

FOCUS GROUPS

Sample Websites to go for More Information

Note: These resources are not listed in any particular order. And, some information comes from university course materials.

Focus Groups Tips for Beginners

<http://www-tcall.tamu.edu/orp/orp1.htm>

Focus Group Basics

<http://edf5481-01.su00.fsu.edu/FocusGroups1.htm>

Focus Groups: How to Run Them

<http://www.webcredible.co.uk/user-friendly-resources/web-usability/focus-groups.shtml>

The Use and Misuse of Focus Groups

<http://www.useit.com/papers/focusgroups.html>

Basics of Conducting Focus Groups

<http://www.managementhelp.org/evaluatn/focusgrp.htm>

Using Focus Groups for Evaluation

<http://ag.arizona.edu/fcs/cyfernet/cyfar/focus.htm>

10 Tips for Running Successful Focus Groups

www.isixsigma.com/offsite.asp?A=Fr&Url=http://www.groupsplus.com/pages/mn091498.htm

Rivers, Trails, and Conservation Assistance Program – Collecting Information Toolbox - Focus Groups

http://www.nps.gov/phso/rtcatoobox/gatinfo_focus.htm

Focus Groups - How to...

http://www.utexas.edu/academic/diia/assessment/iar/how_to/methods/focus_groups.php

A Manual for the Use of Focus Groups

<http://www.unu.edu/Unupress/food2/UIN03E/uin03e00.htm>