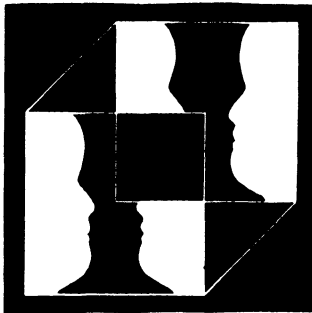


THE FIRST BRITISH Q CONFERENCE

The graphic below headed the advertisement for the first British Q conference, which incorporated presentations from persons interested in social constructionism and other interpretative sciences. As shown on the next page, William Stephenson was among the attenders, and delivered his invited address on "The Profundity of Subjectivity." This was Stephenson's first conference appearance in Britain since his departure in the late 1940s, and the significance of this event was not lost on those British members of the audience who have rediscovered and promoted his ideas in recent years.

Stephenson obviously savored this victorious homecoming, among the first glimmers of vindication from his native homeland. He was particularly impressed by the volume of theses and dissertations utilizing Q which had been produced at the University of Reading, a partial listing of which is included in "Q Bibliographic Update" (p. 122).



**SUBJECTIVITY,
REPRESENTATION
& COMMUNICATION.
A workshop in Q
methodology and
the interpretational
disciplines.**

UNIVERSITY OF READING

April 4th -- 6th 1989



Reading Q Conference, 1989

Left to right, front row: *Alison Thomas*, sociology, East London Polytechnic; *Kate Gleeson*, psychology, East London Polytechnic; *Elizabeth Barrett*, social sciences, Loughborough University; *Steven R. Brown*, political science, Kent State University. Second row: *Carolyn L. Brown*, counseling psychology, Kent State University; *Mary Margaret Pignone*, political science, American University; *Wendy Stainton Rogers*, psychology, Open University; *William Stephenson*, journalism, Missouri University; *Anne Dunnnett*, psychology, Edinburgh University; *Sally Brown*, English and history, Newcastle Polytechnic; *Shirine Pezeshgi*, Maudsley Hospital, London; (behind Brown and Pezeshgi) *Andrew McKinley*, psychology, Edinburgh University; *Derek Littlewood*, Open University. Back row: *John Irwin*, Marlborough, Wiltshire; *Peter Weinreich*, psychology, Ulster University; *Amanda Wade*, Barnsley MBC, South Yorkshire; *Milton J. Shatzer*, telecommunications, Kentucky University; *Paul Stenner*, Reading University; *Ford Hickson*, London; *Dennis Kinsey*, Decision Research Corporation, Cleveland, Ohio; *Rex Stainton Rogers*, psychology, Reading University. Not shown: Douglas Boyd, communication, Kentucky University; Marten Brouwer, Amsterdam University; and several students and faculty from Reading University.



Conference organizer
Rex Stainton Rogers

Prior to the presentation of papers, conference organizer Rex Stainton Rogers provided an afternoon introduction to "The Craft and Art of Q Methodology," which included a variety of useful handouts which accompanied explanations and demonstrations designed "to leave you in a position where you could carry out a Q methodological study." The presentation included a history of Q methodology; a discussion of concourses and the selection of Q samples; a description of Q sorting; a technical demonstration of data entry, correlation, factor analysis, and judgmental rotation (utilizing Stricklin's *pcq* program and SAS, with data taken from an on-going Honours thesis by Glynis Hale); and a discussion of factor interpretation.

The remainder of the conference was devoted to presentations:

- Steven R. Brown. Operant procedures of value clarification



Wendy Stainton Rogers
Assistant Organizer
Reading Conference

- Dennis F. Kinsey. Selecting a winning slogan for your campaign: A Q-methodological approach
- Milton J. Shatzer and Thomas R. Lindlof. Operant subjectivity in the perception and use of the home videocassette recorder
- Kate Gleeson. Mad ways with the peculiar
- Marten Brouwer. Left vs Right political positions
- William Stephenson. The profundity of subjectivity
- Alison Thomas. Deconstructing gender
- Paul Stenner. Authenticity and identity
- Wendy Stainton Rogers. Q-ing R: What locus of what control?
- Peter Weinreich. Identity structure analysis: Theory and applications
- Rex and Wendy Stainton Rogers. Knowledge and representation
- Derek Littlewood. Discoursing discourse
- Shirine Pezeshgi. "Designer" child abuse: The sexualised representation of children and adolescents in pervasive media images

The conference ended in a plenary session chaired by the Stainton Rogerses and Brown, during which

various issues separating different interpretations of Q were openly aired and discussed. As might have been expected, William Stephenson loomed large in the proceedings, challenging and probing and, as he has said on similar occasions, generally making a nuisance out of himself. In the final analysis, the conference produced much for all to think about, the consequences of which will no doubt manifest themselves in future articles and book chapters.

As an epilog, the conference organizers mailed to participants a 44-item Q sort for purposes of assessing the experience. Some impressions of what occurred can perhaps be gotten from the following representative elements from the concourse:

The attempt to link Q to other ideas and approaches *didn't* work.... I was generally impressed with the younger presenters.... I came away feeling that there are "right" and "wrong" ways of "doing Q".... I've talked a lot about the Workshop since it ended.... There was not enough beer!... I came away feeling rather confused.... The impression was created that Q researchers need to "get their act together".... I have very mixed feelings about the event.

Needless to say, we look forward to seeing the factor results of this reflective exercise.

OTHER Q CONFERENCES AND PRESENTATIONS

*The 4th Q Conference University of Missouri**

The annual Institute for the Scientific Study of Subjectivity convened October 20-22, 1988, at the School of Journalism, University of Missouri, and featured papers by:

*This summary is taken from the preliminary announcement of the program, and may therefore con-

- Marten Brouwer, University of Amsterdam. Comparing individually held political opinions and perceptions of public opinions
- Patrick Peritore, University of Missouri. The Mexican election: Factions within the ruling party
- William Knabe and Albert Talbott, University of Iowa. From Rosetta to Censort: The computerization of Q
- Don Brenner, University of Missouri. Audience attitudes toward news media credibility
- Leonard Barchak, McNeese State University. Assessment of America by the media of Finland
- Won Chang, University of Missouri. Attitudes of Koreans toward the U.S.
- Michael Stricklin, University of Nebraska. Changes in attitudes toward the news media from 1966 to 1988
- Sarina Chen, University of Iowa. Watching "Dynasty": Perceptions and cultural values
- Byron Scott, University of Missouri. Medical writers' views on the ethics of medical writing
- Rodger Palmer and Joan Aitken, University of Missouri-Kansas City. Communication types among students, faculty and administrators in higher education
- Peter Nwosu and Eronini Megwa, Howard University. Toward a hybrid approach for strengthening Q methodology: A study proposal
- Greg Casey, University of Missouri, and Barbara Luck Graham, University of Missouri-St. Louis. Attitudes towards recruitment for the United States Supreme Court: Bork, Ginsburg, and Kennedy

William Stephenson was again the main attraction, speaking on "How to Buy a Loaf of Bread: Comments on the Phenomenology of Science," "A Q-methodological Look at Profundity: I. *Ulysses*," and "II. *Finnegan's Wake*" among other topics.

Stephenson's "Thoughts on the 4th International Conference on Q, October, 1989" have been distributed widely. Subscribers who did not receive a copy

tain errors as to particulars, for which apologies are rendered in advance.

should contact Professor Donald J. Brenner, School of Journalism, University of Missouri, Columbia MO 65205.

The First Canadian Q Panel

The session met Wednesday, June 8, 1988, and was entitled *Q-Methodology and Communication Studies in Canada*. The Chair was Irv Goldman of the University of Windsor.

The first paper, "Contemporary Perspectives on the State of Critical Communication Theory and Research," by Patrick O'Brien (University of Iowa), developed a discussion of critical theory and research from a Q study of contemporary communication journals. The research used the *Journal of Communication* special issue, "Ferment in the Field," as a concourse for the study of mass communication philosophy, theory and methodology. Three questions guided the initial research: (1) How is the dialectical relationship of objectivism and subjectivism articulated in contemporary discourse in the "fields" of communication research? (2) What structures of belief, attitude and opinion form a context for the use of Marxism and critical theory in communication research? (3) What does the interplay of discussion of these matters in (1) and (2) suggest about a paradigm, or paradigms, of communication research? More recent developments in communication research, journals and conferences supplement the 1983 "Ferment in the Field" concourse.

Twelve contributors to "Ferment in the Field" were purposively selected for study; four additional authors whose works were not present in the journal supplemented the 12 *JOC* authors. Statements made by these 16 authors on the research topics outlined above were a source of 54 Q statements. The research provided sorts representing each of the 16 authors' viewpoints, following Stephenson's version of Newton's Fifth Rule. The Q study produced four coherent factors which provided grounds for a more thorough exploration of the research questions.

Joan Aitken (Missouri University-Kansas City) presented the second paper: "Stephenson's Q Methodology: A Unique Tool for Instruction and Research." The purpose of this paper was to provide

basic information on Q methodology so that faculty can use the tool in instruction and research.

Aitken began her discussion with methodological issues such as Q's applicability, issues of Q methodology, and the design and construction of Q sorts. By way of an example, she used a research study and a classroom teaching situation to show how Q methodology could be used in these situations.

Because of the limited research on music videos, Aitken structured a Q sort to measure industry promotion, social behavior, content, and interpersonal communication aspects of music video viewing. Although the paper included results of the study, the emphasis of the example was to discuss specific procedures used in developing, conducting, and analyzing results of studies using Q technique. To demonstrate how Q technique could be used as a teaching tool, she used the example of four Q studies which her students conducted in a sophomore level interpersonal communication class.

Of persons attending the session, none had ever used Q methodology or Q technique, although some were vaguely familiar with the approach. Questions centered around the specifics of "how to do it" and the theoretical assumptions used in O'Brien's paper. (Reported by Joan Aitken)

British Psychological Society

Although not advertised as such, a panel comprised solely of Q studies was a part of BPS's Social Psychology Section annual conference on September 23-25, 1988, at the University of Kent at Canterbury. Chaired by Wendy Stainton Rogers, the symposium on "Discourse, Social Construction and Health" featured papers by several students and faculty associated with the University of Reading and Open University:

- Wendy Stainton Rogers. Accounting for health and illness
- Kate Gleeson. Out of our minds: Social constructions of madness
- Colin Hickson, with Rex and Wendy Stainton Rogers. Discourses on AIDS
- Rex and Wendy Stainton Rogers. Deconstructing addiction

- Rex and Wendy Stainton Rogers. True unbelievers: Reflections on representational heterogeneity and the task of distance teaching on child sexual abuse

On a different panel was a Q paper by Alison M. Thomas of Coventry Polytechnic (now Polytechnic of East London), "Men's Accounts of Their 'Gender Identity': A Constructionist Approach."

NEWS, NOTES & COMMENT

Recent and Forthcoming Scholarship

John Dryzek (Political Science, U Oregon), *Discursive Democracy: Politics, Policy and Science*, Cambridge University Press, forthcoming. This volume contains a chapter on "The Measure of Political Man" which focuses almost exclusively on the principles of Q methodology. Complementary to this paper is his "The Mismeasure of Political Man" (*Journal of Politics*, August 1988), which is critical of R methodology. Recently published is his Q study with Margaret L. Clark and Garry McKenzie, "Subject and System in International Interaction," *International Organization*, 1989, 43, 476-503. The Antarctica project upon which this study is based, including the Q sample, is described in OS, January 1988, pp. 68-72.

Wendy Stainton Rogers (The Open University, Milton Keynes, England), *Doesn't It Make You Sick? Ordinary and Extraordinary Understandings of Health, Illness and Recovery*, London, Harvester Press, forthcoming. This volume grows out of Stainton Rogers's doctoral dissertation and, according to the prospectus,

...brings together an overview of contemporary sociological, psychological and thropological research and theorisation about "health beliefs"; and debates about the role of the mass media and movements like "health promotion." These will be combined with a more