

**THIRD ANNUAL INSTITUTE
FOR THE SCIENTIFIC STUDY OF SUBJECTIVITY**

**November 12-14, 1987
University of Missouri-Columbia**

Program Chairs

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Persons who plan to attend the conference are encouraged to contact Joye Patterson (phone 314/882-4852) for reservations at Day's Inn, which is a different location than that used for previous conferences. If arriving by air, please also provide flight number and arrival time at the Columbia/Jefferson City airport.

Thursday, November 12

Afternoon and evening arrival at the Day's Inn in Columbia. A social will be held between 8-10:00 p.m. at the Inn.

***Friday (November 13)
and Saturday (November 14)***

Presentations in the mornings and afternoons of both days will be made at The Forum, Gannett Hall, School of Journalism. A banquet and address will be held Friday evening at the Alumni Center.

Paper Abstracts

Q Studies for the Finnish National Broadcasting Company, Leonard J. Barchak, McNeese State University

Q studies on AIDS, the value of families with children, the role of Finnish athletes, what "Jane Doe" thinks about Gorbachev's policy of *glasnost*, God's Theatre, the function and limits of the performing arts, and male-female equality were among those completed for *Timely Two*, the Finnish equivalent of *60 Minutes*. The projects represented an effort to merge Q theory and journalistic practice by providing professional journalists with the broad themes (Q-factor-analytically defined) which were dividing the public into contending camps with respect to salient societal issues. The projects involved cooperation between university researchers (primarily graduates students in communication) and officials in the Current Affairs Programming Division of the Finnish TV2 National Broadcasting Network.

***Dispelling the North American Acid Rain Clouds: Developing a Framework for Political Consensus Through the Identification of Elite Viewpoints*, Neeloo Bhatti, Yale University**

Acidic deposition has simultaneously been referred to as an environmental curiosity and as an ecological holocaust, and this polarization of opinion has resulted in the current stalemate in Congress and in U.S.-Canadian relations over whether or not to legislate controls. Based on interviews with and Q sorts obtained from American and Canadian politicians, scientists, environmentalists, and industry personnel, distinctive elite viewpoints are identified and characterized in order to determine the underlying factors (especially scientific vs. nonscientific ones) shaping these viewpoints, and to determine if the groups perceived to be at odds are actually in fundamental opposition or are merely orthogonal to one another. Areas of potential consensus and compromise among these opposing groups are identified and used to develop specific recommendations for resolving this problem.

***The Stephenson Research Center: Current Activities and Visions of the Future*, Donald J. Brenner, University of Missouri**

This progress report, by the Director of the Stephenson Center, will be addressed to the current status and future plans of the Center, with emphasis on (1) activities, space commitments, funding, and physical facilities; (2) on application for recognition of the Center by the University as a multidisciplinary research center; and (3) on the formulation of goals, objectives, and research foci.

***Operant Procedures of Value Clarification*, Steven R. Brown, Kent State University**

The New Haven school of policy-oriented jurisprudence has emphasized the importance of procedure in the clarification of goals and values, and recommends the free association method of psychoanalysis as a means "to increase the supply of intelligence available to judgment." This essay summarizes the principles of value clarification for the policy sciences, as enunciated primarily by Lasswell and McDougal, and demonstrates how Q methodology can be employed for further elucidation. Concretely, Q technique is employed to illuminate junctures of "representative exposure," with factor analysis revealing the structures of the decisionmaker's self "that are ordinarily excluded from the focus of full waking attention." Among the conclusions reached is that free association and its subsequent submission to logic is an insufficient strategy for locating what McDougal has referred to as "the deep underlying equivalences in...demands for the values of a free society," and that any such probe is incomplete which does not include a Q methodological inquiry into the structuralization of the perspectives involved.

***Pornography and Ideology: An Empirical Assessment of Religious-Conservative, Liberal-Civil Libertarian, and Antipornography Feminist Positions*, Charles E. Cottle, Patricia Searles, Ronald J. Berger, and Beth Ann Pierce, University of Wisconsin-Whitewater**

The range of ideological positions on pornography is examined in terms of a set of opinion statements drawn from popular and academic writings as well

as from interviews, and loosely structured so as to include definitions, personal reactions, causes and effects, and policy recommendations; the P set incorporates individuals from diverse occupations, from attorneys and librarians to bartenders and porn-shop operators. Three factors resulted: the *religious conservatives* emphasize the dangers pornography poses to the moral development of children, the preservation of the family, and the moral fabric of society; the *liberal-civil libertarians* defend the right, based on First Amendment freedoms, to produce and consume pornography; the *radical feminists* emphasize pornography's role in perpetuating the subordinate social status of women, but in other ways reveal common concerns with the religious conservatives.

West Bank and Gaza Belief Systems: Process, Problems, and Results, J. David Gillespie and Thomas P. Weaver, Presbyterian College; and Ali Al-Jarbawi, Bir Zeit University

This study reports on the administration of Q sorts to 86 Palestinians living in the West Bank/Gaza region. Respondents represent a variety of backgrounds. The Q sample does not deal directly with Arab-Israeli relationships or attitudes toward Israeli occupation, but with more general beliefs. The resulting factors are characterized as "secular, modern, and socialist," "traditional, religious, and conservative," and "transitional." Consideration is also given to the political, cultural, and linguistic challenges facing researchers involved in comparative research--including, in this specific case, the volatility of the region and consequent suspicions of some Palestinian respondents, and also concern that the Israeli occupational authority might prohibit, restrict, or stop the research.

Educators' Attitudes to Philosophies of Music Education, Betty Anne Hanley, University of Victoria

Reece's philosophical approaches to music education (for fun, referentialism, absolute expressionism, and formalism) provided the basis for a Q sample administered to school board members, music consultants, principals, and high school and elementary school teachers. The Q sorts were performed under

two conditions of instruction: actual practice and ideal situation. The former produced four factors--hedonic, referentialist, and absolute expressionist plus a previously unidentified type labeled subjectivist because its proponents believe music is more than simply fun but also consider that knowledge about music might reduce enjoyment. The second Q sort also produced four factors (the most numerous being absolute expressionism) which were similar but not exact matches of the first four. Neither the educational role nor musical background of the Q sorters systematically entered into the results. A three-dimensional model of philosophies of music education emerges from the factor arrays and factor loadings from both sorts.

Ideology and Methodology in Researching the Social Construction of Lesbian Identities, Celia Kitzinger, University of Leicester

A Q methodological study of lesbian identities elicited five distinctive identity accounts: (1) lesbianism as personal pathology, (2) lesbianism as a radical political challenge to patriarchal power, (3) lesbianism as a source of true love, (4) lesbianism as a source of self actualization, and (5) lesbianism as a normal and natural sexual orientation. This study is presented in the context of the author's own ideological convictions in favor of one of the five accounts (no. 2), and explores the options open to the researcher, who is committed both to the accurate presentation of women's own subjective understandings of their lesbianism enabled through Q methodology, but also to the explicit promotion of one of these accounts, while exposing the political dangers inherent to the other four. The rejection of the covert imposition of values through the R methodological operational definition does not necessarily imply a liberal relativism, whereby all factor accounts are treated as equally acceptable versions of the social world; instead, we can and should present our own analyses of the political and social implications of each.

The New Financial Marketplace: Implications for Marketing and Public Relations, Doran Jay Levy,

Market Structure Research, Minneapolis; and Carol Morgan, Carol Morgan Associates, Minneapolis

In the changing financial marketplace, banks are experiencing competition from new directions, and brokerage houses and mass merchandisers are developing new investment methods, giving rise to the need for effective marketing communications strategies by which to attract consumer dollars. A Q study of 300 upper-income families in the Twin Cities focused on expectations about new financial opportunities, and resulted in three segments--Traditionals, Technicals, and Sophisticates--the major differences among which revolve around the channels through which they receive information, their willingness to adopt innovations such as telephone transfer, and their drive to maximize returns on investment. Marketing and communication strategies are recommended based on the study's findings.

Interbehavioral Psychology and Q Methodology, Parker Lichtenstein, Denison University (Emeritus)

Interbehavioral psychology holds that all psychological activities, from gross bodily movements to such subtle actions as thinking and feeling, have a field character. The unit psychological event or behavior segment consists of an integrated system of factors centering upon a stimulus function and a response function, and including a history of prior interactions, various setting factors, and a medium of contact. No basis is found for postulating an immaterial mind which directs behavior, stores memories, or produces images, nor is the brain as surrogate for the mind any more acceptable. Psychology should avoid the concept of subjectivity in the sense of something inner, private, or inaccessible. Properly regarded, subjectivity means simply uniqueness of occurrence. For Q methodology, subjectivity is seen as self reference, and as such it can be handled naturalistically and empirically. Interbehavioral psychology and Q methodology are complementary: while Kantor emphasizes the objectivity of self observation, Stephenson employs self-referent statements to prepare phenomena of the so-called mind "so that it can display its structure."

Time, Rationality, and Morality: Part of the Life of the Administrative Mind, Richard Martin and George Force, Slippery Rock University

This study examines administrative strategies for decisionmaking, based on a Q sort structured along three dimensions: time, form of logic, and moral type. With respect to *time*, attention is focused on the extent to which an administrator makes decisions based on past practice, present needs, or future plans. *Forms of logic* refers to whether an administrator is likely to emphasize scientific logic, social needs, or rule-oriented behavior. And by *moral type* is meant Kohlberg's stages of moral development. Respondents include upper-level university administrators and department chairpersons. Eight factors emerged, of which only a few will be discussed.

A Segmentation Study of Attitudes About Advertising, Charles R. Mauldin, Harte-Hanks Communication (Newspaper Division), San Antonio

Traditional industry studies of attitudes about advertising have consistently defined attitude on the basis of a "for it" or "against it" scale, a common finding being that not many people are concerned about the topic. This Q study provides a different look at this pervasive institution, however, revealing five different perspectives, each attitude having a basis different from the others. For one group, for example, advertising is a functional, positive topic which they approve of and defend; another takes a critical view which appears to protect the self from intimate psychological pain; a third attitude is shaped by conflicting desires to maintain independent values and to gain intimate contact with others; for a fourth, advertising is merely an amusing diversion; and a fifth group takes a self-reliant view about the connection between advertising and consuming. The study demonstrates why unidimensional studies of attitudes are almost certain to hide important subjective matters.

Ferment in the Field? A Q Study of Discourse on Critical Theory, Objectivity and Subjectivity, Patrick O'Brien and Albert D. Talbott, University of Iowa

A discourse on communication philosophy, theory and methodology is drawn from *Ferment in the*

Field, a special issue of *Journal of Communication*, and questions are addressed concerning the relationship of objectivism and subjectivism in mass communication research; which structures of belief, attitude and opinion form a context for the use of Marxism and critical theory; and what the above suggest about a research paradigm. Procedures outlined in Stephenson's version of Newton's Fifth Rule are applied for 16 authors, 12 of whom were contributors to the special issue; the Q sample was drawn from the authors' statements. Four factors are discussed and related to the research questions.

Brazil's Agrarian Reform Dispute, Patrick Peritore and Ana Karina Peritore, University of Missouri

A major promise of Brazil's New Republic, installed in 1985, was an agrarian reform to resolve the excessive concentration of land, foreign ownership, and low productivity. But this minimum agrarian reform was defeated by a concerted oligarchical campaign of political pressure, media dis-information, and violence against peasants, the church, unions and parties. This Q study is based on interviews with 47 informants from the oligarchy to the peasantry, and conducted in 10 cities of Brazil in the summer of 1987.

Time and Phenomenology, William Stephenson, University of Missouri (Emeritus)

These presentations will center around Stephenson's two most recent contributions to the series "William James, Niels Bohr and Complmentarity": (IV) "The Significance of Time" and (V) "Phenomenology." Previous contributions to this series appear in *Psychological Record*.

Methods of Belief: A Q Study of R Studies of Electoral Choice, Mark J. Wattier, Murray State University

Paris and Reynolds, in their *The Logic of Policy Inquiry*, argue that the results of R studies are more often expressions of personal belief than discoveries of scientific truth. In a study designed to investigate this possibility, students were first required to write a term paper in which they tested an electoral-choice hypothesis with R data from the 1984 presidential

election, and later to perform five Q sorts: a model of their own hypothesis, of how they themselves make electoral choices, of their perception of the textbook author's approach, of their perception of the instructor's approach, and of their papers' results. The Q sorts and terms papers are analyzed to ascertain whether Peirce's methods of belief--tenacity, authority, reason, and science--are evident in the results of the term papers.

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Subscriptions are available on a per volume basis only--\$7.00 for four issues (\$5.00 for individual subscribers from North America). Contact Steven R. Brown, Editor, *Operant Subjectivity*, Department of Political Science, Kent State University, Kent, OH 44242-0001, phone 216/672-2060.
