

Editor's note

by Nikita James Nanos



One thing you will discover reading this issue, is that the qualitative research scene in Canada is, to put it mildly...hot.

The recent Qualitative Research Consultants Association (RICA) conference and last year's media stories on focus groups, have provided a unique opportunity for our qualitative practitioners to share their experiences and examine new and cutting edge approaches.

We lead off with **Mark Lovell** who in his article, "Catch the Changing Tide", provides a scan of the leading issues that were discussed at the QRCA conference. He is followed by **Elisabeth Jaye** and **Elizabeth Héon** who, in "Trading Places", provide insight into new innovative qualitative techniques and perspectives.

David Gray and **Ed Gibson** in "The Other Distinct Society" assert that Vancouver, because of its diversity, is an ideal research testing ground. **Julie Sylvester** then delves into the foreign language focus group scene and details some practical approaches to successful moderating partnerships. Following Julie is an article

by **Dorothy Aaron** who outlines the benefits of successfully tapping into employee insight through focus groups.

Our final article, "The Americans are Coming", is by **Mike Gadd**. Mike shares his international experience by reviewing the evolution of the Internet as a research tool. His conclusion is that the Americans are leading the way as early adopters and that "it may only be a matter of time before US companies are conducting more and more research in Canada".

I would like to take this opportunity to remind members and readers that our March 2003 issue of *Imprints* will focus on the upcoming PMRS Conference (deadline January 20th). The April 2003 issue will be on education (deadline February 20th). I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words).

Until next month.

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