



The Focused Interview: A Manual of Problems and Procedures

By Robert K. Merton, Marjorie Fiske, Patricia L. Kendall

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In 1956, the Free Press published a report of Columbia's Bureau of Applied Social Research - co-authored by Merton, Marjorie Fiske and Patricia I. Kendall - which outlined a set of techniques aimed at eliciting the specific responses of individuals and groups to particular events and situations. The book may be regarded as seminal within sociology, spawning a whole field of qualitative opinion research that has continued to evolve through half a century of inquiry.

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