Editorial for EJBRM Volume 15 Issue 1

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Editorial by the Editor: Ann Brown

This issue has four research papers –

- Two of which seek to make effective use of the extra-ordinary source of data for qualitative research now available on the web (Big Data) by two papers (Jeremy Rose and Christian Lennerholt; D A L Coldwell).
- One presents the idea of a knowledge café as a tool for qualitative research data collection. (Shawren Singh).
- One is devoted to a recurring problem in using quantitative methods – that of handlling missing data. (Jasper N Wulff and Linda Ejlskov)

Both Jeremy Rose and Christian Lennerholt (Low cost text mining as a strategy for qualitative research) and D A L Coldwell'S (Social Physics crowd sourcing and multicultural research practice in the social sciences: E pluribus unum?) are excited by the potential of the web for providing large data sets to qualitative researchers.

Rose and Lennerholt consider the web a low cost source. They present a five stage text mining process making use of available software to mine the web. They have tested their idea by applying it to an example research problem and this demonstrates that the process is usable but that there are a significant number of problems in application. Coldwell is concerned about the challenges of research in social science, when combining work from many sub disciplines, each with it's own specialists. He proposes creating multi-disciplinary, cross-cultural collaborative research groups to work with the large data sets available on the web and he describes a case study of such a collaborative research process.

Collecting qualitative data, especially reports from interviewees, always raises concerns as to whether the results capture the full experience of the respondents. Shawren Singh (The Knowledge Café as a research technique) assesses the potential for obtaining a wider range of insights from attendees at a knowledge café. His paper gives a practical guide to using this technique.

According to Jasper N Wulff and Linda Ejlskov (Multiple Imputations by Chained Equations in Praxis: Suggested Guidelines and Overview) missing data is an almost unavoidable problem in quantitative data analysis. Their paper explains the use of Multiple imputation (MI) in helping researchers deal with this problem, and offers concrete guidelines on how to implement MI-techniques with a focus on multiple imputation by chained equations (MICE).

Reference this paper as: Brown A, "Editorial for EJBRM Volume 15 Issue 1" *The Electronic Journal of Business Research Methods Volume 15 Issue 1 2017*, (pp1) available online at www.ejbrm.com