

# Marketing for Rural Communities

## Initial Focus Groups

### Data Credibility

To ensure data credibility, the researchers followed Creswell's guidelines of debriefing (peer review), inter-coder agreement, clarifying bias, member checking and rich thick descriptions (2008). The two facilitators debriefed immediately after each session. Member checking, a process to get feedback and agreement from the focus group participants, was utilized to ensure the participants felt the analysis was representative of their group and that their opinions were reflected in the study. All participants were given the opportunity to review and comment on their particular focus group summary and the overall themes. Nearly 50% of the participants responded of which 100% indicated their agreement with the summary.

The reliability of the study was moderated by paying attention to detail in listing central assumptions, documenting the selection of the participants, and stating the values and biases of the researcher. These guidelines were used and will increase the chances of the study being replicated in the future (Creswell, 1994). The ability of research to be generalizable to the larger population has been an issue of much discussion. Krueger (1994) stated, "If the focus group research has been carefully conducted and appropriately analyzed, then the user should be able to make generalizations to other respondents who possess similar characteristics" (p. 34). The researchers followed appropriate processes and structure to make cautious generalizations.