

## News, Notes & Comment

### *William Stephenson: Journalism Educator*

Donald R. Avery (Journalism, U Southern Mississippi), "The Methodologists," in William D. Sloan (Ed.), *Makers of the Media Mind: Journalism Educators and Their Ideas* (pp. 287-329), Hillsdale NJ, Lawrence Erlbaum, 1990. Avery's chapter contains a substantial section on "William Stephenson and Q-Methodology" (pp. 302-306), which contains generally accurate details about Stephenson's background; however, Avery errs in suggesting that Cyril Burt innovated Q technique in 1912 (in an article in which he used inverted factor analysis) and that Stephenson only "developed and named the technique." As readers of this newsletter know, the Q technique to which Burt refers is incommensurate with Stephenson's version, the latter being in no way a development of the former. (Actually, Avery is wrong on two counts: Stephenson did not supply the name "Q"; Godfrey Thomson did.) Readers from the University of Missouri will also enjoy the chapters on Frank Luther Mott and John Merrill, Iowans the chapter on Malcolm MacLean. (Incidentally, the latter chapter refers to an occasion on which MacLean was bowling "factor analytically" with Keith Sanders, current Treasurer of ISSSS.) Sloan's volume also contains chapters on "The Practioners," "The Historians," "The Philosophers," and others, and each provides a lengthy biography of five or six individuals.

Warm words about William Stephenson are also to be found in John C. Merrill's *The Dialectic in Journalism: Toward a Responsible Use of Press Freedom* (Baton Rouge: Louisiana State University Press, 1989). Focusing first on Apollonian (reason) and Dionysian (emotion) strains in journalism, Merrill then turns to the journalism integrators, or synthesizers, those in the minority who are "often felt to be the eccentrics of modern American journalism." One such is Stephenson, who

...has insisted for years that the "separation of news and views" is unnatural and that what is needed is a synthesis that will

make possible a fuller and deeper journalistic account. Fact, Stephenson says, is not enough; what is needed is what he calls "factuality" -- something that goes beyond the surface and verifiable splinters of information and statements, something that brings the intelligence and insights and sensitivities of the reporter to bear on the story, something that fills the gaps, something that puts flesh on the dry bones of fact and makes the story live in greater and more realistic dimensions. (pp. 92-93)

Merrill then summarizes Stephenson's view (likened to that of C.P. Snow and Erich Fromm), that the scientist and artist (i.e., the "objective" and "subjective" reporters) should actively seek to develop the characteristics normally found in the other, for the sake of a more vigorous journalism. (Merrill is emeritus professor of journalism, University of Missouri, and currently teaches at Louisiana State University.)

**Clifton C. Edom**  
(1908-1991)

Professor Edom founded the photojournalism department in the School of Journalism, University of Missouri, where he taught from 1943 until his retirement in 1972. It was he who prepared the Q sample of photographs which William Stephenson used in his first paper in communication: "Principles of Selection of News Pictures," *Journalism Quarterly*, 1960, 37, 61-68. As Stephenson wrote in the last footnote to that paper, "The author wishes to express his warm thanks to Prof. C.C. Edom, without whom little of the above could have been accomplished." Even in retirement in Forsyth, Missouri, Mr. Edom took interest in Stephenson's work, and just before his death, at age 83, he joined ISSSS to become one of its founding members.

### ***Food and Farming***

Two reports utilizing Q methodology have been issued by the Agribusiness and Economics Research Unit of Lincoln College (Canterbury, New Zealand), and are available as indicated below.

John Fairweather, *The Q Method and Subjective Perceptions of Food in the 1990s* (Research Report No. 204, July 1990, 28 pp.). *Summary:* Results of a study of people's perception of food are presented. The Q method was used to factor analyse the data from 59 subjects who sorted statements about food. Four types are described and labelled the Gregarious Gourmet, the Virtuous Vegetarian, the Traditional Meat Eater, and the Selective Connoisseur. These types account for the main variations in perception of food and each type has a distinctive subjective experience of food. The results have implications for marketing, dietary and nutrition practitioners, and for the sociology of food and eating.

John Fairweather and Norah Keating, *Management Styles of Canterbury Farmers: A Study of Goals and Success From the Farmers' Point of View* (Research Report No. 205, November 1990, 76 pp.). *Summary:* A review of literature on success and goals in farm management shows that farmers seek to achieve a number of goals and have different management styles. Since farmers combine both business and way-of-life goals in complex and personal ways, we use methods which focus on the subjective aspects of the farmer in order to describe styles of farm management. The Q method, along with interview transcripts, provide a detailed account of three distinctive management styles in a non-random sample of Canterbury farmers.

The goals of the Dedicated Producers are to be the best farmer, to achieve top-quality product, and to develop the farm. Their strategy is to work hard, plan carefully, and focus on the farm itself. The goals of the Flexible Strategists are to achieve a balance and a decreased workload, to market their farm products well, and to enjoy their family. Their strategy is to market effectively, use information, and keep in touch with off-farm events. The goals of the Lifestylers are to have

a good lifestyle, to enjoy their family, and to improve the environment. Their strategy is to employ family members, cut back when necessary, and nurture the environment.

The results show that when farmers are given free rein to indicate what goals are important to them, they generate three distinct styles of management. Within each style there are different ways of achieving goals and different meanings given to apparently similar goals. The management styles have some similarities with the results of other studies, but in this study the types are not described in terms of a single dimension and each type contains successful farmers.

Copies of AERU Research Reports can be obtained for NZ \$20 each. Contact the Agribusiness and Economics Research Unit, P.O. Box 84, Lincoln University, Canterbury, New Zealand, phone (64) (3) 252811, Fax (64) (3) 252099.

#### ***New Perspective on Cyril Burt***

Robert B. Joynson (Psychology [retired], U Nottingham, England), *The Burt Affair*, London: Routledge, 1989, 346 pp., \$35.00. Joynson resuscitates Sir Cyril's reputation and finds fault with his critics. His book is sympathetically reviewed by Sandra Scarr (Psychology, U Virginia, Charlottesville) in the March issue of *Contemporary Psychology*, pp. 200-201. The debates about whether Burt fabricated his twins data and about his role (vis-a-vis Charles Spearman) in inventing factor analysis are extraneous to his methodological debate with William Stephenson concerning the nature of factors and the phenomena being measured. This is clear in Stephenson's "Observations on Sir Cyril Burt and 'the Burt Affair'," *OS*, 1979, 2, 110-123; his "Cyril Burt, Quantum Theory, and Q: Historical Note," *OS*, 1981, 4, 102-119; and his "Cyril Burt and the Special Place Examination," *AEP Journal*, 1983, 6(1), 46-53.

#### ***Additional Recent Scholarship***

Leonard J. Barchak (Communication & Theatre, McNeese State U, Lake Charles, LA 70609), "'Two Faces Have I': Future Media Elite of Finland Assess America," *Howard Journal of*

*Communications*, 1990, 2, 376-396. **Abstract:** Despite Finland's prominent role in furthering the Media Imperialism and New World Information Order theses, American media products pervade the daily life of the people of Finland, and the country has been often called the most Americanized in Europe. However much this holds for the "average" Finn, it is not the case for the future media elite of Finland, that is, students in the Department of Communication at the nearly 350-year-old University of Helsinki. Stephenson's Q methodology was used to bring to light two understandings or factors, both of which are highly critical of America's social, economic, and political values and policies. The theme of one factor was characterized by seeing Americans as "a people better than its government" whereas the other--darker--understanding was that "the American dream is dead." Small, practical steps for a growth in understanding are derived from the inherent logic of the research methodology.

Irvin Goldman (Communication Studies, U Windsor, Ontario N9B 3P4, Canada), "Narcissistic Characterological Study, Culture and Communication: A Q Method Perspective," *Psychological Record*, scheduled for the Vol. 16, July 1991 issue, pp. 129-138. On the strength of this article, the Editor of *Psychological Record* has appointed Goldman to a position on the Editorial Board.

Enrico E. Jones (Psychology, U California, Berkeley CA 94720) and Michael Windholz, "The Psychoanalytic Case Study: Toward a Method for Systematic Inquiry," *Journal of the American Psychoanalytic Association*, 1990, 38, 985-1015. **Abstract:** This study represents a contribution toward the systematic and empirical investigation of psychoanalytic treatments. The method used, the Q-technique, allows the transformation of clinical data into a form amenable to quantitative analysis, thereby providing an empirical means to test theoretically and clinically derived understandings of psychoanalytic process. The treatment hours of a six-year analysis were audio-recorded and transcribed, and blocks of ten

sessions were selected at regular intervals throughout the course of the analysis. Transcripts of these hours were then rated in random fashion by clinical judges with a Q-set designed to provide a standard language for the description and classification of analytic process. These descriptions of analytic hours, as structured by the Q-set, proved highly reliable, demonstrating the method's promise for addressing the long-standing problem of achieving reliable clinical judgments. Results suggest that subjecting the traditional psychoanalytic case study to systematic inquiry can contribute to establishing an empirical science base for some psychoanalytic propositions.

Protopostulatory to this article is the hypothetico-deductive concern, contained in the first sentence, about whether "the central propositions of psychoanalysis can be verified through empirical methods of hypothesis testing generally accepted by the scientific community." The authors adopt the external frame of reference, are concerned with reliability, base some of their conclusions on averages across Q sorts by experts, and cite Stephenson's *The Study of Behavior*. Still, the article is noteworthy as the first to appear in an explicitly *psychoanalytic* journal. Stephenson's contrary views can be found in numerous locations, among them his "Falsification and Credulity for Psychoanalytic Doctrine," *Operant Subjectivity*, April 1988.

Several Q-based papers have been recently presented or are due for presentation in the near future, at the following conferences: *Association for Education in Journalism and Mass Communication, Minneapolis, August 1990*: Kingsley O. Harbor, "Attitudes of International Students Toward Western News Model" (International Communications Division); Jeremy H. Lipschultz, "Invasion of Privacy: A Q-study of the Orientations of Media, Officials and the Public" (Law Division); Albert D. Talbot, "Journalists in the Movies: How Journalists are Perceived to Be Portrayed in Feature Films" (Mass Communication and Society Division); and Suraj Kapoor, John F. Cragan and Jay R. Groves, "Political Diversity Is

Alive in TV and Newspaper Newsrooms" (Mass Communication and Society Division). *Southwestern Social Science Association, San Antonio, March 28-30, 1991*: James C. Rhoads and Milan T.W. Sun, "A Cross-Cultural Study of Authoritarian Attitudes: The U.S. and Taiwan." *North Carolina Political Science Association, Wake Forest University, April 5-6, 1991*: Subash M. Shah, "The Climate of Opinion on the U.S. Policy Towards South Africa." (Background information on this study is presented in *OS*, July 1990, pp. 182-184.)

### *Electronic Q Network*

A temporary Q methodology network (QTemp) has been established through the ListServ facility at Kent State University and is now accessible as electronic mail at no personal cost by anyone with an account on a university mainframe computer linked to Bitnet, Internet, Janet (United Kingdom), EARN (European Academic and Research Network), or other network which interfaces with any of these. The network permits any subscriber to send a message to all other subscribers simultaneously, thereby facilitating on-going conversation on issues and topics concerning Q methodology. So far, there are more than 30 subscribers in North America and Europe.

Individuals with a suitable tie-in and wishing to subscribe should send the message SUBSCRIBE QTEMP JOHN J. JONES (where John J. Jones is replaced with the subscriber's name) to [LISTSERV@KENTVM](mailto:LISTSERV@KENTVM). Persons whose mainframes do not have interactive capabilities can request subscription by sending an e-mail message to the list supervisor, Steven R. Brown (Bitnet address [SBrown@KentVM](mailto:SBrown@KentVM)). University-based subscribers to *Operant Subjectivity*, but who are not subscribers to QTemp, are encouraged to inquire of their computer centers concerning the possibility of obtaining an account that would provide access to electronic mail capabilities.

QTemp began operation January 14, 1991, and among the first orders of business has been discussion among subscribers concerning where to locate the list permanently. Subscribers have also used the list to inquire about how to respond to cri-

ticisms by journal referees and about puzzling methodological matters. It is expected that the network will eventually facilitate collaborative work, serve as a source of expertise for students and practitioners, and provide a sounding board for research proposals and other intellectual initiatives.

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### *Comment*

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#### *"External Bias in Research": A Response*

I appreciate the opportunity to respond to the "external bias" argument concerning our research (titled "Q-Sorting Gloria") that was raised in the October 1990 issue of *Operant Subjectivity*. The reviewer's central treatise was that we were not measuring Gloria per se, "but perceptions of her by the student viewers" (p. 41). This point is well-taken.

In retrospect, we should have eliminated the last sentence of our paper, "It was our belief that the client's side of the counseling equation should finally receive some attention" (p. 67), and perhaps have a title that reflected more the contents of the paper. A title such as "Differential Perceptions of 'Gloria' Using Q Methodology" would have been more accurate (and appropriate).

In our defense, however, we did state that our study "attempted to assess differences in viewers' perceptions of Gloria as a function of the type of therapy received" (p. 65), and that viewers' theoretical orientation to counseling could preclude "their ability to respond objectively to a film" (p. 66). So on one hand we were aware that their Q sort descriptions of her were a function of their own (i.e., viewers') reactions and not hers (i.e., Gloria's). But, on the other hand, an elaboration of this important point was clearly in order. Finally, I shall say that such a thoughtful critique of our work reinforces again the need for careful monitoring of one's own research writings to insure that results and procedures are communicated as clearly as possible.



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Note: Professor Miller's response is to "The External Bias," which appeared in the October 1990 issue of *Operant Subjectivity*, 14, 39-43. Other authors included in the critique elected not to respond. (Ed.)

## Q Bibliographic Update (Continued)

Additional references appear in previous issues of this newsletter, and in "Bibliography on Q Technique and Its Methodology," *Perceptual and Motor Skills*, 1968, 26, 587-613 (available upon request).

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