Editorial for EJBRM Volume 11 Issue 1 2013

This issue has four papers of which two papers analyse the application of two types of quantitative methods (Finite Mixture Models and Likert scales), one paper gives an excellent review of the application grounded theory methods in IS research and the fourth paper introduces a less well known or used technique that of photo elicitation.

Both quantitative research methods papers evaluate their chosen analytical method under various practical scenarios, so that they can offer advice to other researchers on how best to taylor the method to differing practical circumstances. Tuma and Decker provide a comprehensive survey of the use of Finite Mixture Models methods in marketing, published since 2000. For marketers effective market segmentation is of great importance. But there are many problems in applying standard clustering techniques to this task. Tuma and Decker gives an excellent review of the potential value of using FMM techniques to improve the quality of segmentation. They provide advice on the appropriate selection of method under varying practical circumstances. Lantze investigates the phenomena of non equidistant Likert scales. He carries out an experiment to establish what type of question tends to generate these type of scale responses. He then analyses the effect of various types of non equidistant scales on the various statistical tests that can be applied to the date collected in this way. So that he can recommend the most effective type of test for the various types of non equidistant Likert data. The paper is clear in its objective, explains its methodology and results crisply and considers the implications of the findings in a simple, usable form.

The paper by Lawrence and Tar is an excellent introduction to the application of Grounded Theory methods (GT) for IS researchers. They establish how particularly effective this technique is for the interpretivist and case study researcher seeking to develop emergent theory. The paper gives a clear description of the GT approach of particularly Strauss & Corbin (1998). Each step is explained in detail. The case example researching internet adoption by a number of SME companies illustrates the key points in an illuminating way. This paper should be read by any researcher trying GT methods for the first time.

Finally Tonge et al give us a fascinating insight into the potential of a newer relatively underused technique – photo-elicitation. Potential interviewees are asked to record their impressions of the subject under investigation through photographs (rather than textual comments) .The paper eloquently describes an example inquiry into the phenomenon of *place attachment*, using this method. Visual learners will appreciate the photographs as means to better understand the research analysis and outcomes. The paper makes a convincing case this method for inquiries involving physical places and objects.

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