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groups are preferred over one-to-one interviews. Guidelines for setting up and designing focus-group studies are outlined, ethical issues are highlighted, the purpose of a pilot study is reviewed, and common focus-group analysis and reporting styles are outlined.

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Richard Krueger leads a focus group on healthy living. Books. Focus Group: A Practical Guide for Applied Research. 5th Edition. Richard A. Krueger and Mary Anne Casey. 2015. Sage Publishing ISBN: 978-1-4833-6524-4. This is the most recent edition of our popular book on focus group interviewing.



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through the decisions and considerations involved in conducting focus-group research investigations into students' learning experiences. One previously published focus-group study is used as an illustrative example, along with other examples from the field of pedagogic research in geography higher education.

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