

AMERICAN MARKETING ASSOCIATION

The
Focus
Group
Research
Handbook

HOLLENDORF & MUNDY

Handbook For Focus Group Research

Joe Langford



Handbook For Focus Group Research:

The Practical Handbook and Guide to Focus Group Research, Second Edition Thomas L. Greenbaum, 1993-03-08 In 1992 more than 125 000 focus groups randomly selected individuals led by a moderator whose discussion of a particular product provides market data for the manufacturer will be held in the U S Greenbaum who has worked with focus groups for over 20 years here shares the latest information on conducting them effectively [The Handbook for Focus Group Research](#) Thomas L Greenbaum, 1997-11-26 As one of the most popular tools for gathering information in today s marketplace focus groups require understanding of purpose and good grounding in the technique to be effective In *The Handbook for Focus Group Research* Second Edition Thomas L Greenbaum provides the latest information on conducting effective focus groups New chapters in this 1997 edition discuss the technology revolution globalization of focus groups physician focus groups and the effective management of field services and recruiting With more than 20 years of experience in focus group research Tom Greenbaum shows the reader in this essential guide how to maximize the effectiveness of focus groups in thorough discussions of moderators and their techniques escalating costs facilities and careers This book is essential for professionals and scholars interested in marketing and marketing research [The Focus Group Research Handbook](#) Holly Edmunds, 2000-05-22 *The Focus Group Research Handbook* is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies and comprehensively outlines the steps you ll need to follow to implement and then analyze focus group research From designing research vendor questionnaires to selecting an effective moderator from analyzing results to turning those results into workplace gains this book will provide you with all the tools and tips you ll need to simplify the focus group process **International Focus Group Research** Monique M. Hennink, 2007-10-25 A practical and authoritative guide to conducting focus group discussions in health and social science research with particular emphasis on using focus groups in developing country settings Monique M Hennink describes the procedures and challenges of each stage of international focus group research This book demonstrates how to balance scientific rigour with the challenges of the research context and guides readers to make informed research decisions It includes unique field perspectives and case study examples of research in practice Topics covered include planning international field research developing a fieldwork timetable and budget seeking research permissions translating research instruments training a field team developing a culturally appropriate discussion guide participant recruitment strategies conducting focus groups in another language managing discussions in outdoor locations group size and composition issues transcription and translation of the group discussions data analysis and reporting focus group research [The Handbook for Focus Group Research](#) Thomas L Greenbaum, 1998 As one of the most popular tools for gathering information in today s marketplace focus groups require understanding of purpose and good grounding in the technique to be effective In *The*

Handbook for Focus Group Research Second Edition Tom Greenbaum provides the latest information on conducting effective focus groups *The Practical Handbook and Guide to Focus Group Research* Thomas L. Greenbaum,1988 **Focus Groups** Richard A. Krueger,Mary Anne Casey,2009 The Fourth Edition of the bestselling Focus Groups A Practical Guide for Applied Research offers an easy to ready overview of sound focus group practices Authors Richard A Krueger Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews The process depicted is unbiased non judgmental and is respectful of all views It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders customers and employees This book cuts through the theory and gives hand on advice to those who are seeking to actually conduct a focus group It is most helpful for conducting focus groups for research or evaluation with public non profit educational health human service and religious organizations Key Features Offers the latest on telephone and Internet focus groups Provides suggested focus group questions that help students construct quality questions that engage participants and produce dependable and valid results Gives solid information on organizational focus groups Presents ways on how to recruit participants to the focus group Contains a number of practical tips that actually work It is written for the person who has to plan recruit develop questions moderate analyze and report the results Incorporates icons throughout the book that offer tips examples additional resources and others bits of practical information Intended Audience This book is appropriate for a variety of research methods and evaluation courses in departments such as education sociology political science journalism business marketing public administration and public health **Using Focus Groups in Research** Lia Litosseliti,2003-12-01 Focus Groups are often under used as a valuable tool for research This practical and extremely well written guide offers advice on planning and organising focus groups what types of questions to use the limitations and advantages of using these groups as research methods collecting the data at group sessions how to analyse the data produced **The Power of Focus Groups** Janet Mancini Billson,2007 A practical and applied approach to focus group research that will help neophyte and experienced researchers plan conduct and report the findings from focus groups The Power of Focus Groups is rooted firmly in social science theory and research design Each chapter emphasizes conducting high quality focus groups that produce good data rather than interesting information that may be distorted because of design and moderation flaws The manual follows the natural flow of focus group research and includes chapters on communicating in groups and special topics as well You will find sample materials for each stage of the research process in the Appendix at the end of the report A bibliography provides resources for further reading and research **The Power of Focus Groups** Janet Mancini Billson,Group Dimensions,2000-09-01 A practical and applied approach to focus group research that will help neophyte and experienced researchers plan conduct and report the findings from focus groups The Power of Focus Groups is rooted firmly in social science theory and research design Each chapter emphasizes conducting high quality focus groups that produce good data rather than interesting information that may be distorted because of design

and moderation flaws The manual follows the natural flow of focus group research and includes chapters on communicating in groups and special topics as well You will find sample materials for each stage of the research process in the Appendix at the end of the report A bibliography provides resources for further reading and research

Developing Focus Group Research Jenny Kitzinger, Rosaline Barbour, 1999-02-22 This book critically examines the potential of and suggests ways forward in harnessing a versatile and powerful method of research focus groups The book challenges some of the emerging orthodoxies and presents accessible insightful and reflective discussions about the issues around focus group work The contributors an impressive group of experienced researchers from a range of disciplines and traditions discuss different ways of designing conducting and analyzing focus group research They examine sampling strategies the implications of combining focus groups with other methods accessing views of minority groups their contribution to participatory or feminist research use of software packages discourse anal

Conducting Focus Groups for Business and Management Students Caroline J. Oates, Panayiota J. Alevizou, 2017-10-30 In *Conducting Focus Groups* Caroline J Oates and Panayiota J Alevizou explain what is involved in conducting focus groups outlining their main features use in research their design and the kind of rich qualitative data they facilitate Ideal for Business and Management students reading for a Master s degree each book in the series may also serve as reference books for doctoral students and faculty members interested in the method Part of SAGE s Mastering Business Research Methods conceived and edited by Bill Lee Mark N K Saunders and Vadake K Narayanan and designed to support researchers by providing in depth and practical guidance on using a chosen method of data collection or analysis

The Power of Focus Groups Janet Mancini Billson, 2008 A practical and applied approach to focus group research that will help neophyte and experienced researchers plan conduct and report the findings from focus groups The Power of Focus Groups is rooted firmly in social science theory and research design Each chapter emphasizes conducting high quality focus groups that produce good data rather than interesting information that may be distorted because of design and moderation flaws The manual follows the natural flow of focus group research and includes chapters on communicating in groups and special topics as well You will find sample materials for each stage of the research process in the Appendix at the end of the report A bibliography provides resources for further reading and research

Advanced Focus Group Research Edward F. Fern, 2001-06-25 Broad and international in scope Advanced Focus Group Research introduces a conceptual framework that can help researchers make informed decisions about how to plan and implement a focus group research project

Focus Groups in Social Research Michael Bloor, 2001-03-08 Focus Groups in Social Research addresses the key issues and practical requirements of the social researcher using focus groups

Handbook of Qualitative Research in Education Sara Delamont, 2012-01-01 The Handbook of Qualitative Research in Education offers both basic and advanced discussions of data collection analysis and representation of all the best qualitative methods used in educational research It contains four comprehensive yet concise sections on perspectives settings data collection and data

analysis and representation Authors from North America Europe Australia and New Zealand contribute to a wide ranging and provocative Handbook that will inspire novice researchers and re invigorate experienced scholars Its 44 well documented chapters will serve academics and graduate students in educational research across all sectors of education from pre school to graduate school and all settings from formal to non formal **The SAGE Handbook of Research Methods in Political Science and International Relations** Luigi Curini,Robert Franzese,2020-04-09 The SAGE Handbook of Research Methods in Political Science and International Relations offers a comprehensive overview of research processes in social science from the ideation and design of research projects through the construction of theoretical arguments to conceptualization measurement data collection and quantitative qualitative empirical analysis expositied through 65 major new contributions from leading international methodologists Each chapter surveys builds upon and extends the modern state of the art in its area Following through its six part organization undergraduate and graduate students researchers and practicing academics will be guided through the design methods and analysis of issues in Political Science and International Relations Part One Formulating Good Research Questions Designing Good Research Projects Part Two Methods of Theoretical Argumentation Part Three Conceptualization Measurement Part Four Large Scale Data Collection Representation Methods Part Five Quantitative Empirical Methods Part Six Qualitative Mixed Methods Handbook of Applied Social Research Methods Leonard Bickman,Debra J. Rog,1998 Handbook of Applied Social Research Methods is a comprehensive intelligent authoritative guide to researchers who need to select use the most suitable approach specific designs data collection procedures for their applied research *Organizational Research Methods* Paul M Brewerton,Lynne J Millward,2001-07-12 This text provides a timely and comprehensive introduction to major research methods in the Organizational sciences It will be a boon to all students conducting their projects in this area and may well become a standard reference for staff teaching research methods to undergraduate and postgraduate students of business studies or organizational behaviour Professor Neil Anderson Goldsmiths College University of London This reasonably priced text would provide an invaluable starting point for those considering undertaking research in organisational settings Paula Roberts Nurse Researcher This book provides the reader with clear pointers for how to conduct organizational research appropriately through planning and making informed and systematic research decisions to understanding the ethical implications of applied organizational research to implementing reporting and presenting the findings to the highest possible standards It provides an overview of a wide variety of research strategies methods of data collection both qualitative and quantitative and analysis in a volume accessible to both an undergraduate postgraduate and practitioner readership alike Organizational Research Methods also represents a useful aid to the report writing task indicating ways in which the project material can be most effectively organised for academic and feedback purposes and by drawing upon real life organizational contexts and examples to help the reader understand the core issues Finally the book offers a clear manageable procedure for preparing a

presentation to an academic or an organizational audience Providing practical guidance on all elements of the research process this book will be essential reading to all undergraduate and postgraduate students as well as researchers in psychology organizational studies and management disciplines *Focus Groups* Joe Langford, 2002-11-14 The focus group is widely used to as a tool for increasing the understanding of users and their requirements and identifying potential solutions for these requirements Its main value lies in the conveyance of less tangible information that cannot be obtained using more traditional methods Eliciting user needs beyond the functional is crucial for

Adopting the Song of Expression: An Psychological Symphony within **Handbook For Focus Group Research**

In a global taken by screens and the ceaseless chatter of quick interaction, the melodic splendor and psychological symphony created by the written word frequently disappear into the back ground, eclipsed by the persistent sound and disturbances that permeate our lives. Nevertheless, nestled within the pages of **Handbook For Focus Group Research** a wonderful fictional prize filled with natural emotions, lies an immersive symphony waiting to be embraced. Crafted by an elegant musician of language, that charming masterpiece conducts visitors on a psychological trip, well unraveling the concealed melodies and profound impact resonating within each cautiously constructed phrase. Within the depths with this emotional assessment, we will examine the book is key harmonies, analyze its enthralling publishing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

<http://www.pet-memorial-markers.com/book/book-search/default.aspx/Handicapped%20At%20Home%20Design%20Centre%20Bks.pdf>

Table of Contents Handbook For Focus Group Research

1. Understanding the eBook Handbook For Focus Group Research
 - The Rise of Digital Reading Handbook For Focus Group Research
 - Advantages of eBooks Over Traditional Books
2. Identifying Handbook For Focus Group Research
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Handbook For Focus Group Research
 - User-Friendly Interface
4. Exploring eBook Recommendations from Handbook For Focus Group Research

- Personalized Recommendations
- Handbook For Focus Group Research User Reviews and Ratings
- Handbook For Focus Group Research and Bestseller Lists
- 5. Accessing Handbook For Focus Group Research Free and Paid eBooks
 - Handbook For Focus Group Research Public Domain eBooks
 - Handbook For Focus Group Research eBook Subscription Services
 - Handbook For Focus Group Research Budget-Friendly Options
- 6. Navigating Handbook For Focus Group Research eBook Formats
 - ePub, PDF, MOBI, and More
 - Handbook For Focus Group Research Compatibility with Devices
 - Handbook For Focus Group Research Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Handbook For Focus Group Research
 - Highlighting and Note-Taking Handbook For Focus Group Research
 - Interactive Elements Handbook For Focus Group Research
- 8. Staying Engaged with Handbook For Focus Group Research
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Handbook For Focus Group Research
- 9. Balancing eBooks and Physical Books Handbook For Focus Group Research
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Handbook For Focus Group Research
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Handbook For Focus Group Research
 - Setting Reading Goals Handbook For Focus Group Research
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Handbook For Focus Group Research

- Fact-Checking eBook Content of Handbook For Focus Group Research
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

Handbook For Focus Group Research Introduction

In the digital age, access to information has become easier than ever before. The ability to download Handbook For Focus Group Research has revolutionized the way we consume written content. Whether you are a student looking for course material, an avid reader searching for your next favorite book, or a professional seeking research papers, the option to download Handbook For Focus Group Research has opened up a world of possibilities. Downloading Handbook For Focus Group Research provides numerous advantages over physical copies of books and documents. Firstly, it is incredibly convenient. Gone are the days of carrying around heavy textbooks or bulky folders filled with papers. With the click of a button, you can gain immediate access to valuable resources on any device. This convenience allows for efficient studying, researching, and reading on the go. Moreover, the cost-effective nature of downloading Handbook For Focus Group Research has democratized knowledge. Traditional books and academic journals can be expensive, making it difficult for individuals with limited financial resources to access information. By offering free PDF downloads, publishers and authors are enabling a wider audience to benefit from their work. This inclusivity promotes equal opportunities for learning and personal growth. There are numerous websites and platforms where individuals can download Handbook For Focus Group Research. These websites range from academic databases offering research papers and journals to online libraries with an expansive collection of books from various genres. Many authors and publishers also upload their work to specific websites, granting readers access to their content without any charge. These platforms not only provide access to existing literature but also serve as an excellent platform for undiscovered authors to share their work with the world. However, it is essential to be cautious while downloading Handbook For Focus Group Research. Some websites may offer pirated or illegally obtained copies of copyrighted material. Engaging in such activities not only violates copyright laws but also undermines the efforts of authors, publishers, and researchers. To ensure ethical downloading, it is advisable to utilize reputable websites that prioritize the legal distribution of content. When downloading Handbook For Focus Group Research, users should also

consider the potential security risks associated with online platforms. Malicious actors may exploit vulnerabilities in unprotected websites to distribute malware or steal personal information. To protect themselves, individuals should ensure their devices have reliable antivirus software installed and validate the legitimacy of the websites they are downloading from. In conclusion, the ability to download Handbook For Focus Group Research has transformed the way we access information. With the convenience, cost-effectiveness, and accessibility it offers, free PDF downloads have become a popular choice for students, researchers, and book lovers worldwide. However, it is crucial to engage in ethical downloading practices and prioritize personal security when utilizing online platforms. By doing so, individuals can make the most of the vast array of free PDF resources available and embark on a journey of continuous learning and intellectual growth.

FAQs About Handbook For Focus Group Research Books

1. Where can I buy Handbook For Focus Group Research books? Bookstores: Physical bookstores like Barnes & Noble, Waterstones, and independent local stores. Online Retailers: Amazon, Book Depository, and various online bookstores offer a wide range of books in physical and digital formats.
2. What are the different book formats available? Hardcover: Sturdy and durable, usually more expensive. Paperback: Cheaper, lighter, and more portable than hardcovers. E-books: Digital books available for e-readers like Kindle or software like Apple Books, Kindle, and Google Play Books.
3. How do I choose a Handbook For Focus Group Research book to read? Genres: Consider the genre you enjoy (fiction, non-fiction, mystery, sci-fi, etc.). Recommendations: Ask friends, join book clubs, or explore online reviews and recommendations. Author: If you like a particular author, you might enjoy more of their work.
4. How do I take care of Handbook For Focus Group Research books? Storage: Keep them away from direct sunlight and in a dry environment. Handling: Avoid folding pages, use bookmarks, and handle them with clean hands. Cleaning: Gently dust the covers and pages occasionally.
5. Can I borrow books without buying them? Public Libraries: Local libraries offer a wide range of books for borrowing. Book Swaps: Community book exchanges or online platforms where people exchange books.
6. How can I track my reading progress or manage my book collection? Book Tracking Apps: Goodreads, LibraryThing, and Book Catalogue are popular apps for tracking your reading progress and managing book collections. Spreadsheets: You can create your own spreadsheet to track books read, ratings, and other details.
7. What are Handbook For Focus Group Research audiobooks, and where can I find them? Audiobooks: Audio recordings

- of books, perfect for listening while commuting or multitasking. Platforms: Audible, LibriVox, and Google Play Books offer a wide selection of audiobooks.
8. How do I support authors or the book industry? Buy Books: Purchase books from authors or independent bookstores. Reviews: Leave reviews on platforms like Goodreads or Amazon. Promotion: Share your favorite books on social media or recommend them to friends.
 9. Are there book clubs or reading communities I can join? Local Clubs: Check for local book clubs in libraries or community centers. Online Communities: Platforms like Goodreads have virtual book clubs and discussion groups.
 10. Can I read Handbook For Focus Group Research books for free? Public Domain Books: Many classic books are available for free as they're in the public domain. Free E-books: Some websites offer free e-books legally, like Project Gutenberg or Open Library.

Find Handbook For Focus Group Research :

[handicapped at home design centre bks.](#)

[handbook of nutrition and diet](#)

[handbook of paediatric anaesthesia](#)

[handbook of monochromatic xps spectra polymers and polymers damaged by x-rays](#)

handbook of social intervention

[handloaders digest 1996](#)

handbooks of electronic tables

handling human performance why dont this horse drink

handbook of street railroad location

[handbook of vocational special needs education](#)

handbook of nursing diagnosis

handbook of semiconductor electronics 1st edition

handbook of minority student services

handbook to hall marks on gold & silver plate of great britain and ireland...

[handbook to the vocal works of johannes brahms volume 1](#)

Handbook For Focus Group Research :

Haunting Violet by Harvey, Alyxandra Haunting Violet is a bewitching and utterly delightful murder mystery with a twist set in the Victorian Era. It is a clever, fun and incredibly entertaining ... Haunting Violet #1 May 24, 2011 — Read 725 reviews from the world's largest community for readers. Violet Willoughby doesn't believe in ghosts. But they believe in her.

Haunting Violet Haunting Violet is a paranormal novel by Alyxandra Harvey. It was officially released in UK on July 5, 2011. Haunting Violet is set in 1872 and the world of ... Haunting Violet Series by Alyxandra Harvey Haunting Violet (Haunting Violet, #1), Alyxandra Harvey Collection (Drake Chronicles, #1-3; Haunting Violet, #1), and Languish (Haunting Violet #1.5)

Haunting Violet by Alyxandra Harvey | eBook In this “clever and scary” young adult mystery set in Victorian England, a charlatan's daughter discovers a very real ability to communicate with ghosts ... Haunting Violet Harvey (the Drake Chronicles) delivers a fun adventure in the form of a Victorian mystery novel that captures the feel (and the flaws) of the age.

Haunting Violet: 9780802798398: Harvey, Alyxandra: Books After spending years participating in her mother's elaborate ruse as a fraudulent medium, Violet is about as skeptical as they come in all matters supernatural. HAUNTING VIOLET In Victorian England, the daughter of a fake medium finds herself embroiled in a murder mystery when she starts seeing real ghosts. Haunting Violet by Alyxandra Harvey - Ebook - Everand A ghost who seems to have died a violent death and won't just go away.Violet's going to have to figure out what the ghost wants and if she can accomplish it. Haunting Violet by Alyxandra Harvey After spending years participating in her mother's elaborate ruse as a fraudulent medium, Violet is about as skeptical as they come in all matters supernatural. Smoldering Ashes: Cuzco and... by Walker, Charles F. Smoldering Ashes: Cuzco and... by Walker, Charles F. Smoldering Ashes by CF Walker · Cited by 26 — In Smoldering Ashes Charles F. Walker interprets the end of Spanish domination in Peru and that country's shaky transition to an autonomous republican state ... Smoldering Ashes: Cuzco and the Creation of Republican ... With its focus on Cuzco, the former capital of the Inca Empire, Smoldering Ashes highlights the promises and frustrations of a critical period whose long shadow ... Cuzco and the Creation of Republican Peru, 1780-1840 Description. In Smoldering Ashes Charles F. Walker interprets the end of Spanish domination in Peru and that country's shaky transition to an autonomous ... Cuzco and the Creation of Republican Peru, 1780-1840 (... by DP Cahill · 2000 — Smoldering Ashes: Cuzco and the Creation of Republican Peru, 1780-1840. By charles f. walker. Latin America Otherwise: Languages, Empires, Nations. Durham ... Cuzco and the Creation of Republican Peru, 1780-1840 ... In Smoldering Ashes Charles F. Walker interprets the end of Spanish domination in Peru and that country's shaky transition to an autonomous republican state ... Cuzco and the Creation of Republican Peru, 1780-1840 Charles F. Walker. Smoldering Ashes: Cuzco and the Creation of Republican Peru, 1780-1840. Durham: Duke University Press, 1999. xiii + 330 pp. Cuzco and the creation of Republican Peru, 1780-1840 With its focus on Cuzco, the former capital of the Inca Empire, this book highlights the promises and frustrations of a critical period whose long shadow ... Cuzco and the creation

of Republican Peru, 1780-1840 / ... Smoldering ashes : Cuzco and the creation of Republican Peru, 1780-1840 / Charles F. Walker. Smithsonian Libraries and Archives. Social Media Share Tools. Smoldering Ashes: Cuzco and the Creation of Republican ... Smoldering Ashes: Cuzco and the Creation of Republican Peru, 1780-1840 (Very likely signed by the author). 37 ratings by Goodreads · Charles F. Walker. Computer Technology NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge. Administration Time: 3 hours. Number of Questions: 153. NOCTI Computer Technology Exam Flashcards Study with Quizlet and memorize flashcards containing terms like White Box Test, Grey Box Test, Black Box Test and more. Computer Repair Technology NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge. Administration Time: 3 hours. Number of Questions: 193. Computer Technology/Computer Systems (PA) NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge. Administration Time: 3 hours. Number of Questions: 201. Nocti Practice Test Flashcards Students also viewed. Revised Nocti Study Guide. 242 terms. Profile Picture · jinli22 ... Computer Technology Vocabulary for NOCTI 30 questions. 30 terms. Profile ... Computer Programming NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge. Administration Time: 3 hours. Number of Questions: 160. Computer Programming NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge. Administration Time: 3 hours. Number of Questions: 173. Computer Systems Networking (PA) Test Type: The Computer Systems Networking PA assessment was developed based on a Pennsylvania statewide competency task list and contains a multiple-choice and. Assessment Information Sheet-Computer-Science-NOCTI Review the Proctor Guide for Online Administration located at the Client Services Center. Provide a copy of the Proctor Guide to the designated proctor ... NOCTI exam Study guide 161 question.pdf - 1. Source code... View NOCTI exam Study guide 161 question.pdf from BIOLOGY 1233 at Cheektowaga High School. 1. Source code can be produced with a _? a. printer b. text ...