

SECOND ANNUAL INSTITUTE

FOR THE SCIENTIFIC STUDY OF SUBJECTIVITY

October 16-18, 1986--University of Missouri-Columbia

*Program Chair*

Professor Irvin Goldman  
Department of Communication Studies  
University of Windsor  
Windsor, Ontario N9B 3P4, Canada

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*Thursday, October 16*

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Afternoon and evening arrival at the Broadway Inn, downtown Columbia. A social will be held between 8-10:00 p.m. at the Inn. Unless otherwise indicated, all other events will be held at The Forum, Gannett Hall, School of Journalism, University of Missouri.

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*Friday, October 17*  
*Advertising and Promotion*

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Registration and Continental breakfast

Welcome

Morning Session

*Quantum Theory of Advertising*, William Stephenson, University of Missouri (Emeritus)

The session is offered as thanks to the many M.A. and Ph.D. graduates who have helped in developing a subjective approach to advertising theory and research. This includes Drs. Tena Cummings, Don Sunoo, Robert Olins, Doran Levy, Richard

Schreiber, and Charles Mauldin, and M.A. graduates Bruce Coe, L. Martinez, James Feaster, Claude Lewis, Anthony Walch, Margaret Knight, Ruth Bratek, Lynne O'Shea, John Graves, Thomas Drese, Frank Branham, George Goodall, and others from other departments of the University. Funding from the American Association of Advertising Agencies helped to finance some of the studies, and this is gratefully acknowledged.

The session has three sections:

- Psychology of Advertising
- Psychological Campaigns
- Quantum Theory of Advertising

Each makes use of my own studies, for the main part. The *Quantum Theory* manuscript was begun six years ago, but has been brought up to date, and represents a distinct contribution to subjective science, as well as to advertising theory.

#### Afternoon Session

*Attitude Segmentation and Community Action: Communication Strategy for Sex Education for the Retarded*, Charles Mauldin, Harte-Hanks Communications (Newspaper Division), San Antonio

This presentation demonstrates the utility of Q methodology in the development of a communication strategy when faced with a strong and vocal opposition. Based on prior Q studies of institutional employees concerning the needs of the physically and mentally retarded, the current study focuses on the efforts of a school system and the resistance which it encountered when it endeavored to initiate a sex education program for the retarded. The results reveal the nature of the thinking of the contending forces, and suggest what to do about this attitudinal diversity in order to forge the consensus necessary for the proposal's success.

*Seeking the "Uncommon" in a Sales Staff's "Common Sense" Market Perceptions*, G. Norman Van Tubergen, University of Kentucky, and Communication Research Inc., Chicago

Q methodology, as an applied market research technique, provides an unparalleled refinement in understanding the subjective experiences which surround the use of a particular product or service in a consumer's mind. Such understanding, it is hoped, will translate into marketing communications which are better targeted and more effective. However, marketers, like academics, often ignore important research findings because the overall results seem, on the surface, obvious and "common sense." This paper reports a study in which sales personnel performed a cross-perception Q sort for their target market. The resulting typical response patterns, when compared with the actual patterns found in the market, brought to light subtle, but critical, areas of misperception which staff training could work to correct.

*Implementation of Segmented Marketing Strategies Using Q Methodology*, Doran Levy, Market Structure Research, Inc., Minneapolis

Audience segmentation as a marketing strategy presents problems and challenges at the implementation stage of the process. This presentation will focus on how the decision-maker takes output from a Q study and implements it in a marketing program. Consideration will be given to the implications of decisions which are made in the course of implementation, to problems which marketers face, and to strategies for getting around these problems.

Evening Session

Reception (Alumni Center)

Banquet

Address: *Beyond Behavior...Into Motivation*, Elias H. Porter, President, Personal Strength Publishing, Pacific Palisades, CA

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*Saturday, October 18*  
*Theories and Social Issues*

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Morning Session

*When Social Issues Are Multiplexly Represented: Q Methodology, Social Policy, and Participant Democracy*, Wendy Stainton Rogers, Open University; Rex Stainton Rogers, University of Reading; Ian Lowe, Griffith University; Celia Kitzinger, University of Leicester

In the parliamentary democracies, social policy in areas such as energy, health, or human rights has traditionally been evolved using the methods and cultural institutions of bimodal debate (e.g., party political divides, courts of inquiry, referenda). This decision-making paradigm is reflected in social science theory and operationalization through the construction of metrics of attitude, public opinion, belief and value which objectify the taken-for-granted dimensions of representation. However, to do so is to *assume* a social consensus over the *structure* of issues, a position which becomes increasingly untenable as the cultural plurality of the collectivity concerned increases and new worldviews (e.g., holism) reconstruct the axioms of debate. Q methodology, which abduces underlying multiplexes of understandings free of preconceptions as to the configuration of the propositions concerned, offers not only a radical alternative research technique but also a procedure for the fostering of awareness of the plurality of constructions of an issue and hence of policy evolution in the context of a cosmological mosaic. Empirical illustrations in the domains of energy policy, human rights, and health are offered in support.

*Q Factors and Developmental Models: The Case of Changing Attitudes Towards War and Nuclear Weapons*, Brian D'Agostino, Columbia University

Q factors are generally thought to represent attitude systems coexisting at a single point in time,

which is indeed correct. In some cases, however, those same factors can also represent stages in an historical process of attitude development. In this paper, a developmental model of this sort is offered regarding attitudes towards war and nuclear weapons. The model begins to make sense of recent historical shifts in attitude, such as the drift of public opinion in favor of arms control and disarmament. While only a panel survey taken at two or more points in time could adequately test the model, this paper presents Q-sort data from one point in time that already suggests a developmental interpretation. This interpretation is suggested by different degrees of affective/cognitive consistency, and hence stability, within each of the three attitude systems modeled by Q factors.

*The Meaning of Politics: Beginning the Search Among College Students*, Joseph Koshansky, Centenary College of Louisiana

This study proposes the use of Q methodology and its techniques to explore students' perceptions of politics. It is assumed that perceptions of political reality form the basis for the development of political opinions and behavior. The study returns to a basic question in the discipline of political science: How do people think about politics? It challenges the role of political scientists as the sole political experts, or experts of what is political. The students in this study expressed their version of politics by means of the Q sort. Differences of opinion about the meaning of politics were discovered by examining how the definitions in the Q sample, which were gleaned from the scholarly literature and students' essays, were sorted. Six "new" definitions of politics were constructed. This finding suggests that there is not only a convergence of views among individuals, but also that there are many different convergences. This finding raises the question of how political order is formed when the individuals of a community hold different definitions of politics. This study is an effort to expand the focus of political science by demonstrating that students, peripheral members of the discipline, can imaginatively construct complex and diverse definitions of politics.

## Break

### *Subjectivity and the Policy Sciences*, William Ascher, Duke University

The policy sciences and the Q methodology movement share key concerns over the status of subjectivity in social science theory and the importance of an open-ended epistemology. From its founding in the 1930s, the policy sciences identified misspecified policy discourse as a major impediment to good policy and the pursuit of human dignity. Q methodology is among the strongest approaches for establishing when and how perspectives based on different dimension priorities lead to unnecessarily destructive clashes. The Q methodology movement's bold rejection of the "representativeness" criterion and the misplaced parsimony of R methodology also parallels the policy sciences' rejection of the simplistic general-law approach. These commonalities are reflected by the increasing use of Q methodology by policy scientists and the popularity of the Lasswellian framework to some Q methodologists.

### *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."

### Afternoon Session

*Storylistener Subjectivity in Response to Mark's Passion-Resurrection Narrative*, Kenneth Parker, Eastern Baptist Theological Seminary, Philadelphia

Amidst a two-decade resurgence of interest in storytelling throughout the USA, a network of storytellers has attempted to recapture the ancient practice of telling the stories of the formative events and founding parents of the Judeo-Christian religion. This study employed Q methodology to explore how listeners respond subjectively to a storytelling presentation of a biblical narrative. The two types of storylistener discovered reported imaginative and other kinds of cognitive response; whereas one type reported emotional involvement in the story event, however, the other expressed a critical detachment from it.

*A Subjective Scientific Investigation Into Canadian Identity*, Ivan Emke, Carleton University; Irvin Goldman, University of Windsor

This study of Canadian identity and communication utilizes the mass media as a methodological device. Past theory on collective Canadian identity is explored, and a Q-methodological inquiry into the underlying subjectivity of eight single cases is undertaken. A Q sample was selected from *Maclean's* magazine, and included 48 statements, culled from seven years of publication. Eight individuals, selected according to the Thompson design, provided Q sorts under 10 conditions of instruction: important now, tolerance, French Canadian media, ideals, authoritative, U.S. media, play, Canadian media, public good, and self. The factors indicate an orientation toward collectivity, an interest in the public good, and a positive attitude toward institutional authority. To qualify these results, a more extensive, comparative analysis of two respondents was performed. Both expressed interest in the public good, with one exhibiting more social concern and the other being more individually-oriented. Both also exhibited a separation between Canadian identity and

the American character, the former concerned with tolerance, diversity and collectivity, and the latter with libertarianism, individual rights and power.

*Are We All on One Factor? Q Methodologists' Scientific Paradigms*, Sharon Yoder, University of Missouri; and Donald J. Brenner, University of Missouri

This study reports on the administration of a Q sort to 22 of the participants attending the First Annual Institute (July 1985). The Q sample, originally developed by Leonard Barchak (see OS, July 1984), produced four highly correlated factors, indicating a common core of agreement among Q methodologists. The first factor is tolerant of ambiguity in research and doubts the possibility of absolute knowledge, the second accepts the inexactness of method but believes that we must accept the results, the third is concerned to distinguish the world from our perception of it, and the fourth is most certain about rejecting certainty and doubts that methodology dehumanizes. The factors are compared with Barchak's, the results being the same--namely, one absolutist factor and three others which accept the fallibility of science.

## Break

*Attitudes Toward the Accord: An Australian Study*, Darcy McDonell, Australian National University, Canberra

Q methodology is employed in this study to model attitudes currently held in the Australian community toward The Accord, the economic policy agreement negotiated by the Australian Labour Party and the Australian Congress of Trade Unions. This particular study is part of a larger project in which Q will be used to determine attitude sets on various matters of political relevance, their integration being established in terms of system-analytic principles.

*On the Varieties of Civil Religious Experience: Attitudinal Dimensions of Merging Religion and Politics*, Bruce F. McKeown, Seattle Pacific University; Dan B. Thomas, Wartburg College

The history of civil religion demonstrates the power and utility of merging two fundamental human



processes; their action can reinforce and serve the other. Thus, civil religion has been brought into the service of maintaining the status quo, justifying social and political change, protecting personal position and advantage, and so forth. It has no single purpose; several manifestations have been identified and empirical research has demonstrated how they may function in the political realm. This paper, relying primarily upon Q methodology, differentiates three operant civil religion factors as perceived and modeled by two respondent samples from Iowa and Washington: *Transcendent-Prophetic* (typically liberal in orientation, not hesitant to call national policies in question, and wary of the Christian New Right's political activism), *Nation-Under-God-Priestly* (supportive of America as a moral agent, identifies strongly with the Moral Majority and conservative politics, yet maintains a critical distance and posture that calls for national affirmation of the sovereignty of God), and *Nation-Under-God-Prophetic* (strongly religious, evangelical in perspective but denying the political-religious accommodations of the fundamentalist New Right and the Moral Majority; emphasis is placed upon spiritual and political humility). These are described and then correlated with other attitudinal descriptors which facilitate their interpretation and comparison with the literature.

*Opinion Types on the Brazilian Party Left: A Q-Methodology Study*, Patrick Peritore, University of Missouri

This paper will present the results of the study for which the field notes are reported beginning on the next page.

*From the readership...*

"Here's a check for my O.S. renewal. Keep those positive reinforcements coming!"