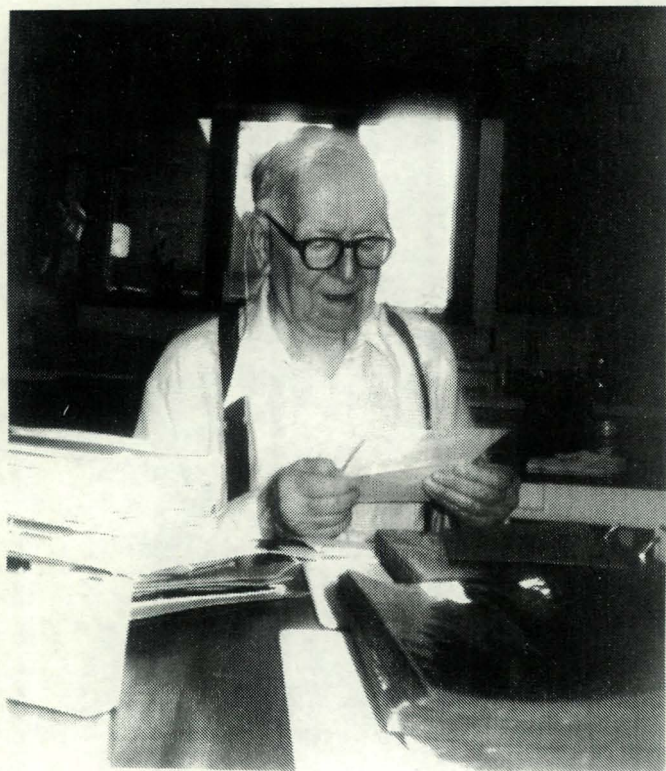
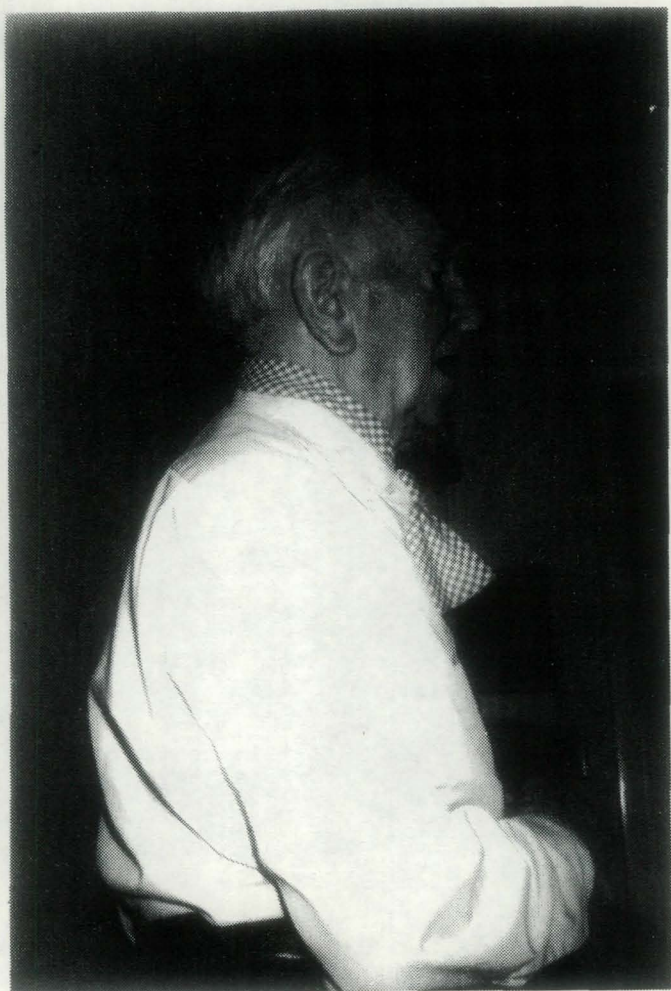


**WILLIAM STEPHENSON**  
**AT 85 (MAY 14, 1987)**



Friends and relatives helped William Stephenson celebrate his 85th birthday on May 14. Family members assembled three loose-leaf binders containing more than 70 letters (with more scheduled to arrive) from friends and former students and associates. Above, Stephenson is shown reading one of the many letters received. Below he is shown explaining a point (as only Stephenson can) to one of the guests, and sharing one of his books of letters with Joye Patterson. (Photographs by Averil E. Schreiber)



*Operant Subjectivity at 10*

And with this issue, a youthful *Operant Subjectivity* completes its first decade of existence.

Forty issues ago, in October 1977, William Stephenson's "Factors as Operant Subjectivity" was published, and served to launch this newsletter/minijournal. Since that time, more than 1700 new citations have appeared in "Q Bibliographic Update," which is almost three times the 590 references which



appeared in the 1968 bibliography (in *Perceptual and Motor Skills*), and attests to Q's continued momentum. Of the 110+ current subscribers, well over half have been subscribers since the beginning, indicating a dedicated core of persons interested in the broader issues which this newsletter has endeavored to feature. Almost 1500 pages have appeared between these covers during the same time period, primarily articles (70 of them, almost 30 by Stephenson), but also news and notes concerning initiatives in Canada, Latin America, Europe, Africa, Australia, and Asia.

And there have been two international Q conferences (1985, 1986), with a third scheduled for November of this year (see below), all of which indicates the emergence of Q, and the science of subjectivity which it sponsors, as a perspective increasingly to be reckoned with in the fields of psychology, journalism and communication, political science, nursing, religious studies, medicine, ad-

vertising, social relations, philosophy, and related fields.

And so, from us all: *Happy Birthday William Stephenson and Operant Subjectivity!* Here's to another productive decade.

PREVIEW: THE THIRD Q CONFERENCE  
November 12-14, 1987

The Third Institute for the Scientific Study of Subjectivity ("Q Conference") is scheduled for November 12-14 in the School of Journalism, University of Missouri, and the following papers are among those which have been proposed:

- Leonard J. Barchak (McNeese State University), *Q Studies for the Finnish National Broadcasting Company*
- Neeloo Bhatti (Yale University), *Dispelling the North American Acid Rain Clouds: Developing a Framework for Political Consensus Through the Identification of Elite Viewpoints*
- Donald J. Brenner (University of Missouri), *The Stephenson Research Center: Current Activities and Visions of the Future*
- Steven R. Brown (Kent State University), *Values and Decisions*
- Charles E. Cottle, Patricia Searles, Ronald J. Berger, and Beth Ann Pierce (University of Wisconsin-Whitewater), *Pornography and Ideology: A Q-Method Analysis*
- Betty Anne Hanley (University of Minnesota), *Educators' Attitudes to Philosophies of Music Education*
- Celia Kitzinger (University of Leicester, England), *The Social Construction of Lesbian Identities*
- Doran Jay Levy (Market Structure Research, Inc., Minneapolis) and Carol Morgan (Carol Morgan Associates, Inc., Minneapolis), *Development of Public Relations Strategies in the Changing Financial Marketplace*