

Author's response to reviews

Title:Food store owners' and managers' perspectives on the food environment:
An exploratory mixed-methods study

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Version:5Date:12 September 2014

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September 12, 2014

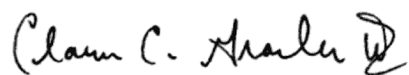
Dear Editors:

My colleagues and I are grateful for Reviewer 2's comments on our revised manuscript, "Food store owners' and managers' perspectives on the food environment: An exploratory mixed-methods study." We appreciate the opportunity to revise and resubmit the manuscript again and believe it is stronger because of the reviewer's constructive comments.

Below we provide a point-by-point response to the reviewer's concerns, as requested.

Thank you for considering the enclosed revision for publication in *BMC Public Health*.

Sincerely,



Clarence C. Gravlee

Reviewer Comment	Authors' Response	Page/line in marked copy
<i>Reviewer 2</i>		
<p>1. The introduction still seems a little off focus. The implications of this paper seems to be interventions so the paper should center largely on the importance of understanding store owner perspectives for that purpose. Seems like it needs a stronger emphasis on what interventions have been done.</p>	<p>We added a new paragraph to the introduction that emphasizes the strategies that previous interventions have taken. We have also edited the first sentence of the subsequent paragraph (1) to strengthen the link between food store interventions and the previous discussion of consumer food environments and (2) to articulate the need for further study of food store owners' and manager's perspectives.</p>	<p>p. 2, lines 10–21</p>
<p>In the methods it indicates that the first author designed the codebook to create a standard definition of "themes". Please provide more information about how the codebook was developed (ex. was it a priori?). Additionally, most qualitative research traditions indicate that themes emerge as a result of coding (see: http://www.sagepub.com/upm-data/24614_01_Saldana_Ch_01.pdf). Consequently, themes and codes are viewed as different components of the analysis process. Authors should indicate that a codebook was developed with definitions.</p>	<p>We appreciate the reviewer's perspective but do not feel any further revisions are necessary. As the reviewer recognizes, there are multiple qualitative research traditions, and not all researchers maintain the distinction between themes and codes that the reviewer suggests (citing Saldana).</p> <p>We are clear about our usage of "themes" and its basis in methodological literature, citing appropriate references for the distinction between word- and code-based approaches (ref. 48, co-authored by the first author of this manuscript) and for our understanding of how to apply the concepts of themes and codes (ref. 49–50). The reviewer (and readers) may prefer an alternative approach, but we believe that our method is defensible and that we have provided sufficient information and references to the literature such that readers can evaluate the methodological basis of our work.</p> <p>The reviewer's last point—that we should "indicate that a codebook was developed with definitions"—is somewhat confusing because we had addressed this request in response to the first round of review: "The first author (CCG) developed a codebook to standardize definitions of themes and specify the conditions under which segments of text should be coded as instances of a theme [50]." We hope we have not misunderstood the reviewer's intent.</p>	<p>p. 6, line 22 – p. 7, line 8</p>