
The photographs appearing in this issue were taken by Carolyn L. Brown during the Q conference held at the University of Reading, England, April 4-6, 1989.

The following obituary appeared in *The Guardian* (London and Manchester, England), on June 28:

William Stephenson

TESTING PEOPLE

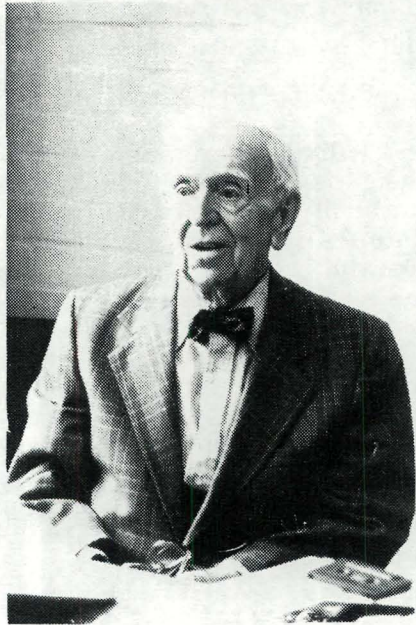
Dr William Stephenson, director of Oxford University's Institute of Experimental Psychology from 1938 to 1948, was best known internationally for his innovations in psychometrics, especially his development in 1935 of Q methodology which has been singled out as one of the most important psychological measures of the past half century.

His doctorates were in physics from the University of Durham and in psychology from University College, London. At the latter, he served as an assistant to Sir Cyril Burt and Charles Spearman, who called him the most creative statistician in psychology at the time. At Oxford, he established the honours degree of Psychology, Philosophy and Physiology, and engaged in various studies into all aspects of human functioning, from olfaction and aesthetics to psychodynamics and phenomenology.

The late Oliver Zangwill, Stephenson's assistant and later director of the Cambridge Psychological Laboratory, once wrote that "it is largely because of him that Oxford today has a flourishing School of Psychology." A staunch advocate of universal education, his *Testing School Children* (1949) reinforced the Butler Act's promise of secondary education for all children in Britain.

In America from 1949 until his formal retirement in 1972, Stephenson taught at the Universities of Chicago, Washington, Berkeley, and finally Missouri, where he retired in 1972 after 15 years as Distinguished Professor of Advertising Research in the School of Journalism.

Among his publications, *The Study of Behaviour* (Chicago, 1953) is regarded as a classic, and has had a significant impact on psychological measurement in the clinical and counselling fields in particular, but also in the fields of health and the social sciences. *The Play Theory of Mass Communication* (Chicago, 1967) has been influential too. "Newspaper reading...has all the earmarks of play," he wrote, and especially in advertising the methods which Stephenson pioneered continue to provide the basis for studies in market segmentation.



During the past 15 years Stephenson wrote voluminously on the relationships between physics and psychology, drawing a particular attention to the quantum nature of human subjectivity. Since 1977, *Operant Subjectivity*, a quarterly journal, has been devoted to his ideas, and in 1985 the University of Missouri established the Stephenson Center for Communication Research, and the Institute for the Scientific Study of Subjectivity was founded to bring scholars and practitioners together to discuss his theories and methods.

The Stephenson family has expressed the wish that any contributions be made to support the work of the Stephenson Research Center, c/o School of Journalism, University of Missouri, Columbia, MO 65205.

From the New York Times

WILLIAM STEPHENSON;
MARKET RESEARCHER, 87

William Stephenson, a specialist in market research who developed a widely used methodology for testing subjective reactions to advertising and other communications, died Wednesday at Boone Hospital Center in Columbia, Mo. A resident of Columbia, he was 87 years old and had suffered a stroke last month.

Dr. Stephenson was Distinguished Research Professor of Advertising at the University of Missouri's School of Journalism. He had previously taught at the University of Chicago and the University of Washington and was a visiting professor at the University of California at Berkeley.

Born in Durham, England, he held doctoral degrees in physics and psychology from London University and a master of arts from Corpus Christi College, Oxford. During World War II he was a brigadier general in the British Army.

Dr. Stephenson came to the United States in 1948 and served as a research director and consultant in market research to several industrial concerns and advertising agencies. He was the author of "The Study of Behavior: Q-Technique and its Methodology," published in 1953, which outlined his theory differentiating the attentiveness of various audiences of newspapers and other periodicals.

Dr. Stephenson is survived by his wife, Maimie, and four children.

Memorial Service

June 23, University of Missouri

A GATHERING

IN THANKSGIVING AND CELEBRATION

FOR THE LIFE OF WILLIAM STEPHENSON

A gathering of friends, faculty, colleagues, former students and family.

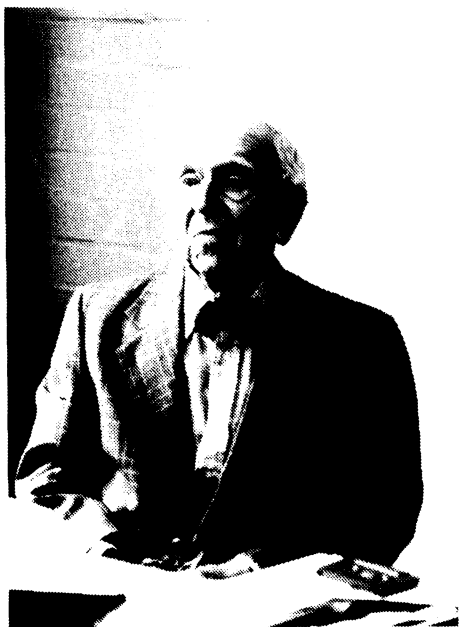
The setting: the Forum of the School of Journalism where Dr. Stephenson, on numerous occasions, enthralled, entertained, challenged and inspired, both by his intellectual acuity and his joyous spirit.

Speakers included *James W. Atwater*, Dean, School of Journalism (1983-1989), who spoke of not really understanding Q methodology, but of appreciating Dr. Stephenson's warmth; *Earl F. English*, Dean, School of Journalism (1951-1970), who reminisced about how he enticed Dr. Stephenson to Missouri, and about what he brought to the School; *Donald J. Brenner*, Professor, School of Journalism and Director, Stephenson Research Center, who first read a eulogy from *Steven R. Brown* (Visiting Scholar, School of Education, University of Leicester, England), followed by remarks of his own; *Robert Logan*, Associate Professor, School of Journalism, who spoke in a lighter vein about his graduate days with Stephenson, and ended by reading a message from *Roy Fisher*, Dean, School of Journalism (1970-1983); and *Joye Patterson*, Emeritus Professor, School of Journalism, who also shared lighter remembrances. Various members of an audience numbering about 90 then stood to offer their remarks, including daughter *Averil* and daughter-in-law *Mary Ellen Stephenson*.

The celebration concluded with the showing of a videotaped interview with Dr. Stephenson, in which he talked about his background and briefly explained Q methodology. With characteristic restraint, he ended with the comment that he had advocated Q singlehandedly, except for some of his students "who never knew what I was doing." The grateful throng enjoyed one long, last round of laughter.

EXPRESSIONS OF SADNESS AND RESPECT (Selections from a Concourse)

- I am sorry to hear of Will Stephenson's death. Science has lost a truly great man.
- I am sorry to hear that Stephenson has died. He was a very interesting and influential man. Many of the classic figures in psychometrics are



now gone: Guilford, McNemar, Nunnally, Vernon, Novack, et al. Does this mean that we are getting old too?

- There will be a great burden on those who knew him and believed in him.
- I am very sorry. Now, I am especially grateful to have met him, if only briefly.
- I'm so glad we were able to have the Reading conference, a kind of homecoming victory for him after so many years of exclusion.
- His contributions to our body of knowledge were substantial. Reading of the work he had done is a humbling experience. There are intellectual giants who affect paradigms for generations.

- We should all be so lucky to have a full professional life like that.
- We were fortunate to have the opportunity to see him at Reading in April.
- His death represents a tremendous loss to all of us.
- He was certainly a brilliant scholar who contributed much to training numerous other people.
- Times like these are difficult. We will miss him.
- Damn it! I wasn't ready. Dr. Stephenson promised me he'd live until 90, and I always believed everything he said.
- I was thinking just the other day about why I look at so many things differently than other social scientists, and the obvious answer is that it was Stephenson's influence that has had such a profound effect on the way I view our endeavor. It has been a little frustrating at times to be viewed as an outsider, but the benefits have far, far outweighed any small costs. Stephenson's input will be sorely missed.
- He had a lot of nerve dying without our permission.
- My sincere regrets at the death of one of the more interesting British exports to the U.S.A.
- I did so regret hearing of his death. I was most fortunate to have been able to have some written communications with him during my doctoral studies.