

**Consortium for Education and Social Science Research
2011-2012 Workshop in Methods**

Best Practices in Focus Group Research

by

Richard Krueger, PhD

Professor Emeritus and Senior Fellow of Evaluation Studies

University of Minnesota

Tuesday, November 29, 2011 – 2:30-4:30 – Woodburn Hall 200



Dr. Richard Krueger has been conducting focus groups for over 30 years. He brings a wealth of experience in conducting focus groups in the academic, public, non-profit, government and education environments. After conducting thousands of focus groups he has identified a number of best practices that they will share on November 30. He will be sharing those tips and answering questions. Focus group interviews look easy, but they are challenging to organize, conduct and analyze. Dr. Krueger will review essential elements and successful practices that results in quality focus group research.

Richard Krueger, Ph.D. professor emeritus and senior fellow in evaluation studies in the College of Education and Human Development, University of Minnesota. Dr. Krueger is a former president of the American Evaluation Association and the author of books on qualitative research and focus group interviewing. He is the author of several books on focus group research, including "Focus Groups: A Practical Guide for Applied Research," 2009, Sage Publishing.

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