



GROUNDING THEORY REVIEW

An international journal

Editor's Comments

Judith Holton

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The Grounded Theory Review: An international journal

Publisher's Note

Sociology Press is pleased to publish The Grounded Theory Review. Our primary goal in publishing this journal is to provide a forum for classic grounded theory scholarship. To this end, we will focus our efforts on:

- publishing good examples of the grounded theories being developed in a wide range of disciplines
- publishing papers on classic grounded theory methodology
- creating a world-wide network of grounded theory researchers and scholars
- providing a forum for sharing perspectives and enabling novice grounded theorists to publish their work
- promoting dialogue between authors and readers of the journal

- Barney G. Glaser,
Ph.D., Hon. Ph.D.

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We are delighted, in this issue of the Review, to offer readers a preview of Dr. Glaser's new book, **The Grounded Theory Perspective III: Theoretical Coding** to be published this spring by Sociology Press. The book addresses several challenges that researchers experience in using theoretical coding to conceptually integrate a grounded theory. We present here Chapter 10, *The Impact of Symbolic Interaction on Grounded Theory*.

Classic grounded theory (GT) is a general research methodology that can be used with any type of data and the theoretical codes (TCs) from any discipline. Among the most popular TCs used in GT are typologies and basic social processes. This issue of **The Grounded Theory Review** offers examples of both and clearly illustrates GT's general nature by offering papers from three diverse disciplines – marketing, nursing and economics. Mark Rosenbaum's paper, *Beyond the Physical Realm: A proposed theory regarding a consumer's place experience*, challenges traditional

marketing theory's focus on the consumer's experience of place as a servicescape isolated from their personal lives and experiences. His theory's typology of consumers' place experience holds general implications as well for those who plan gathering spaces, residential services, schools, hospitals and other public and private servicescapes.

Tom Andrews and Heather Waterman's theory of *Visualising Deteriorating Conditions* presents a basic social process that nurses use to recognize and assess soft cues to the deteriorating condition of a patient that they can then use to engage the attention of medical staff. The process has general implications for anyone faced with the responsibility of monitoring the condition of others against the potential impacts of deteriorating health, behaviour or performance.

Frederic Lee's paper, *Grounded Theory and Heterodox Economics*, is an excellent example of the use of grounded theory to create new theory where extant theories are deemed to have failed to offer sufficient conceptual scope.

Rounding out this issue is our new feature, The Grounded Theory Bookshelf, where our peer review editors will regularly offer critical reviews and perspectives on books of theory and methodology that may be of interest to grounded theorists. My thanks to Vivian Martin for initiating this new feature.

- Judith Holton

Congratulations!

- ❖ To Hans Thulesius, a member of our Peer Review Board, whose GT on Balancing in End-of-Life Cancer Care has been selected as the Swedish Family Medicine Doctoral Dissertation for 2003. Hans' paper was published in Volume 3 of the **Grounded Theory Review**. *Volumes 1-3 are now available as a consolidated edition through Sociology Press. Price is \$ 25 USD.*
- ❖ To Krzysztof Konecki and colleagues at The Institute of Sociology, Lodz University, Poland on the launch of the new on-line journal, Qualitative Sociology Review www.qualitativesociologyreview.org. We wish them much success!