



USING FOCUS GROUPS FOR EVALUATION

Mary Marczak & Meg Sewell

Focus groups were originally called "focused interviews" or "group depth interviews". The technique was developed after World War II to evaluate audience response to radio programs (Stewart & Shamdasani, 1990). Since then social scientists and program evaluators have found focus groups to be useful in understanding how or why people hold certain beliefs about a topic or program of interest.

[Read more](#) (Ctrl+Click)

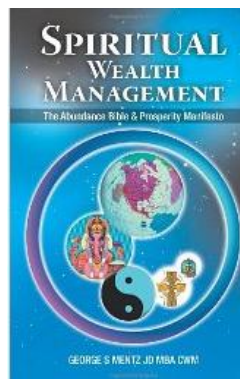
AAPM® RECOMMENDED READ

SPIRITUAL WEALTH MANAGEMENT:

THE ABUNDANCE BIBLE & PROSPERITY MANIFESTO
BY GEORGE S MENTZ JD MBA CWM
[PAPERBACK] ISBN-10: 1452557411; ISBN-13: 978-1452557410;

The Law of Preparation and Planning

"A Plan or objective is fundamental to the clarification and specificity of your desire. A large majority of people are afraid to specify what they intend to do. Transcending this fear and taking a bold action upon your plans and strategies allows for the growth and manifestation of your idea into a reality. Preparing for your goals is fundamental, so plan what you are going to do and be very specific. Outline the steps needed and drive toward the desired outcome. Be prepared for outcomes that are as good as or even better than you desire. Know what you will do and prepare for any circumstance of importance. Be ready to act, engage, communicate, contemplate, and receive your good." Page 93



Editor's Notes :

by Michele Guttenberger, MPM®
PM FOCUS GROUPS & EMOTION FACTORS OF A NEW INDUSTRY

The definition of Focus Groups according to the American Heritage Dictionary is: A small group selected from a wider population and sampled, as by open discussion, for its members' opinions about or emotional response to a particular subject or area, used especially in market research ...

History shows the importance of marketing Focus Groups even 100 years ago. Thomas Edison besides being an inventor was a music recording mogul with his own namesake record label, recording studio and recording artists who made the trek to West Orange NJ or Manhattan to have their voice and instrumentals recorded and played on his phonographs. The current popularity of the performer's music did not sway Edison's judgment. In Edison's words to promote an artist based on celebrity constituted "fakery in music".

Edison's final judgments on recording artists may have handed over industry dominance in the early 1900's to their rival the Victor Talking Machine Company. Victor's Eldridge Johnson gave as much thought to marketing strategies as he did to manufacturing. Johnson discovered celebrity recordings helped promote record sales. Gathered opinions from live in store performances at Victor Phonograph stores confirmed fans wanted to hear the sound of their celebrity in their own homes too. This was an important marketing concept for the Victor Company and its phonograph sales.

Edison's should have realized the power of delighted fans. When John Philip Sousa and his marching band declined a studio recording in 1902, Edison took one of his wax cylinder recorders to a parade and got a recording of the band. Yet, Edison did not equate popularity as a market driver. Edison said "Great music and art are earthly wonders, but I think 'cubist' songs .. are hideous." Too many artists in the Edison "cubist" category became part of the Victor Talking Machine Company's label. By 1909 Victor surpassed Edison's in phonograph sales. In 1916 sales of Victor phonographs reached a total three times higher than Edison's. Edison should have listened to the focus groups of his time and asked what **desired** tunes would sell records for his phonographs in the new age of recorded music he helped create.

Inside This Section

- ☆ AAPM® Testimonial – Endorsements
- ☆ Focus Groups for Evaluation
- ☆ This Month's Tip – Converting PowerPoint to Google Docs
- ☆ Recommended – George Mentz Spiritual Wealth Mgmt : Page 93 -Preparation & Planning
- ☆ Focus Groups for PM Leaders



Earn an ONLINE PM Degree Begin NOW - Masters Degree in Project Management Accredited Program. Brandeis University Graduate Program
<http://projectmgmt.brandeis.edu/BRU-MSMPP-IBS/>

For the prominent MPM® Master Project Manager Certification, please visit here:
<http://certifiedprojectmanager.org/trainimg.html>

This Month's Tip:

Convert a PowerPoint into a Google Docs presentation
Learn how to do this popular conversion

[Check it out on YouTube from Navitend](#) (Ctrl+Click)

To pay your annual good standing and to Update/Renew your Certification(s), please click here:

<http://store.certificationregistration.com/aaupce.html>

Inside This Section

Cert. Training in Sept. 2012

Free CEO Guides

5 Step Guide For Members

Careerbuilder -Job and Career News

PM Continuing Ed Online

Spotlight on: Dr. R.-L. Etienne Barnett

BECOME A CERTIFIED
Master Project Manager (MPM ®)
AAPM® 2012 Year Approved USA
Training in Major Cities

See latest Dates & Locations on page 3

Atlanta, GA -
• Sept 11-14, 2012

Washington, DC -
• Sept 18-21, 2012

Austin, TX -
• Sept 25-28, 2012
TO ALL THOSE CERTIFIED IN

SEPTEMBER

Congratulations!

Career Articles - AAPM® and the International Project Management Commission:

powered by **careerbuilder.com**

THE 2012 JOB CANDIDATE BEHAVIOR STUDY DISPELS SOME MYTHS - NO PASSIVE JOB SEEKERS

[Ctrl click to find out why](#)

Master Alumnus Spotlight on
Dr. R.-L. Etienne Barnett
 Baccalauréat, B.A., M.A., M. Phil.,
 Ph.D., MPM Master Project Manager,
 CIPM ChE, MFP

AAPM® Global Advisory Board.
 CHAIRMAN OF ACADEMIC PROGRAM
 STANDARDS - AAPM®



Dr. Barnett is the University Provost for the University of Atlanta. He is also their Dean of Faculty and Executive Vice President of Operations.

Included on his Curriculum Vitae is: Frederick A. Treuhaft Distinguished Foundation Professor; Founding Director and Executive Editor to University of Atlanta Monograph Series; and member of 16 International Advisory Boards.

New CEO AAPM® Guides
 Edited by Prof. Dr. George Mentz, JD, MBA, MPM®
 In these FREE GUIDES, the fundamentals and refresher information about E-Business Management and Management Consulting are revealed. This is released as a member exclusive.

[Download the E-Business Guide and the MBA CEO's Management Consulting Guide](#)

The AAPM® has been featured in the New York Times, Dept of Labor Sponsored Career Guides, PM Qualifications, and works with the United Nations as a Volunteer. The AAPM® Certifications - MPM® and CIPM® are offered exclusively from the USA International Commission and Board of Standards.
www.CertifiedProjectManager.US or
www.AAPM.idsfnfo or www.AAPM.eu



AAPM® Online for Annual Continuing Education

Project Management and Ebusiness with **Mindleaders**.

Feel free to take this online course for your annual CE for PM

Project Management from a People Perspective.

[Click Here to Register](#)



AAPM® GLOBAL – October 2012 ISSUE

MASTER'S MONTHLY



**BECOME A CERTIFIED Master Project Manager (MPM®)
AAPM® 2012 Year Approved USA Training in Major Cities**

- [Raleigh/Durham, NC - • Oct 2-5, 2012](#)
- [Chicago, IL - • Oct 16-19, 2012](#)
- [San Diego, CA - • Oct 23-26, 2012](#)
- [New York, NY - • Nov 6-9, 2012](#)
- [Salt Lake City, UT - • Nov 13-16, 2012](#)
- [Charlotte, NC - • Nov 27-30, 2012](#)
- [Washington, DC - • Dec 4-7, 2012](#)
- [Phoenix, AZ - • Dec 11-14, 2012](#)



**Agile Communication Certification
(AgCC)**
*Become a Certified
Agile Communication Project Manager*

4-Day Course — Earn 30 PDUs & Certification



San Francisco, CA • Nov 6 - 9, 2012

Washington, DC • Dec 4 - 7, 2012



Graduates of the Above Accredited Executive Programs who possess a college diploma will be eligible for both MPM and may also apply for the CIPM Certification.