing the interview guide, the importance and influence of group composition, the art of conducting the focus group, and the characteristics of effective moderators.

[Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research.](#)

Bearden, W. O. (2011). *Handbook of marketing scales : multi-item measures for marketing and consumer behavior research* (3rd ed.). Thousand Oaks, Calif.: SAGE.

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Includes 150+ multi-item, self-report measures developed and/or frequently used in consumer behavior and marketing research.

[Mirrored Window: Focus Groups from a Moderator's Point of View.](#)

Langer, J. (2001). *The mirrored window : focus groups from a moderator's point of view*. Ithaca, N.Y.: PMP.

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Discusses the process and timing for selecting a focus group facility, scheduling focus groups, screening focus group respondents, re-screening respondents, conducting focus group sessions, and reviewing focus group results.

[Observational Research Handbook: Understanding How Consumers Live with Your Product.](#)

Abrams, B. (2000). *The observational research handbook : understanding how consumers live with your product*. Lincolnwood, Il.: NTC Business Books.

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Explores qualitative research technique of ethnography or "descriptive anthropology," the observation and analysis of how consumers respond to a product within their own environments based upon their cultural values and relationships.

[Questionnaire Research: A Practical Guide.](#)

Patten, M. L. (2011). *Questionnaire research : a practical guide* (3rd ed.). Glendale, CA: Pyczak Pub.
@ Health Sciences Library

Covers planning the research, writing items to collect different types of information, selecting samples, preparing statistical tables, and other information essential to successful questionnaires.

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

Morais, R. J. (2010). *Refocusing focus groups : a practical guide*. Ithaca, NY: Paramount Market Publishing.
@ SILS Library

Best practices for planning, designing, conducting, and interpreting focus groups. For marketing, marketing research, and advertising professionals, students, and to anyone interested in consumer research.

The Sage Handbook of Interview Research: the Complexity of the Craft. [[print](#)] [[online](#) via UNC Libraries]

Gubrium, J. F. (2012). *The Sage handbook of interview research : the complexity of the craft* (2nd ed.). Thousand Oaks, Calif.: Sage.
@ Davis Library

Includes history and conceptual transformations of the interview and main components of interview practice

[The Sage Qualitative Research Kit.](#)

Angrosino, M. V. (2007). *The Sage qualitative research kit*. London: SAGE.
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Set of eight books, each on a different aspect of qualitative research, including interviews, ethnography, focus groups, and more. For students and researchers for use in planning and carrying out research in a variety of academic and professional environments.