Analyzing Focus Groups Data: The Consumption of Media in the Digital Era

About This Dataset

Full title of originating dataset

Focus Group Data about the meaning of Newspaper in the Digital Era

Data author(s) and affiliations

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Sample/sampling procedures

The study participants were selected through the proposed sampling strategy. The people who attended the focus group were chosen purposefully to the extent that they met the criteria of the expected age range (18–35 years old) and were regular readers of newspapers. Based on these criteria, each group of the six teams of the course had to recruit at least two participants who met the previously described criteria among their friends in the university community.

Data collection dates

18–19 May 2017
Unit of analysis

Fragments selected from the focus groups transcripts

Location covered by data

Universidad de la Sabana, Chía, Colombia