

News, Notes & Comment

Recent and Forthcoming Scholarship

Robert A. Logan (Journalism, U Missouri, Columbia MO 65205), "Complementarity, Self and Mass Communication: The Contributions of William Stephenson, 1902-1989," *Mass Comm Review*, 1991, 18, 27-39. Logan's "biographical sketch" differs from prior enterprises of this sort inasmuch as it focuses more on some of the ideas behind Stephenson's communication theory rather than on Q methodology; i.e., ideas derived "from his prior careers as a physicist and a psychologist" -- namely, *complementarity* from quantum physics, and *centrality of self* from psychology. After elucidating these concepts, Logan then returns to Stephenson's theory of mass communication and shows how these earlier ideas apply and how they enrich understanding of the theory.

Embedded within Logan's article is "A Biographical Sketch of William Stephenson" (pp. 28-31) by Leonard J. Barchak (McNeese State U). This edition of *Mass Comm Review* also contains articles about Wilbur Schramm and I.F. Stone. Single copies of the issue are available for \$10. Contact Evelyn Polizzi, Business Manager, *Mass Comm Review*, Department of Journalism and Mass Communication, San Jose State University, San Jose, CA 95192-0055.

Richard Trahair (Sociology, La Trobe U, Melbourne) is completing a book-length manuscript on *Eponyms in the Social Sciences* (Greenwood Press, 1993), an *eponym* being a real or mythical person whose name has been associated with an era (Napoleonic), place (Pennsylvania), movement (Marxism), and so forth. It can also apply to theories, as in "Stephenson's Q methodology," and so the following is scheduled to appear in Trahair's volume:

Stephenson's Q-methodology, Q-sort, Q-technique

A procedure for putting a sample of objects in an order that is significant for one individual, e.g., a Q-sample could be a set of opinion statements, and an individual has the task of ranking them from the least to the most acceptable; they are sorted in a Q-sort. When the Q-sorts of several people are factor analyzed, then clusters of people who rank items similarly comprise a clear type or group. The factors are explained by referring to common viewpoints. Q-methodology comprises the theory and principles of the Q-sort techniques, methods of sampling and explanation. Since Q-techniques involve subjective facts of a person, they contrast with R-techniques in social science, which are concerned with objective data on a sample of people drawn from a defined population.

William Stephenson (1902-1989), born in Northumberland, England, studied physics at Durham University (PhD 1926); after studying with Charles Spearman, Stephenson received a PhD in psychology, University of London, 1929. Later he worked with Sir Cyril Burt. The idea of using Q-methodology appeared first in Thomson (1935). However, Stephenson published a letter in *Nature*, August 24, 1935, indicating the value of person correlations independently of Thomson. Since Stephenson's letter was posted June 28, 1935, his name and not Thomson's attaches first to the Q-methodology and related procedures. Stephenson published his *Testing School Children* (1949) after emigrating to America in 1948 to join the psychology faculty, University of Chicago, where he wrote his *The Study of Behavior: Q-technique and Its Methodology* (1953). Following work in the advertising industry (1955-1958) Stephenson became Distinguished Professor of Advertising Research at the University of Missouri's School of Journalism. In 1967 he published *The Play Theory of Mass Communication* which made a contribution to the field of communication. On retiring in 1972 Stephenson was honored with a festschrift, *Science, Psychology and Communication*. Thereafter Stephenson worked on establishing the conditions for a science of subjectivity, wrote on connections between physics and psychology, and contributed to the thirty-year debate over the technicalities and general value of the Q approach.

The entry on Stephenson and Q methodology is followed by a list of supplementary readings.

R.M. Wolf, "Q-methodology," in John P. Keeves (Ed.), *Educational research, methodology, and measurement: An international handbook* (pp. 732-734), Oxford, Pergamon, 1988. This brief summary is more accurate than most in various ways, but runs afoul of conventional wisdom in other respects. Wolf notes that Q is theory-driven to an unusual extent, that it is suitable for studying single cases, and that the rankings inherent in Q sorting can be obscured if means and standard deviations are calculated for subsets of statements. He also notes that correlations and factors are relatively insensitive to the shape of the Q-sorting distribution. However, he then goes on to talk about calculating means and standard deviations for items and groups of items, and uncritically addresses such time-worn topics as ipsative measurement, validity and generalizability, person-sample size, and forced vs. unforced distributions.

The bane of disciplinary boundaries shows itself when Wolf notes that "Q-methodology, as a systematic approach to the study of human behavior, has been available in a systematized form for over 30 years. Its general lack of use over the past two decades is probably the best testament to its limited utility" (p. 734). Aside from the 3rd edition of Fred Kerlinger's *Foundations of Behavioral Research* (Holt, Rinehart and Winston 1986), which, on Q methodology, is hardly different from the 1st edition (1964), Wolf's other references are generally to literature of the 1950s and early '60s. Wolf has clearly thought more deeply about the subject matter than most, but he is obviously cut off from developments of the past quarter century.

Wolf ends with a provocative thesis worth pursuing in greater detail. He raises the question as to why Q has not been used more often, and then answers...

It would seem that the areas in which Q has its greatest utility, for example, clinical work, are largely staffed by people who do not have the statistical and psychometric expertise to develop and use Q, while people who have the requisite statistical and psychometric competence have little need for Q. (p. 734)

Carolyn Feher Waltz, Ora L. Strickland and Elizabeth R. Lenz, *Measurement in Nursing Research* (2nd ed.), Philadelphia, F.A. Davis Company, 1991. An 11-page overview of "Q Methodology" (pp. 355-366) is embedded in a broader chapter on "Strategies and Techniques for Designing Nursing Tools and Procedures," which contains similar overviews of observational methods, content analysis, interviews, questionnaires, Delphi technique, projective techniques, visual analog scales, magnitude estimation scaling, and triangulation. At the chapter's end are bibliographic sections for each of the topics covered, including 37 references related to Q methodology -- none of which, incidentally, was written by the authors of this text: Q is therefore a method of which they are obviously aware, but which they may never have used.

The first edition of this text (1984) was noted in *Operant Subjectivity* (July 1984, vol. 7, pp. 134-135), and several criticisms made then remain in effect. But perhaps more evident in this edition is the vintage of the references cited: The range extends from William Stephenson's *The Study of Behavior* (1953) to Karen Dennis' dissertation (1985), the latter plus two others being the only writings from the '80s. The mean for all N=37 works mentioned is $M=1967.08$ ($S=8.63$), which suggests an inattentiveness to more recent literature. The chapter also contains questionable assertions -- e.g., that the number of items in the concourse is both known and finite (p. 357), that the determination of content validity is crucial (p. 365), and that a Q study "usually proceeds" by determining summary statistics (mode, median, mean ranks, and interquartile range) for each item (p. 356). Elsewhere, however, the text has a quite modern ring: "When factor analysis is employed for Q methodological investigations, the factors are the observable or operant form of the thoughts, feelings, or other kinds of subjectivity..." (p. 364).

By way of comparison is a paper by Karen Dennis (Nursing, U Maryland), "Real and Ideal Hospital Work Environments in Juxtaposition," *Western Journal of Nursing Research*, 1991, 13, 761-775, in which 9 nurses in a self-governing

("professional practice") environment were compared with 30 critical-care nurses drawn from more traditional governance structures. Nurses were asked to describe their real and then their ideal hospital environments using a 27-item Q sample structured for environmental dimensions (personal, interpersonal, system) and environmental influences (professional attributes, motivational incentives, physical comfort). Three real factors resulted from the 9 professional practice nurses: *Independent/Interpersonal*, in which nurses felt in control and supported by colleagues; *Self-focused*, in which nurses felt understood if not autonomous, but experienced lack of opportunities; and *Constrained*, in which nurses felt limited by others, yet were more focused on patients. Three factors also emerged from an analysis of the ideal Q sorts, and second-order factoring showed the first two factors above (but not the Constrained factor) to be related to the three ideals. Q-sort results for the 30 traditional nurses showed a more marked discrepancy between real and ideal.

In addition to serving as counterpoint to the chapter fragment by Waltz et al., Dennis' article serves as well as a necessary corrective to Tetting's "Q-sort Update," which also appeared in *Western Journal of Nursing Research* (see *Operant Subjectivity*, October 1989, pp. 30-31).

Irvin Goldman (Dept Communications Studies, U Windsor, Windsor, Ontario Canada N9B 3P4) and Ivan Emke, "Communication and Canadian Identity: A Q-Methodological Study," *Canadian Journal of Communication*, 1991(July), 16(1), 129-138. *Summary*: Based on William Stephenson's (1967) assertion that "National character is what a nation is prepared to talk to itself and others about -- it is essentially communication pleasure," this study inquires into Canadian identity using a Q sample of 48 statements drawn from *Maclean's* magazine (1978-1985) and applied in a single case under 10 conditions of instruction. The first factor expresses the individual's self (plus conditions for ideals, for what is important now, and for the public good) and displays a strong sense of public consciousness and responsibility, e.g., concern

for the environment, technology, and responsible media. Factor B incorporates what is representative of the English- and French-Canadian media, and recognizes that accommodation and understanding are necessary for sustaining the Canadian character. Factor C includes play and tolerance (plus aspects of the self) which are not idealized (factor A) or in the public sphere (B), suggesting an erosion of play and the problematic nature of selfhood in the modern world. Factor D subsumes what is considered authoritative and representative of the U.S. media, with high factor scores for expressions of individual initiative, friendship through strength, and the role of marriage and family; it also points to the decline of the socially mediating forces in American social life. Discussion focuses on reaffirmation of the collective orientation of Canadian identity, including its conflictual aspects and the extent to which it is influenced by the U.S. [This is the first Q study to appear in the important *Canadian Journal of Communication*, and is a spin-off of the authors' presentation at the Second Q Conference (see *Operant Subjectivity*, October 1986, p. 7).]

In the January 1991 issue of *OS*, the above article was confused with another by Goldman, "Narcissism, Social Character, and Communication: A Q-Methodological Perspective," which has since appeared in *Psychological Record*, 1991, 41, 343-360. *Abstract*: This paper posits an empirical investigation into narcissism, social character, and communication from a Q-methodological perspective. Using Lasch's analysis of American culture which he deems to be "narcissistic" as our theoretical point of departure, understandings were arrived at in light of operant factor structures, created by the individual personally, rather than the operational definitions of the investigator. With Lasch's thesis in place as abductory, the concourse of communication was placed into the mass media via news photographs from *Time* magazines. A Q sample of 60 photographs was selected and one individual Q sorted those items under eight conditions of instruction to bring to light elements of Lasch's culture of "narcissism." Hence, the study attended to the underlying subjectivity of the

case at hand. The findings pointed to a problematic selfhood, but on grounds other than Lasch had anticipated. Moreover, the data are suggestive of a fractured public culture, where public actions reflect the inner workings of personality rather than impersonal codes of meaning.

Patricia Kay Felkins (Communication, Loyola U, Chicago) and Irvin Goldman's paper, "Myth as Political Discourse: Some Subjective Understandings," has been accepted in the competitive papers section of the International Communication Association, and is scheduled to be read at one of the Political Communication Division sessions when the ICA meets May 21-25 in Miami. This paper is a revision of the one initially read at the 1990 meeting of ISSSS. *Abstract:* The current discourse on mythic representation is explored in relation to the popular myths associated with John F. Kennedy. Q methodology is utilized as a framework to arrive at understandings of the underlying subjectivity of the Kennedy myth. A Q sample of 52 statements was selected from a concourse of numerous biographies and critical accounts of the Kennedy years. A group of 34 persons Q sorted the 52 items. Three operant factors emerged. All of the factors show some crisis related to the loss of myth in contemporary social life. Factor I (the Defender of the Promise) epitomizes the narrative archetype, and is indeed suggestive of the most enduring element of the Kennedy myth. The Unenchanted Skeptic (Factor II) reflects the cynicism and cultural impoverishment of the modern political discourse, while Factor III (Reformed Believer) captures the dialectic between faith and loss of faith in mythic representation.

J. David Gillespie (Political Science, Presbyterian College, Clinton, SC), *Politics at the Periphery: Third Parties in "Two-Party America,"* Columbia, University of South Carolina Press, 1992 or early 1993. In prepublication comments, Frank J. Sorauf (Regents' Professor of Political Science, University of Minnesota) calls this "the best recent overview of American third parties, past and present," and cites as "especially

strong" Gillespie's portraits of people drawn to third parties. Sorauf's reference is to chapter 7, "What Manner of Men and Women: Beliefs and Personalities of Third-Party Leaders," in which Gillespie utilizes Q methodology to study leaders' beliefs and personalities, with reliance on Harold Lasswell's agitator-administrator typology: By their nature, Gillespie concludes, third parties draw disproportionately from the ranks of agitators, the more sedate administrative types being attracted to the two-party mainstream. Gillespie's study produced three factors: (1) Leftist/libertarians, (2) Nazis, and (3) conservatives.

Dan Nimmo, "Principles of Information Selection in Information Processing: A Preliminary Political Analysis," in Sidney Kraus (Ed.), *Mass communication and political information processing* (pp. 3-17), Hillsdale, NJ, Lawrence Erlbaum, 1990. Nimmo employs Q technique in this study designed to examine "how individuals select sources that provide the bases for political information processing, particularly their news media sources." The study is based primarily on Anthony Downs' *An Economic Theory of Democracy* (1957), which postulates that "when citizens rely on others to report events to them, rationality decrees that they select those reporters who provide them with versions of events that closely approximate the versions they would formulate themselves were they expert on-the-spot witnesses." The Q sample is comprised of Milton Rokeach's 18 terminal and 18 instrumental values (N = 36) which five political neophytes and five sophisticates used to provide Q-sort descriptions of their own value hierarchies and those of ABC, NBC, CBS, *Time*, *Newsweek*, *U.S. News*, *USA Today*, and the local newspaper. Respondents also indicated which of these information sources they primarily relied upon for news. Correlations were then calculated between each person's own values and those (as perceived) of the information sources. The political sophisticates produced higher correlations between self and preferred-source than did the neophytes, thereby indicating that the sophisticates are more inclined to seek out information sources compatible with their

own values, but that for neophytes a rational choice mechanism has not as yet been developed.

Marshall Edelson (Psychology, Yale U), "The Nature of Psychoanalytic Theory: Implications for Psychoanalytic Research," *Psychoanalytic Inquiry*, 1989, 9, 169-192. This is the lead article in a special issue on "The Nature of Psychoanalytic Theory: Implications for Psychoanalytic Research," and it devotes substantial space to the utility of Q in single case studies. Edelson cites one of his studies in which Q is utilized "for dealing quantitatively and precisely with such notions as 'mental representations'" (p. 189). He goes on to discuss the factor structure of one group member for whom "representations of mother and self were determined by one factor ... representations of father, self and body ... by a second factor ... [and] representations of pain and loss were determined by a third factor.... Here a dual identification with both parents, as well as just what attributes were important in each identification could be documented precisely." Edelson's doctorate is from the University of Chicago (1953), where he worked with William Stephenson (see "Acknowledgements," *The Study of Behavior*) and wrote his dissertation on *The Science of Psychology and the Concept of Energy*. In his *Hypothesis and Evidence in Psychoanalysis*, Edelson pointed to the utility of "Q methodology ... to study and test hypotheses about, subjective phenomena."

Jeremy H. Lipschultz (Communication, U Nebraska-Omaha), "A Comparison of Trial Lawyer and News Reporter Attitudes About Courthouse Communication," *Journalism Quarterly*, 1991(winter), 68, 750-763. *Abstract*: Courthouse reporters and trial lawyers share views of the importance of cooperation to promote solid coverage of the courts. Q method reveals that news reporters who cover courts do not hold attitude patterns different from their lawyer sources about their relationships in the news-gathering process. Reporters can predict the perceptions of lawyers, and vice versa. The relationship is symbiotic.

Philip C. Anderson, "Survey Research, or Debunking the Q-Sort," *Academic Medicine*, 1990, 65, 740. Except in the title, Q is not mentioned in this one-page oddity, which in content, tone, and physical appearance resembles an editorial or letter to the editor. What gives the author's animadversions an odd ring is the implicit equating of Q with survey research. Anderson is critical, for instance, of Likert scaling (although not labeled as such) and what amounts to the quantitative treatment of nominal measurements, and he attaches great importance to reliability and validity -- with all of which one might agree without ever feeling that Q's presuppositions were in any way endangered. Anderson is a professor of dermatology at the University of Missouri's Medical School, and his lack of discernment in this essay can perhaps be attributed to inexperience in the fields which he criticizes. According to a footnote, his remarks were originally "offered for discussion to graduate students studying Science Journalism."

John Hattie, *Self-Concept* (Hillsdale, NJ: Lawrence Erlbaum, 1992). The author is from the University of Western Australia, and his 307 pp. volume contains a brief section entitled "From Q-Sorts" (pp. 64-65), in a chapter on "The Dimensionality of Self-Concept," and what is immediately noticeable is the vintage of the small amount of literature cited -- only three articles between 1959 and 1962: hence the most recent citation is 30 years old. As might be expected, the Q-sort task referred to consists primarily of obtaining self-ideal correlations. Later in the book, the author notes that "Tests using Q-sorts were popular in the 1950s and 1960s and were used extensively by therapists" (p. 161), which gives the impression that he is unaware of the voluminous developments of the past quarter century. Indeed, there are indications that he was not in touch with even the advanced thinking of this earlier period (i.e., the early '60s). He cites Sundland's criticism of Q sorting (*Psychological Review* 1962), for instance, but not Stephenson's response (*Psychological Record* 1963).

Not-So-Recent Scholarship

A paper devoted almost wholly to William Stephenson's theory of play somehow slipped through the net used to gather citations for the Q bibliography: Theodore L. Glasser, "Play, Pleasure and the Value of Newsreading," *Communication Quarterly*, 1982, 30, 101-107. *Abstract*: Newsreading as play -- the pleasurable but disinterested state that an individual creates and fashions when reading a newspaper -- transcends the utility or usefulness of the newspaper. In contrast to empirical studies of audience uses and gratifications, the study of newsreading as play underscores the cultural and thus symbolic dimensions of mass communication. To fully appreciate the intrinsic value of newsreading -- as opposed to the extrinsic value of the newspaper -- requires a fundamental shift from a transmission view of communication to a view more compatible with ethnographic description.

This is a revision of a paper originally presented on a panel on "Stephenson's Play Theory of Mass Communication," Eastern Communication Association, Ocean City, MD (April 24-26, 1980), which was summarized in *Operant Subjectivity* (January 1981). At the time, Glasser (PhD'79 Iowa) was at the University of Hartford, and earlier at Minnesota. Thanks for this literary find is due bibliophile Dennis Kinsey, who is currently working with Glasser at Stanford University.

Perspectives on Factor Analysis

Davis Baird, in his *Inductive Logic: Probability and Statistics* (Prentice Hall, 1992), devotes a chapter to "Factor Analysis and the Logic of Discovery" (and also a chapter to "Factor Analysis and Human Intelligence"). The factoring mode is that of R methodology, but Baird does his best within that limiting context to show how factor analysis uncovers "unobserved variables" from what starts out as "a bewildering array of correlations":

Factor analysis seems to provide a means to convert raw correlational data into detailed hypotheses about underlying causal structures. Factor analysis instantiates, through factor analysis computer programs, certain cannons for inductively

inferring a hypothesis about causal structure from correlation data. (p. 334)

This emphasis on causality inadvertently validates William Stephenson's earlier contention (in *Psychological Record*, 1982) that R methodology is locked into a Newtonian epistemology and can therefore never provide the basis for a quantum theory of behavior: "The concern in the R mode of factor analysis ... is not with states [Stephenson says], but with the observables of statistical populations.... There is an assumption in R that the observables are inherent structures of individuals, to be discovered and measured by mental tests. Quantum theory does not apply to such observables at all..." (p. 237). Baird's work is of some interest nonetheless, and also contains chapters on experimental design, probability, and a number of other basic statistical concepts.

Simple introductions to the basic ideas of factor analysis are hard to find, and in this connection the following can be recommended: John Rust and Susan Golombok, *Modern Psychometrics: The Science of Psychological Assessment*, London and New York, Routledge, 1989. Chapter 8 (pp. 114-130) is devoted to factor analysis, and although the thrust of the volume is wholly R methodological, the basic principles are clearly presented, textually and visually rather than mathematically. Surprisingly, graphical rotation is regarded as "valid, merely open to abuse." Reasons for orthogonal or oblique rotations are also presented. This slim volume might also be useful for doctoral students preparing for comprehensive exams since it simply and directly touches on major statistical and research ideas (e.g., the different varieties of validity).

New ISSSS Officers

At the 7th ISSSS conference business meeting (October 26, 1991), and under the direction of Chair *pro tem* Donald J. Brenner, the first elected Executive Committee was put in place under the Society's by-laws (see *Operant Subjectivity*, January 1991, pp. 75-78): Chair, Albert Talbott (Journalism,

Iowa); Vice-Chair, Irvin Goldman (Communication, Windsor); Secretary, Joan Aitken (Communication, Missouri-Kansas City); and Treasurer, Keith Sanders (Journalism, Missouri-Columbia). The Chair serves for two years and is succeeded by the Vice-Chair, who in turn will be in charge of conference programs.

ISSSS fees were reduced to \$20 regular, \$10 student; both include subscription to *Operant Subjectivity*. Subscriptions to *OS* only (i.e., without ISSSS membership) were increased to a flat rate of \$10 (domestic and foreign, individual and institutional). Persons who had paid dues twice previously were declared to be paid up until October 31, 1992; those who had paid for the first time during the 1991 calendar year were also considered paid up until October 31, 1992. All others will be billed for membership renewal. Hereafter, annual dues will be due on November 1.

Subsequent to the business meeting, the Executive Committee met and agreed to a title change for this journal, which henceforth will be *Operant Subjectivity: Journal of the International Society for the Scientific Study of Subjectivity*. The Editor was also instructed to form an Editorial Board, the premier members of which are listed on the inside front cover, where they will appear in each issue. Board members will serve staggered terms of six years. The Book Review Editor will serve for an undetermined length of time. The General Editor serves at the pleasure of the Executive Committee.

Suggestions for Improving ISSSS

Joan Aitken (Communication, U Missouri-Kansas City) distributed a questionnaire to participants attending the 1990 ISSSS conference, asking for their recommendations on ways to improve the Society. She recently posted a tally of the responses to the electronic conference on Q methodology (via electronic mail). The results follow, along with hopes that these ideas will stimulate discussion.

1. To encourage understanding and advance the theoretical and practical applications of Q methodology:

Bring a major journal editor to the next Q conference ●
 Publish some of Stephenson's unpublished manuscripts ●
 Publish a collection of Q papers (reviewed) in book form ●
 Expand Stephenson Research Center, including a conference room or center, obtain more institutional commitment, define the Center's role and scope ● Offer resources and information at conferences – e.g., a list of new and key books, copies of outstanding papers, a Q brochure ● Create a "how to" manual in very easy terms about using Q ● Encourage ISSSS membership with lower dues or make OS part of membership ● Develop a publicity plan ● Find ways to encourage practitioners to use Q in problem solving, particularly in applied behavioral research, marketing, advertising ● Create a heavily edited Stephenson reader ● Seek grants to fund project ● Create a single collaborative article giving a definitive structure of Q to which we can all refer ● Have someone come for summer to work with Stephenson Center ● Create a fellowship to handle manuscripts and books of Stephenson ● Create a Visiting Q Professor program ● Offer a short course on Q ● Sponsor a Q workshop that is an orientation or introduction to Q ● Offer Q workshops within other organizations ●

2. To create interaction between scholars, students, and practitioners in the study of subjectivity:

Have coffee time allocated before presentations start at conference ● Have papers in a packet for conference registrants, so all who pay receive all papers and the rest go to drop-ins ● Do an issues-oriented research seminar ● Use organization money for public service ● Submit OS manuscripts on disc or typed (no dot matrix); put submission instructions in the journal ● Pay a TA to organize the Stephenson Research Center ● Connect with Comserve ● Make the following changes in the Q Conference: (a) Group papers by topic, (b) organize earlier, (c) have more organization and structure, (d) provide more "nuts and bolts" or "how-to" sessions, (e) give more advance information and publicity, (f) move the meeting to various central locations, at other universities where there is interest in Q, (g) review papers and panels for presentation, (h) use the theme approach, and announce the theme at the previous year's conference, and (i) treat the conference like a professional conference ● Provide more newsletter information about the organization in OS ● Make OS an international, juried journal ● Create an electronic network ● Provide a directory of names, addresses, and BITNET addresses ● Create

a mentor program ● Provide scholarships for outstanding graduate students to attend the Q conference ● Link graduate students and newcomers to Q with more advanced scholars.

OS and Electronic Mail

Operant Subjectivity has been added to the list of journals which are now indexed by Comserve, the online fileserver sponsored by the Communication Institute for Online Scholarship (CIOS), co-directed by Timothy Stephen and Theresa Harrison, Rensselaer Polytechnic Institute, Troy, NY. The index includes bibliographic details (authors, titles, volume and issue numbers, pages) for articles from volume 1(1), October 1977 through volume 14(4), July 1991. The index is updated at the end of each volume.

For persons with access to email networks such as Bitnet or Internet, the *Operant Subjectivity* index can be searched by author or title using Comserve's JSearch command. The journal's code is *OS*; a search for all articles by *Stephenson* (for example) would therefore be made by sending the following command to Comserve@RPIECS:

JSearch OS author /Stephenson/

Likewise, a search for titles containing the word *methodology* would take the form

JSearch OS title /methodology/

Comserve's indexing service is free to those who can access it via electronic mail; and, in addition to *Operant Subjectivity*, it provides free indexing for a number of other journals in the communication field, such as *Australian Journal of Communication*, *Communication Theory*, *Free Speech Yearbook*, and others. Individuals who become CIOS Associates can also access a variety of other important journals which have been indexed by Comserve, and are enabled to use the "JSearch All" command, which searches all journals included in the index. For information, send the command "show journals" and/or "help topics journals" to Comserve@RPIECS. For in-

formation about becoming a CIOS Associate, send the message "help topics CIOS."

According to Charles E. Cottle (Political Science, U Wisconsin-Whitewater), *Operant Subjectivity* is now indexed by Uncover, which is an electronic mail online index accessible through CARL, the Colorado Alliance of Research Libraries. Institutions such as university libraries can subscribe to CARL's services for approximately \$900 annually; however, since "Uncover now provides access to over 1,722,000 articles in over 10,600 journals" (CARL announcement, July 1991), the fee can be seen as something of a bargain, even though the index is only a couple of years deep for many periodicals. A service provided by CARL is the Fax delivery of any articles in the index. The cost per article runs between \$7.50 and \$10.00, which is expensive but better than nothing for individuals wishing to obtain copies of articles previously appearing in *OS*. For persons linked to email and whose institutions have membership in CARL, the service can be accessed through Telnet. Information and phone numbers are provided when users log on.

Qualitative Seminar

The University of Georgia is planning a 4½ week summer workshop in advanced qualitative methods, to be offered June 18-July 14. Participation will be limited to 15 graduate students or postdoctoral scholars. The program will include seminar sessions covering issues such as choosing a setting and a problem, fieldwork roles, ethics of fieldwork, collection and analysis of qualitative data, and writing qualitative accounts. The program also involves participants in direct fieldwork in settings in or near Athens, working under the guidance of University faculty experienced in field research. For further information, contact Linda Grant, Department of Sociology, University of Georgia, Athens, Georgia 30602; phone (404)542-2421, Bitnet LGrant@UGA, or Internet LGrant@UGA.cc.uga.edu.