

News, Notes & Comment

Two News Books

N. Patrick Peritore (Political Science, U Missouri), *Socialism, Communism, and Liberation Theology in Brazil: An Opinion Survey Using Q-Methodology* (Monographs in International Studies, Latin America Series, No. 15). Athens: Ohio University Press, for the Center for International Studies, 1990. This 245 pp. monograph incorporates a number of studies which have been presented at past ISSSS meetings, the first in the series appearing in *OS* (October 1986). Chapters include:

- Fieldwork on Brazil's Party Left: The Question of Method
- Brazilian Communism: Ideology Versus Organization
- The Workers Party of Brazil and the Contradictions of Democratic Socialism
- The Six Dimensions of the Brazilian Left
- Brazilian Catholic Church Attitudes Toward Liberation Theology (with Ana Karina Galve Peritore)
- The Catholic Marxism of Paulo Freire

John S. Dryzek (Political Science, U Oregon), *Discursive Democracy: Politics, Policy, and Political Science* (Cambridge: Cambridge University Press, 1990). Readers of *OS* will be especially interested in chapter 8 ("The Mismeasure of Political Man," pp. 151-172), which contains a spirited criticism of survey research; and chapter 9 ("The Measure of Political Man--and Woman," pp. 173-189), which singles out Q methodology as more consistent with the author's commitment to communicative rationality, critical theory, and classical politics. This wide ranging, 254 pp. volume also contains chapters on democratizing rationality, discursive designs and dynamics, complexity, and the policy sciences.

Special Journal Issue

"Q Methodology and Communication: Theory and Applications" was the theme title of the first issue of the *Electronic Journal of Communication/La Revue Electronique de Communication*. Released in mid-September, this premier issue of

7th Q CONFERENCE
October 24-26, 1991

The 7th annual meeting of the International Society for the Scientific Study of Subjectivity (ISSSS) is scheduled for October 24-26, 1991 (Thursday through Saturday) at the School of Journalism, University of Missouri-Columbia. Suggestions for paper presentations, panel topics, speakers, etc., should be forwarded to Donald J. Brenner, Director, Stephenson Research Center, School of Journalism, University of Missouri, Columbia, MO 65205, phone 314/882-7763, 882-4852 (e-mail JourDJBr@UMCVMB). More specific details will appear in subsequent issues of *Operant Subjectivity*.

EJC/REC was co-edited by Irvin Goldman (Communication Studies, U Windsor, Windsor, Ontario N9B 3P4, Canada) and Steven R. Brown (Political Science, Kent State U, Kent, OH 44242, USA), and contained five new papers on Q methodology:

Bruce F. McKeown (Westmont College), "Q Methodology, Communication, and the Behavioral Text." *Abstract:* Q methodology offers an alternative approach to the study of human behavior through its emphasis on subjectivity as expressed through concourses of communication. By providing rigorous methods of empirical research, Q method and its technique allows the researcher to understand and interpret the subjective text of his or her respondents without confounding them with external categories of theoretical reflection. The method is discussed in light of modern philosophy of science and hermeneutics, and the basic steps of conducting Q-method research are outlined and discussed.

Irvin Goldman (U Windsor, Canada), "Abductory Inference, Communication Theory and Subjective Science." *Abstract:* Q methodology is distinguished from conventional hypothetico-deductive methodologies by virtue of its emphasis on Peirce's abductory logic, and from

conventional communication approaches by focusing on what is subjective (meaning-centered, self referential) rather than objective (message-centered, without self reference). Q methodology is also noncategorical, hence relies on dependency factor analysis (rather than variance analysis) as a way to reveal inherent structure and states of "mind," comparable to the energy states of quantum theory. Epistemological principles are illustrated in a single-case study of cultural narcissism examined in terms of responses to pictures appearing in *Time* magazine.

Keith P. Sanders (U Missouri) and Daniel N. Morris (Boise State U), "Combining Research Approaches: The *Anvil* Writers Revisited." *Abstract*: Q method is conjoined with the interviewing techniques of the oral historian in a study of eight surviving contributors to *The Anvil*, a Midwestern proletarian literary magazine of the 1920s and '30s. N = 38 statements were drawn from a variety of leftwing sources of the 1930s, and then administered as Q sorts under seven conditions of instruction -- your view today, as it was just prior to the 1935 New York Writers Congress, et al. -- designed to cover various theoretical positions. n = 46 Q sorts were completed, resulting in four factors labeled the Patron, the Revolutionary Artist, the Jack Conroy factor, and the Humanist. Discussion focuses on the limitations and advantages of Q in the study of oral history.

Steven R. Brown (Kent State U) and Margaret Mathieson (U Leicester, England), "The Operancy of Practical Criticism." *Abstract*: The principles of practical criticism in literature and the measurement procedures of Q methodology are shown to be in harmony, and their compatibility is demonstrated in terms of readers' responses to poetry. Assertions about a selected poem's meaning constitute the concourse from which a Q sample is drawn, and poetic interpretations are represented as Q sorts which reveal classes of subjective experience expressed as operant factors. The results provide a basis for detecting threats to the successful reading of literature, and for suggesting ways of testing various assumptions of practical criticism.

Rex Stainton Rogers (U Reading, England) and Wendy Stainton Rogers (Open U, England), "What the Brits Got Out of the Q: And Why Their Work May Not Line Up With the American Way of Getting Into It!" *Abstract*: A view of Q methodology is proposed which is based on social constructionism and which regards Q factors as social representations, understandings, and accounts rather than self-referential attitudes or subjective viewpoints. Questions are also raised concerning the way in which factors are typically extracted, the number extracted, and the way in which they are rotated by Q methodologists. The principles at issue are illustrated in terms of a deconstruction of the concept of addiction based on a Q sort containing statements of understanding, and another containing policy statements. The interlinkages among the resulting factors point to conjunctions of voice.

EJC/REC is an unusual publication in that it is only available electronically through international networks such as Bitnet, Janet, EARN, Internet, and others. Among the advantages of this electronic medium, according to journal editors James Winter (U Windsor) and Claude Martin (U Montreal), is the fact that it permits lengthier articles (there being no space limitations) and that it extends readership from hundreds of subscribers into the thousands.

Cost limits are also reduced: For persons at academic institutions with access to Bitnet or Internet, the journal is available free of charge via Comserve, an information bank and file server for the communication field, located at Rensselaer Polytechnic Institute, Troy, New York. Persons with active accounts at institutions directly linked to Bitnet, for example, can subscribe to *EJC/REC* using the interactive command *Tell Comserve at RPIECS Subscribe EJCRCRC firstname lastname*, where *firstname* and *lastname* are replaced by the subscriber's actual first and last names. Instructions for obtaining each of the articles can be gotten by sending the interactive commands *Tell Comserve at RPIECS Send EJCRCRC DIRECTORY* and *Tell Comserve at RPIECS Send EJCRCRC Notebook*.

Additional Recent Scholarship

Q methodology figured in each of the three papers forming a panel on *Intensive Analysis of Political Attitudes*, Northeastern Political Science Association, November 15-17, Providence, RI: "James's Law: The Politics of Self and Others," Bruce McKeown, Westmont College; "Q Methodology and the Analysis of Ideology," Charles Cottle, University of Wisconsin-Whitewater; and "Perspectives on the Seriousness of Crimes," Tricia Williams and James M. Carlson, Providence College. Carlson also chaired the panel. Discussants were J. David Gillespie, Presbyterian College, and William Hudson, Providence College.

For the historical record, this exclusively Q panel was preceded by one on "The Use of Q-Methodology in Political Science" at the 1982 meeting of the Southern Political Science

Association (see *Operant Subjectivity*, April 1983), by one on "Empirical Political Theory and Q Methodology" at the 1985 meeting of the Northeastern Political Science Association (*OS*, January 1986), by one on "Q Methodology and Q Technique as a Research Method Across the Communication Discipline," at the 1987 meeting of the Speech Communication Association (*OS*, July 1987), by one on "Q-Methodology and Communication Studies in Canada," at the 1988 meeting of the Canadian Communication Association (*OS*, April/July 1989), and by a "Q Methodology Symposium," American Educational Research Association, February 1971. Q methodology was the major focus at a panel on "Subjectivity in Psychological and Political Theory," International Society of Political Psychology, June 1985 (*OS*, July 1985), at one on "Hermeneutics and Subjectivity," International Society of Political Psychology, July 1987 (*OS*, July 1987), at one on "Discourse, Social Construction and Health," British Psychological Society, Social Psychology Section, September 1988 (*OS*, April/July 1989), and at a panel on "Stephenson's Play Theory of Mass Communication," Eastern Communication Association, April 1980 (*OS*, January 1981). It was of course central during "Subjectivity, Representation & Communication: A Workshop in Q Methodology and the Interpretational Disciplines," University of Reading, England, April 1989 (*OS*, April/July 1989).

Paul J. Albanese (Marketing, Kent State U, Kent, OH 44242), "Personality, Consumer Behavior, and Marketing Research: A New Theoretical and Empirical Approach," in E. Hirschman & J.N. Sheth (Eds.), *Research in Consumer Behavior* (Vol. 4, pp. 1-46), Greenwich, CT: JAI Press, 1990. *Abstract*: The purpose of this paper is to propose not one but two new approaches for the exploration of consumer behavior, one theoretically rigorous, psychoanalytic object relations theory of the personality, and the other empirically practical, the California Q Sort. In each approach, the personality organization of the individual is the central analytical construct. A primary objective is to systematically relate the personality organization of the individual to a particular pattern of be-

havior. Object relations theory is an interpersonal theory of personality development which provides a whole and more realistic conception of the person upon which to base the study of consumer behavior. This entails establishing a common ground of analysis and an integrative framework. The California Q Sort offers a promising opportunity to operationalize the central analytic construct of object relations theory, the personality organization of the individual, thereby facilitating the classification of an individual's personality along a personality continuum. A comparison is made between normal, compulsive, and addictive patterns of consumer behavior to illustrate the approaches to be elaborated in this essay.

The term *operant* in *Operant Subjectivity* derives from William Stephenson's interest in B.F. Skinner's concept of operant behavior, and is also derivative of the principle of operationism enunciated by physicist P.W. Bridgman in his *The Logic of Modern Physics* (Macmillan, 1927). Operationism was quickly incorporated into R methodology in the form of the notorious operational definition, which lacks the tie to concrete behavior which operantcy provides. Readers wishing to examine the literature associated with these principles will find many valuable items in "Social Measurement: A Bibliography," by J.A.G. Dessens, J.J. Hox, and W. Jansen, in J.J. Hox and J. de Jong-Gierveld (Eds.), *Operationalization and Research Strategy* (pp. 247-280), Amsterdam: Swets & Zeitlinger, 1990. Happily included among the many references is Stephenson's "Factors as Operant Subjectivity," the first article to appear in this journal in 1977.

The External Bias

In his discussion of representative probes into behavior (*The Study of Behavior*, pp. 94ff), William Stephenson offers six points of entry ("obvious crannies") into any behavior segment, in this case where patient X (for example) might be observed by psychologist Y. A slight modification of Stephenson's notation which covers this situation is as follows:

- (a) inner
 - (0) X's psychisms
 - (i) X's self reflections
 - (ii) Y's reconstruction of i
- (b) outer
 - (i) X's observations of own conduct
 - (ii) Y's reconstruction of i
- (c) historical
 - (i) by way of X's understanding
 - (ii) Y's reconstruction of i

Hence, there is X's own testimony as to private thoughts and feelings (e.g., [as said to oneself] "I don't really trust Y"), X's observations as to his or her behavior toward Y ("Friendly, as usual"), and X's views regarding his or her history of dealings with Y, or with persons like Y. And Y may also have views as to X's private thoughts (e.g., "X doesn't really trust me"), outer demeanor, and history of interactions. Only mental mechanisms (a0), of the kind pursued by introspectionism, are outside this otherwise common operational frame of reference, each segment of which could be represented by a Q sort, all such Q sorts then being subject to a common factor analysis.

Various of the psychological schools have emphasized one or another of these probing points -- e.g., behaviorism b(ii), Gestalt psychology a(i), psychoanalysis c(i) -- and several schools have rejected a(i) because it has not been distinguished from a(0), and have rejected b(i) and c(i) because "you can't trust verbal report." abc(ii) has therefore been the preferred point from which to begin measuring, and this is the "external bias" which has plagued the human sciences.

Illustrative of this bias are two recent studies employing Q technique. The first is a study entitled "Q-Sorting Gloria" (by Mark J. Miller, Daniel Prior, and Thomas Springer, *Counselor Education and Supervision* 1987, 27, 61-68), in which students were randomly assigned to view one of three therapy sessions -- conducted by Carl Rogers (client-centered), Fritz Perls (gestalt), or Albert Ellis (rational-emotive), each with the same client "Gloria" as shown in the film series *Three Ap-*

proaches to Psychotherapy. Subjects were instructed to "judge the type of person Gloria seemed to be in the particular interview," and the "dependent variable" was Block's California Q-Set, which, the authors assure us, is quite satisfactory insofar as reliability and convergent-discriminant validity is concerned. Three single Q sorts were constructed by simply summing across all responses within each of the three film sessions (thereby washing out any operant differences within sessions), and comparisons were then made of the different perceptions of Gloria that arose as a function of the different therapeutic contexts in which she was viewed. The authors' probing points are a(ii) and b(ii), but they conclude that "the client's side of the counseling equation should finally receive some attention" as if they were measuring from a(i) or b(i); operationally, however, what was being measured was not the client Gloria at all, but perceptions of her by the student viewers. The authors drew near to recognizing this when they noted that "people who do not like Perls [Gloria's gestalt therapist] ...may feel sorry for Gloria," and may consequently alter their Q sort description of her as a function of *their own* reaction (not hers).

A reprint of the above article can be obtained from Mark J. Miller, Department of Behavioral Sciences, P.O. Box 10048, Louisiana Tech University, Ruston, LA 71272-0044.

The second example is "The Georgia Family Q-Sort: An Observational Measure of Family Functioning" (by Karen S. Wampler, Charles F. Halverson, John J. Moore, and Lynda H. Walters, *Family Process*, 1989, 28, 223-238), in which a standard Q sort is developed and tested (for its validity, of course) for the purpose of providing "global ratings of family processes." This Q sample takes a more obvious stand at probing point b(ii), with such statements as,

...seem to understand each other
 ...laugh, use humor
 ...child is not given autonomy
 ...critical of each other
 ...father in charge

...and many more (N = 43). Trained observers then watched videotapes of families solving a problem, and then used the Q sort to describe the family. Family Q sorts were then correlated with an "optimal family Q sort," which was constructed by family process specialists, and the resulting correlation was the family's "competence" score. All testing and measuring of family functioning was accomplished from the external frame of reference, without once consulting a family -- a remarkable achievement.

It is worth noting that the authors of the Georgia Family Q Sort conclude with a call for "further research using a multitrait-multimethod design" across occasions and diverse settings -- a clear appeal for probe c(ii). But the multimethod caveat is often used as an abbreviation for the view that "you can't rely on Q sorts solely," as if the exponents of Q methodology were merely out to merchandise a technique. For the Georgia Family Q Sort authors, of course, Q is *only* a technique, hence must receive multimethod verification in terms of other techniques -- in this case, as a correlate of the Beavers-Timberlawn Global Health-Pathology Scale; however, if all methods included in a multimethod treatment adopt probing point b(ii), only a spurious sense of validity and completeness will have been achieved.

A reprint of the above article can be obtained from Karen S. Wampler, Department of Child and Family Development, Dawson Hall, University of Georgia, Athens, GA 30602.

In concluding his discussion of representative probes, Stephenson said that "although behavior can be studied from all these vantage points, there is perhaps a special responsibility to deal with the 'inner' standpoint" (p. 100), which for the first time Q methodology had rendered accessible to operational consideration. Indeed, he expressed the vague impression that probes from the external frame were apt to provide data of only collateral interest, but "will not necessarily help us understand the real problems" experienced more directly from the inner frame. What is crucial, therefore, is not that one has adopted a multimethod approach or

has even used Q sorts, but that an accounting has been made of the subjectivity at issue.

Erratum Magnum

In her paper on "Scale Construction" (*Journal of Counseling Psychology*, 1987, 34, 481-489), Rene V. Dawis provides a useful service by outlining the major principles and procedures associated with various scaling methods, such as Thurstone's, Likert's, Guttman's, rank-ordering, etc. But after summarizing the Thurstone method, Dawis says, "The Thurstone method, although a historic methodological breakthrough, has not found much favor with scale constructors, and is practically unheard of in counseling psychology. Much better known is its derivative, the Q sort" (p. 483)! She then goes on to make additional assertions of an equally astonishing nature -- e.g., that Q sorts do not provide a common scale and are therefore unsuited for factor analysis. Dawis cites Stephenson's *The Study of Behavior*, but everywhere gives the impression that her reading has been careless at best, especially of pp. 240-241 where Stephenson explicitly states that "these procedures [Thurstone's and Likert's] are in no way comparable to those of Q-technique."

New Journals

Several new serials have appeared, or will soon appear, which may provide outlets for Q-related research. The *Journal of Ideas* (Elan Moritz, Editor) was scheduled to begin quarterly publication in September and is currently accepting submissions and suggestions for future papers. The journal's purpose, according to a recent advertisement, is to provide a forum for "discussion of the genesis, evolution, competition and death of 'ideas' and 'memes'." A meme is a conceptual construct which refers to units of cultural transmission and imitation, and is of central concern to the journal's publisher, the Institute for Memetic Research, Box 16327, Panama City, FL 32406 (e-mail address 71620.3203@compuserve.com).

The *Journal of Applied Communication Research* (William F. Eadie, Editor) is inviting submissions for the first three vo-

lumes, to be published under the aegis of the Speech Communication Association. Articles are invited which "synthesize a body of theory and/or research and ... demonstrate clearly how practitioners can use the information contained in the article to improve communication in a specific setting." Manuscripts should be sent in triplicate to the Editor, *Journal of Applied Communication Research*, Department of Speech Communication (SPCH), California State University-Northridge, Northridge, CA 91330 (phone 818/885-2853, Bitnet Eadie@CalState).

Communication Theory (Robert Craig, Editor) is sponsored by the International Communication Association, and is designed to provide "an international, interdisciplinary forum for theory and theoretically-oriented research on all aspects of communication." The journal, which was scheduled to begin publication this fall, is open to data-based, critical, interpretive, and historical studies as well as theoretical essays. Manuscripts should go to the editor, Rhetoric and Communication, Temple University 265-65, Philadelphia, PA 19122 (phone 215/787-1884, Bitnet V5161E@TempleVM). ICA members will receive the journal as a membership benefit. Nonmembers can subscribe (\$30 individual, \$60 institutional) by writing the publisher, Guilford Publications, Inc., 72 Spring Street, New York, NY 10012. Craig will also join Tom Benson (Pennsylvania State University), editor of CRTNet, in editing CT-Forum, an on-line electronic dialogue which will supplement *Communication Theory*. Benson can be contacted via the Bitnet address t3b@psuvm.

Philosophical Psychology began publication in 1988 and appears three times a year. Emphasis is on topics such as philosophical foundations of cognitive science, the potential of connectionism as an alternative to symbolic models, the scientific status of psychological explanations, the interdisciplinary endeavors of psycholinguistics, and the implications of developments in clinical psychology for theories of the mind. There will also be periodic symposia on significant recently-published books. Submissions can be sent to either Dr. John Rust, Editor, University of London Institute of Educa-

tion, 25 Woburn Square, London, WC1H 0AA, England; or Dr. William Bechtel, Associate Editor, Department of Philosophy, Georgia State University, Atlanta, GA 30303-3083 (Bitnet phlpwb@gsuvm1).

Political Analysis (James A. Stimson, Editor) is a new annual publication of the Methodology Section of the American Political Science Association, which is being published by the University of Michigan Press, Dept. GU, P.O. Box 1104, Ann Arbor, MI 48106. Among other things, the annual invites papers which "expand knowledge about the problems and techniques of political research" and which address "the means and meaning of political research." The editor can be reached at the Department of Political Science, University of Iowa, Iowa City, IA 52242 (Bitnet blapjswy@uiamvs). The cost of volume 1 is \$42.50 (cloth).

6th Q Conference, 25-27 October 1990

The conference began as usual with a Thursday evening social gathering, followed by paper presentations and discussion on Friday and Saturday:

- Steven Brown, Kent State University, and Margaret Mathieson, University of Leicester, England, *The Operantcy of Practical Criticism*
- Dan Thomas, Wartburg College, and Larry Baas, Valparaiso University, *Ronald Reagan in the Public Mind*
- James C. Rhoads, Jr. and Milan T.W. Sun, Kent State University, *The Altemeyer "Right-Wing Authoritarian" Scale: A Q Methodological Look*
- Patrick Peritore, University of Missouri, *India's Environmental Crisis: A Q-Methodology Elite Attitude Study*
- Hung Kyu Kim, Hankook University of Foreign Studies, Korea, *Q Methodology and Advertising Research in Korea*