

Guest Editor's Foreword

This issue presents three Q studies of an event—the O.J. Simpson criminal trial—so widely reported that it became part of everyday conversation throughout the country. Their presentation, as Don Brenner writes in his commentary, "affords two rare and significant opportunities: to draw conclusions about this particular case from an exceptionally rich bank of data; and—no doubt of greater interest here—to test the efficacy of the methodology for the study of public opinion."

The studies were conducted at different times (before, during and after), varied in their sampling of persons, used different sets of statements and focused on different issues of the trial. Yet, there is considerable uniformity in the subjectivity expressed in the types and their interpretations by the three sets of researchers.

The careful reader will note that the date on this issue precedes the October 1996 conference at which earlier versions of these articles were presented. Although the authors are gifted, they are not prescient. The publishing dates on issues of this journal are determined by their serial order.

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