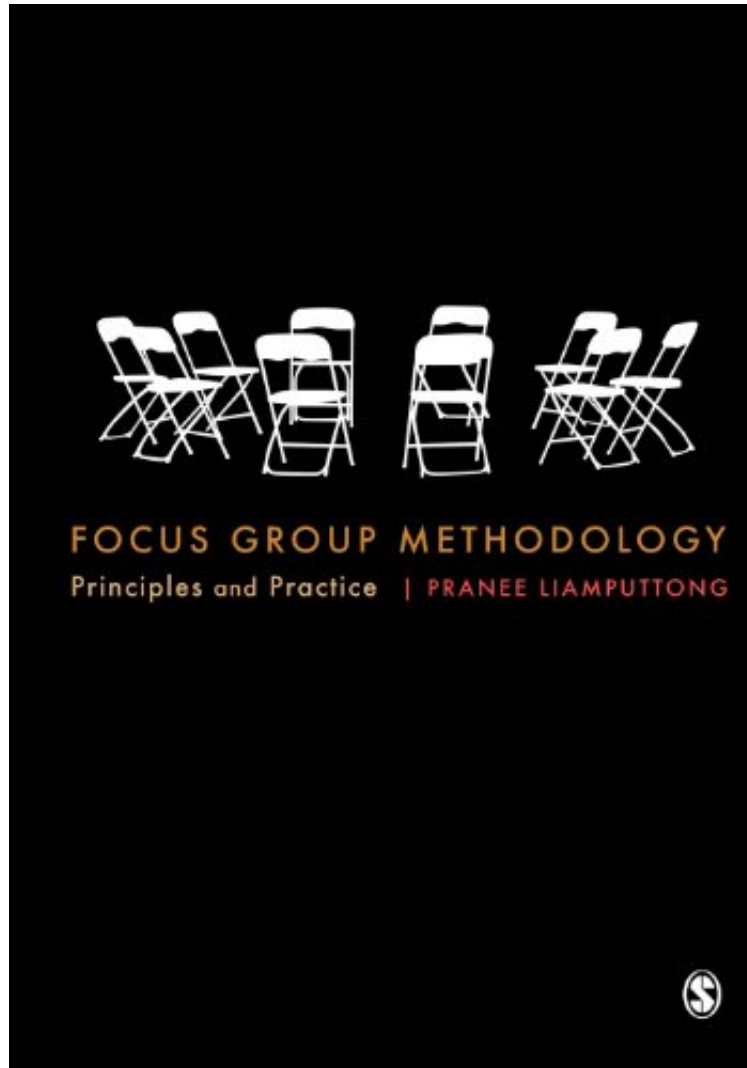


# Focus Group Methodology: Principle and Practice

*Pranee Liamputtong*

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**Pranee Liamputtong : Focus Group Methodology: Principle and Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised Focus Group Methodology: Principle and Practice:

0 of 1 people found the following review helpful. Focus Group MethodologyBy MollyGood information for anyone who has chosen this method to do research. Provides suggestions for a theoretical framework and discusses potential pitfalls.

Focus Group Methodology is an introductory text which leads readers through the entire process of designing a focus group study, from conducting interviews to analysing data and presenting the findings. It also includes discussions on cross-cultural and virtual focus group.Liamputtong presents clear, practical advice in simple terms which will be

appropriate for undergraduate and postgraduate students who are undertaking research, making this an ideal starter text for anyone new to focus group research. Like her previous book, *Researching the Vulnerable*, Liamputtong's latest work pays close attention to research ethics and will also be of great interest to researchers who are working with different social groups - such as women, men, older people, children and ethnic groups - and anybody who is engaging in cross-cultural research. Illustrated with case studies and examples throughout, this is a perfect introduction to focus group methods for students and new researchers alike.

'This lucidly written book will appeal to readers ranging from undergraduate students to seasoned academics in the field of social science research. Liamputtong has succinctly provided valuable insights into conducting focus group discussions, not merely as a means of quick data collection but rather as an instrument that can create knowledge for social transformation. In essence, focus group discussions bear consonance with the subtle aims of social science to generate collective consciousness and deepen the understanding of structural contexts of oppression and social change'--Keerty Nakray (07/04/2013)

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About the Author Professor Pranee Liamputtong is professor of public health, at the School of Science and Health, Western Sydney University, Australia. Her particular interests include issues related to cultural and social influences on childbearing, childrearing, motherhood, infant feeding practices, and reproductive and sexual health. Her current research also includes HIV/AIDS, breast cancer, and sexuality. She has published several books and a large number of papers in these areas. She is a qualitative researcher, and written and edited a number of research method books. Two of her methods books have been adopted widely nationally and internationally, and these include *Qualitative Research Methods*, 4th ed (Oxford University Press, 2013), and *Research Methods in Health: Foundations for Evidence-Based Practice* (Oxford University Press, 2010, 2013, 2017).