

Selected Bibliography

Books

- Advertising Research Foundation. *Focus Groups: Issues and Approaches*. New York: ARF, 1985.
- Bellenger, Danny N., Kenneth L. Bernhardt, and J. L. Goldstrucker. *Qualitative Research in Marketing*. Chicago: American Marketing Association, 1976.
- Dexter, Lewis A. *Elite and Specialized Interviewing*. Evanston, IL: Northwestern University Press, 1970.
- Focus Research Group [entire Issue] *Studies in Family Planning* 1981, Vol. 12.
- Goldman, Alfred E., and Susan Schwartz McDonald. *The Group Depth Interview: Principles and Practice*. Englewood Cliffs, NJ: Prentice-Hall, 1987.
- Gordon, Raymond L. *Interviewing: Strategy, Techniques, and Tactics*. Homewood, IL: The Dorsey Press, 1969.
- Greenbaum, Thomas L. *The Practical Handbook and Guide to Focus Group Research*. Lexington, MA: D. C. Heath, 1988.
- Higginbotham, James B., and Keith K. Cox, eds. *Focus Group Interviews: A Reader*. Chicago: American Marketing Association, 1979.
- Krueger, Richard A., Ardis C. Hutchins, and Gail D. Olney. *Focus Group Interviewing for Architects and Interior Designers*. Saint Paul: Research in Design, 1985.

- Krueger, Richard A. *Focus Groups: A Practical Guide for Applied Research*. Newbury Park, CA.: Sage Publications, 1988.
- Merton, Robert K., Marjorie Fiske, and Patricia L. Kendall. *The Focused Interview*. New York: Free Press, 1956, 1990.
- Mishler, Eliot G. *Research Interviewing: Context and Narrative*. Cambridge, MA: Harvard University Press, 1986.
- Morgan, David L. *Focus Groups as Qualitative Research*. Newbury Park, CA: Sage Publications, 1988.
- Rovner, Mark J., and William A. Galston. *One Year to Go: Citizens' Attitudes in Iowa and New Hampshire*. Washington DC: Roosevelt Center for American Policy Studies, 1987.
- Stewart, Charles, and William B. Cash, Jr. *Interviewing: Principles and Practices*. 4th ed. Dubuque: William C. Brown, 1985.
- Templeton, Jane F. *Focus Groups: A Guide for Marketing and Advertising Professionals*. Chicago: Probus Pub. Co., 1987.
- Whyte, William Foote. *Learning from the Field: A Guide from Experience*. Beverly Hills, CA: Sage Publications, 1984.
- Zuckerman, Harriet A. *Scientific Elite: Nobel Laureates in the United States*. New York: Free Press, 1977.

Articles

- Baker, Philip N. "Focus group interviewing: The real constituency." *Journal of Data Collection* (1985), 25:14-23.
- Basch, Philip N. "Focus group interview: An underutilized research technique for improving theory and practice in health education." *Health Education Quarterly* (1987), 14:411-448.
- Beck, Leif C., W. L. Trombetta, and S. Share. "Using focus group sessions before decisions are made." *North Carolina Medical Journal* (1986), 47:73-74.
- Beckett, Kathleen. "Focus groups: A market research tool." *Credit Union Executive* (1985), 25:8-12.
- Bers, Trudy H. "Exploring institutional images through focus group interviews." *New Directions for Institutional Research*, No. 54 (1987), 14:19-29.

- Bers, Trudy H., and Kerry Smith. "Focus groups and community college research: Lessons from a study of nontraditional students." *Community College Review* (1988), 15:52-58.
- Bortree, William H. "Focus groups reduce innovation risks." *Bank Marketing* (1986), 18:18-24.
- Byrne, Andrew J. "Focus groups: Valuable data, but not basis of sales forecasts." *Direct Marketing* (1984), 46:66-72.
- Calder, Bobby J. "Focus groups and the nature of qualitative market research." *Journal of Marketing Research* (1977), 14:353-364.
- Cohen, Barry. "Designing a sound system for a focus group facility." *Applied Marketing Research* (1988), 28:39-43.
- Cora, Ellen C. "Use respondent facades to increase focus group productivity." *Medical Marketing and Media* (1986), 21:11-18.
- Cox, Keith K., James B. Higginbotham, and J. Burton. "Applications of focus group interviews in marketing." *Journal of Marketing* (1976), 40:77-80.
- Davis, Christine S. "Agricultural focus groups: A unique approach." *Applied Marketing Research* (1988), 28:53-58.
- Diamond, W. D., and J. P. Gagnon. "Obtaining pharmacy class feedback through the use of focus group interviews." *American Journal of Pharmaceutical Education* (1985), 49:49-54.
- Droste, T. "Focus groups provide insight into marketplace." *Hospitals* (1988), 62:45-46.
- Fern, Edward F. "The use of focus groups for idea generation: The effects of group size, acquaintanceship, and moderator on response-quantity and quality." *Journal of Marketing Research* (1982), 19:1-13.
- . "Why do focus groups work 2: A review and integration of small group process theories." *Advances in Consumer Research* (1982), 9:444-452.
- . "Focus groups: A review of some contradictory evidence, implications, and suggestions for future research." *Advances in Consumer Research* (1983), 10:121-126.
- Festervand, Troy A. "An introduction and application of focus group research to the health care industry." *Health Marketing Quarterly* (1985), 2:199-209.

- Flesch, Regina. "A guide to interviewing of the bereaved: The focused interview schedule." *Journal of Thanatology* (1975), 3:143-159.
- Folch-Lyon, E., L. de la Macorra, and S. B. Schearer. "Focus group and survey research on family planning in Mexico." *Studies in Family Planning* (1981), 12:409-432.
- Folch-Lyon, E., and J. F. Trost. "Conducting focus group sessions." *Studies in Family Planning* (1981), 12:443-449.
- Gage, Theodore J. "Theories differ on use of focus group." *Advertising Age* (1980), 5:5-19, 20-22.
- Gelb, Betsy D., and Richard J. Cheney. "Pre-testing jurors' reactions to corporate marketing decisions." *Journal of Public Policy & Marketing* (1986), 5:97-104.
- Goodman, R. Irwin. "Focus group interviews in media product testing." *Educational Technology* (1984), 24:39-44.
- Hansler, Daniel F., and Catherine Cooper. "Focus groups: New dimension in feasibility study." *Fund Raising Management* (1986), 17:78-82.
- Harlow, Glenda W. "A study of the usefulness of the focused interview as a method to determine if secondary principals exhibit rational behavior in the decision-making process." *Dissertation Abstracts International* (1980), 40:5267.
- Harris, Robert J. "Focus groups offer six 'guidelines' for Black-oriented ads." *Marketing News* (October 16, 1981), pp. 5, 14.
- Heath, Robert L. "Are focus groups a viable tool for PR practitioners to help their companies establish corporate responsibility?" *Public Relations Quarterly* (Winter 1987/88), 32:24-28.
- Heimann-Ratain, Giselle, Molly Hanson, and Stephen M. Peregay. "The role of focus group interviews in designing a smoking prevention program." *Journal of School Health* (1985), 55:13-16.
- Herman, Raymond O. "Focus groups: Bank management beware." *Bank Marketing* (1982), 14:20-32.
- Hisrich, R. D., and P. M. Peters. "Focus groups: An innovative marketing-research technique." *Hospital and Health Services Administration* (1982), 27:8-21.

- Hutt, Roger W. "The focus group interview: A technique for counseling small business clients." *Journal of Small Business Management* (1979), 17:15-19.
- Inglis, Robert C. "In-depth data: Using focus groups to study industrial markets." *Business Marketing* (1987), 72:78-82.
- Karns, David, Harper A. Roehm, Joseph F. Castellano, and George B. Moore. "Using focus groups to monitor clients' views." *Journal of Accountancy* (1988), 166:148-152.
- Keller, Keryl L., et al. "Assessing beliefs about and needs of senior citizens using the focus group interview: A qualitative approach." *Health Education* (1987), 18:44-49.
- Keown, Charles. "Focus groups research: Tool for the retailer." *Journal of Small Business Management* (1983), 21:59-65.
- Langer, Judith, and Susan Miller. "The ideal focus group facility." *Journal of Data Collection* (1985), 25:34-37.
- Lindgren, John H., Jr., and William J. Kehoe. "Focus groups: Approaches, procedures, and implications." *Journal of Retail Banking* (1981), 3:16-22.
- Lorence, James, and Bryan Hendricks. "Is innovative teaching more effective? Testing the focus group strategy in the freshman American survey." *History Teacher* (1979), 12:187-211.
- Lorz, Michael F. "Focus group research in a winning campaign." *Public Relations Review* (1984), 10:28-38.
- Lubet, Margery J. "Focus group research: Planning is the key." *Bank Marketing* (1982), 14:17-20.
- Lydecker, Toni H. "Focus group dynamics." *Association Management* (1986), 38:73-78.
- Markey, Karen. "Online catalogue use: Results of surveys and focus group interviews in several libraries." *OCLC Online Computer Library Center* (March 31, 1983), 3 vols.
- McDaniel, Carl. "Focus groups—Their role in the marketing research process." *Akron Business & Economic Review* (1979), 10:14-19.
- McDermott, Dennis R. "Assessing future directions for designing an academic program through focus group interviews." *Journal of Professional Services Marketing* (1987), 2:113-118.

- McQuarrie, Edward F., and Shelby H. McIntyre. "Focus groups and the development of new products by technologically driven companies." *Journal of Product Innovation* (1986), 3:40-47.
- . "What focus groups can and cannot do: A reply to Seymour." *Journal of Product Innovation Management* (1987), 4:55-60.
- Merton, Robert K. "The focussed interview and focus groups: Continuities and discontinuities." *Public Opinion Quarterly* (1987), 51:550-566.
- Merton, Robert K., and Patricia L. Kendall, "The focused interview." *American Journal of Sociology* (1946), 51:541-557.
- Modic, Stanley J., and Perry Pascarella. "Focus group . . . Motivation vs. machines." *Industry Week* (July 4, 1977), 194:50-54.
- Morgan, David L., and Margaret T. Spanish. "Focus groups: A new tool for qualitative research." *Qualitative Sociology* (1984), 7:253-270.
- Morris, Jon D., and Albert B. Smith III. "Using focus groups to evaluate instructional media: A case study." *Educational Technology* (1988), 28:27-32.
- Munn, Henry L., and William L. Opdyke. "Group interviews reveal consumer buying behavior." *Journal of Retailing* (Fall 1961), pp. 26-31.
- Murray, Simon. "Focus groups by phone: A better way to research health care." *Marketing News* (August 29, 1988), 22:47-48.
- Nasser, David. "How to run a focus group." *Public Relations Journal* (1988), 44:33-34.
- Nelson, J. E., and N. T. Frontczak. "How acquaintanceship and analyst can influence focus group results." *Journal of Advertising* (1988), 17:41-48.
- Pramualratana, Anthony, Napaporn Havanon, and John Knodel. "Exploring the normative basis for marriage in Thailand: An example from focus group research." *Journal of Marriage and the Family* (1985), 47:203-210.
- Quiriconi, Roy J., and Richard E. Dorgan. "Respondent personalities: Insight for better focus groups." *Journal of Data Collection* (1985), 25:20-23.

SELECTED BIBLIOGRAPHY

(193)

- Reynolds, Fred D., and Deborah K. Johnson. "Validity of focus-group findings." *Journal of Advertising Research* (1978), 18: 21-24.
- Rigler, Edith. "Focus on focus groups." *ABA Journal of Banking* (1987), 97:96-100.
- Schearer, S. B. "The value of focus group research for social-action programs." *Studies in Family Planning* (1981), 12:407-408.
- Seymour, Daniel T. "Focus groups and the development of new products by technologically driven companies: A comment." *Journal of Product Innovation Management* (1987), 4:40-54.
- Simon, Murray. "Physician focus groups require special techniques." *Marketing News* (January 30, 1987), pp. 21-22.
- Stycos, J. M. "A critique of focus group and survey research: The machismo case." *Studies in Family Planning* (1981), 12:450-456.
- Suyono, H., N. Piet, F. Stirling, and J. Ross. "Family planning attitudes in Indonesia: Findings from focus group research." *Studies in Family Planning* (1981), 12:409-432.
- Tynan, Caroline A., and Jennifer L. Drayton. "Conducting focus groups—A guide for first time users." *Marketing Intelligence and Planning* (1988), 6:5-9.
- Welch, Joe L. "Focus groups for restaurant research." *Cornell Hotel and Restaurant Association Quarterly* (1985), 26: 78-85.
- . "Researching marketing problems and opportunities with focus groups." *Industrial Marketing Management* (1985), 14:245-253.
- Wheatley, Kimbal L., and William A. Flexner. "Dimensions that make focus groups work." *Marketing News* (May 9, 1988), 22: 16-17.
- White, Pat. "The student-focused interview." *Journal of the National Association of College Admissions Counselors* (1979), 23:22-24.
- Winton, Pamela J., and Donald B. Bailey, Jr. "The family-focused interview: A collaborative mechanism for family assessment and goal-setting." *Journal of the Division for Early Childhood* (1988), 12:195-207.

- Zimmerman, Juliet G., and Robert N. Zelnio. "Listening is the key to more productive focus group sessions." *Medical Marketing & Media* (1985), 20:84-88.
- Zuckerman, Harriet A. "Interviewing an ultra-elite." *Public Opinion Quarterly* (1972), 36:159-175.