

- 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

detailed account of the empirical work that I have conducted into the alternative discourses about being healthy, getting ill and recovering from illness that are currently available within British culture.

Among the stated objectives of the manuscript is to "show how Q methodology can be used to identify and describe alternative accounts for a topic such as this."

Kathleen Dolan (Dept Govt & Politics, U Maryland, College Park MD 20740), Bruce McKeown and James M. Carlson, "Popular Conceptions of Political Corruption: Implications for the Empirical Study of Political Ethics," *Corruption and Reform*, 1988, 3, 3-24. Q methodology is utilized in this effort at conceptual clarification, and the conclusion is reached that "the approach which examines operant subjectivities as a first step in the research process facilitates more direct testing of *a priori* theoretical constructs of political science and addresses some of the methodological problems of mainstream social science." A fuller summary of this study is in OS, April 1988, pp. 98-99.

### *Theoretical Comparisons*

William Stephenson's views on mass communication are approvingly compared with those of Marshall McLuhan, Jacques Ellul, and Herbert Marcuse in John Rowan's "Mass Communications--Form versus Content," which is a chapter in his *The Structured Crowd* (Psychological Aspects of Society, Book 4), London, Davis-Poynter, 1978. Rowan devotes several pages to Stephenson's distinction between social control and convergent selectivity (in *The Play Theory of Mass Communication*, Chicago 1967), a distinction which he says "helps to resolve one of the traditional paradoxes of mass communication" (p. 66), namely, to show how the entire culture can be regarded as propagandistic even though a part of it (that associated with convergent selectivity) appears to provide freedom and self enhancement. Rowan's interpretation seems to regard ludenic enjoyments as just another form of social control which is more dangerous and insidious by virtue of the fact that it "seems to come from nowhere...is much more dif-

fuse, and hence harder to evade," and because it infects us in a sneaky way "largely through its association with leisure." Sponsors of old-fashioned propaganda at least had the courage to identify themselves and risk being ignored or turned off, but that was the social-control version of propaganda which sought to rouse us to specified courses of action; propaganda associated with convergent selectivity is more subtle.

Interesting as Rowan's views may be, there is room to doubt that they would be embraced by Stephenson, who regarded advertising, entertainment, fads, and other forms of convergent selectivity as truly liberating, or at least potentially so, and not as just another manifestation of social control. A woman in a bath may feel soft and feminine with her Dove soap, just as her showering husband may feel rugged and manly with Irish Spring or Lava. Both are clean (as society's social controls demand), and whereas guilty intellectuals may accuse the two of having succumbed to superficial advertising--of having "offered his throat to the knife of propaganda" (Ellul)--the selves at issue may have been ludenically enhanced by the experience with no fanfare or folderol, and this is a remarkable cultural achievement.

## 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).*

Corder, B.F., L. Whiteside & T.M. Haizlip (1981) A study of curative factors in group psychotherapy with adolescents. *International Journal of Group Psychotherapy, 31, 345-354.*

Dolan, K., B. McKeown & J.M. Carlson (1988) Popular conceptions of political corruption: Implications for the empirical study of political ethics. *Corruption and Reform, 3, 3-24.*