

## NEWS, NOTES &amp; COMMENT

*The 1985 NPSA Q Panel.*

Three papers were presented on a panel entitled *Empirical Political Theory and Q Methodology* at the most recent meeting of the Northeastern Political Science Association, November 14-16, 1985, at the Sheraton University Hotel, Philadelphia. This was the fourth conference panel devoted to theories and principles innovated by William Stephenson: It was preceded by the *Q Methodology Symposium*, American Educational Research Association, February 1971, New York; a panel on *Stephenson's Play Theory of Mass Communication*, Eastern Communication Association, April 1980, Ocean City MD (summarized in *OS*, January 1981); and a panel on *The Use of Q Methodology in Political Science*, Southern Political Science Association, April 1982, Atlanta (summarized in *OS*, April 1983). Summaries of the NPSA papers follow:

Kathleen Dolan (Political Science, U Maryland) and Bruce F. McKeown, "Popular Conceptions of Political Corruption: Implications for the Empirical Study of Political Ethics." Corruption is an everpresent feature of the American political experience, yet despite its sometimes dramatic history and the attention afforded it by journalists, the related literature in political science surprisingly is not extensive. Since the 1970s, several systematic studies have investigated its origins and conditions; however, the topic remains conceptually muddled in large part due to the varying and idiosyncratic operational definitions employed. This circumstance, in turn, has obstructed comparative analyses and the development of sound empirical theory. The research reported in this paper is representative of alternative methods devised to ascertain popular conceptions and meanings of political corruption. The resulting public conceptions are then studied in light of professional and social science opinions. It is the authors' contention 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 methodo-

logical problems of mainstream social science.

Ann M. Martino (Dickinson College), "Conflict in Organizations: A Q-test of Bureaucratic Behavior." This study explores the subjective motivations underlying bureaucratic behavior by focusing on a specific class of bureaucratic professionals--safety engineers and industrial hygienists in the employ of the Occupational Safety and Health State Participation Program (OSHA-SP)--who have been delegated broad discretion in performing their tasks. Via Q technique, 12 OSHA-SP inspectors reveal how they view their role in the organization, and the results challenge conventional wisdom (that street-level bureaucrats desire to accommodate authority), indicating instead that bureaucrats make decisions in a manner similar to that employed by politicians, i.e., as representatives of the clientele groups they serve. The Weberian ideal--of efficiency, effectiveness, and neutrality--thus stands revealed as less a description of, than a prescription for the administrative process.

James M. Carlson (Providence College) and Richard Martin, "Conceptions of Representation: A Study of Delegates to Party Conventions." A sample of 13 delegates to either the Democratic or Republican 1984 National Party Convention Q sorted 36 statements related to representative role orientations (trustee, delegate), constituencies (district, state, party officials, candidate, demographic group, interest group), and issues (foreign policy, economic issues, social issues). The *trustee* factor believes that representatives should follow their own convictions in decision-making, even when contrary to the expressed wishes of constituents. The *delegate-servant* believes in faithfully expressing the views of the citizens of the states represented rather than the delegate's own personal views. The *group representative* believes him/herself to be a delegate of a specific interest group (e.g., the American Federation of Teachers, the Coalition of Labor Women), and bound to represent the group's point of view. The *candidate representative* has a sense of loyalty to a specific campaign organization and expresses a need to support the views of a particular candidate. None of the factors regarded

itself as delegate-bound to the public at large. The study demonstrates the advantages of viewing the problem of representation as a subjective process in which the delegates themselves reveal their own opinions about whom they represent and about how much independence they should have in convention decisionmaking.

#### *Other Recent Papers and Publications*

Charles E. Cottle (Political Science, U Wisconsin-Whitewater), "Ideology and Salary Distribution: A Case Study at a Wisconsin Campus," *Wisconsin Sociologist*, 1985, 22, 173-190. This study examines the positions taken by faculty and academic staff on a University of Wisconsin campus during a period of intense political conflict over salary issues. A 42-item Q sort related to principles of salary distribution was administered to 47 faculty and academic staff, and the resulting five-factor solution revealed the patterns of ideological commitment and underlying theories of distributive justice. *Factor 1* complains about the institutionalized stratification in prestige and reward which favors administrators. *Factor 2*, advanced by senior professors, is concerned with salary compression ("The longer you are here, the worse off you are"). *Factor 3* is ideologically committed to egalitarianism and the principle of comparable worth. *Factor 4* is a junior professor vantagepoint which questions the fairness of solving the salary compression problem of senior professors at the expense of the more meritorious junior faculty, resulting in rewards for "free loaders" and "dead wood." *Factor 5* embodies a competitive market theory: "The market price for faculty and academic staff should be the primary consideration in determining salaries...." Guidelines imposed systemwide emphasized merit, competitive market factors, and the problem of salary compression, hence incorporated potential areas of consensus in the Q-sort results, save for the egalitarianism of factor 3.

Carole A. Barbato (Speech Communication, Kent State U), "Uses of Interpersonal Communication," Speech Communication Association of Ohio, Columbus, October 1985. In this study, 123 students maintained diaries on their interpersonal communicative behaviors, keeping track of

where the communications occurred, with whom, why, on what topics, and when. A Q sample of 40 statements was drawn from the diaries, including both personal and mediated communication categories, and administered to 32 subjects. Three factors resulted, two of which were bipolar. The first was a general factor with which 30 of the subjects were associated, and expressed an *other-oriented* use for interpersonal communication, as the following distinguishing statements indicate: "I talk to others to let them know that I love them and care about them," and "I talk with others to show my concern for them; I want them to know that I am around for them whenever they need me." The second factor (bipolar) represented *instrumental/self-help* viewpoints: "I talk to people so that they can build my confidence; my friends always seem to know just what I need to hear" vs. "I talk with people just because I am interested in what they have to say." The third factor, also bipolar, represented *emotional/expressive* uses of communication: "I talk with others to let them know what I am feeling about something; I think that it is important not to keep your feelings bottled up inside of you" vs. "I talk with others to relax and to have a laugh or two." The discussion which followed focused on the relationship between personal and mediated communication, on the effect of methodology on the number of categories in communication research, and on the parallels between the interpersonal and uses-and-gratifications theories for explaining why people talk with others.

Sue Hoevelman (Jenks Public Schools, Jenks OK), "A Q Study of Three Teacher Perceptions," American Educational Research Association, Chicago, March 1985. This study focuses on the issue of merit pay for teachers and employs a Q sample structured around four characteristics: Classroom manager (e.g., "Provides materials and supplies for students"), teacher (e.g., "Provides students with specific evaluation"), humanist ("Demonstrates sensitivity in relating to students"), and professional ("Seeks formal training beyond a bachelor's degree"). Sixty-one subjects from two school districts (large urban and small rural) sorted 48 statements under three conditions of instruc-

tion which were factored separately: (1) Which characteristics are most like/unlike you as a *teacher*? (2) ...most like/unlike those of *effective teachers*? and (3) ...most like/unlike those of teachers who *should receive merit pay*? Three factors emerged from the teacher condition: Classroom manager, conformist, and student-oriented individualist. Three factors also emerged from the effective teacher condition: Natural teacher, idealistic instructor, and casual humanist. And the merit pay condition produced two factors: Interactive controller and type-Y leader. Among the conclusions reached are the following: (1) No one best existing type of teacher can be the model for administrators evaluating for merit pay purposes because teachers' self perceptions, perceptions of effective teachers, and perceptions of merit pay recipients vary; (2) merit pay plans must be devised locally as differences exist in the perceptions of teachers depending upon locale, gender, level taught, and experience; (3) student discipline is not an important area in teachers' perceptions; (4) the teacher who would receive merit pay from the subjects in this study would be evaluated on her expectation of student achievement and demonstrated awareness of needs of students, two characteristics that require subjective and, therefore, multiple observations and evaluations; and (5) additional studies are needed to establish definitions for terms such as *expectations*, *effective instruction*, and *awareness of needs*.

John Logue (Political Science, Kent State U), Bill Mesaros, Bob Silvanik and Trudy Steuernagel, "All Buy Ourselves: A Study of an Employee Buyout Attempt," American Political Science Association, New Orleans, 1985. Following an historical summary of efforts by U.S. workers to buy out the firms in which they work (as an alternative to plant closings), a Q-sort study is presented of former employees of the A.C. Williams Company of Ravenna, Ohio, the seventh oldest foundry in the United States prior to its shutdown in 1983. Three Q factors emerged from the intensive study of 11 former employees following unsuccessful buyout attempts. Central to factor I is the role of the plant in maintaining the community and family life of its

employees and, as the scores below show, in providing them with a share of the benefits: "Employee ownership will enable the workers to fairly share all the advantages of ownership--profit, knowledge, and power" (+4 +1 -2). Factor II was less interested in workplace democratization, but in controlling one's destiny and in job-saving: "What is important, more important than anything else, is saving my job" (0 +3 -4). Factor III was emotionally involved with fellow workers and, although otherwise supportive of management prerogatives, viewed the buyout as the last remaining way to maintain these relationships: "Cooperation and a sense of belonging to a group are more important to me than higher wages" (0 -2 +3). (The lone person defining this factor cried as she did the Q sort.) The social injustice of plant closings is reflected in the consensus: "This factory had been part of our community for generations. We made this factory what it is and we have a right to the jobs in it" (+3 +3 +3). The financial and other institutions in the community and state failed to support this effort at worker self management at the same time that the workers were proving themselves at least as committed as their middle-class brethren to the practices of democracy: The workers "are a democratic vanguard," the study concludes, "and the future of workplace democracy in this country depends in part on the ability of the rest of the culture to keep pace with the workers."

### *Sage Initiatives*

Following an unsuccessful first effort, Sage Publications has once again given preliminary approval for a monograph on Q methodology in their prestigious series, *Quantitative Applications in the Social Sciences*. This time the commissioned authors are Bruce F. McKeown and Dan B. Thomas, respectively of the School of Behavioral Sciences, Seattle Pacific University, and the Department of Social Sciences, Wartburg College. The approximately 100-page monograph is scheduled to appear in the fall of 1986, and will cover major technical aspects with a variety of applications.

Also scheduled to appear, in February 1986, is vol. 1, no. 1 of *Person-Centered Review*, a new Sage journal devoted to research, theory, and application of Carl Rogers's client-centered approach. Edited by David J. Cain (California Polytechnic State University, San Luis Obispo), this international quarterly will include research studies; reports on the practice of therapy, supervision, group facilitation, and training; theoretical contributions; case studies; and book reviews. The inaugural issue will include "What Makes a Good Helper" by Arthur W. Combs, "The Dilemma of a South African White" by Carl R. Rogers, plus a complete bibliography (1930-1985) of the works of Rogers, who will serve as consultant to the *Review*. The one year introductory rate for individuals is \$22.50 (10% discount); the three year charter subscription is \$60 (20% discount). Subscriptions can be ordered from Sage Publications, Inc., P.O. Box 5024, Beverly Hills, CA 90210, phone 213/274-8003.

### *The Forced Distribution*

John M. Bolland (U Alabama), "The Search for Structure: An Alternative to the Forced Q-sort Technique," *Political Methodology* (forthcoming). *Abstract*: Q methodology and its attendant Q-sort technique have played an important role in the study of political attitudes, beliefs, and values. Yet, the structural requirements the Q-sort technique typically imposes on the data it generates (i.e., a large number of categories, a quasi-normal distribution) may also make it inappropriate. An unforced alternative to the forced Q-sort technique is proposed, along with a set of nonmetric or quasi-nonmetric analysis procedures. These procedures are then used to analyze a set of forced Q-sort data. The results are very comparable to those yielded by correlational and factor analytic procedures, suggesting the validity of the alternative procedures in a controlled situation.

Steven R. Brown (Kent State U), "Comments on 'The Search for Structure'," *Political Methodology* (forthcoming). Bolland mistakenly assumes that Q sorting consists of dividing statements into several "distinct" (nominal) groups, whereas the task is ordinal

in nature, hence less demanding on the cognitive capabilities of the person. Moreover, the forced distribution is not a statistical conclusion to be tested --i.e., it has never been asserted that people naturally sort statements into a quasi-normal distribution; rather, the forced distribution is a model (of the Law of Error) which is designed to help the Q sorter think about the problem. The fact that thousands of persons of all kinds have successfully completed Q sorts on a vast array of topics is offered as a counterpoint to the theoretical claim that they cannot.

*Additional Forthcoming Publications and Presentations*

Karen E. Dennis (Francis Scott Key Medical Center, Johns Hopkins U), "Q Methodology: Epistemology and Technique," Issues in Nursing Research: Third Annual Research Conference, University of Utah College of Nursing, Park City UT, February 25-28, 1986. This invited presentation will cover a range of topics and applications of Q to issues in nursing. Dennis is also the author of "Q Methodology: Relevance and Application to Nursing Research," *Advances in Nursing Science* (forthcoming), in which the principles of Q sample structuring, person selection, Q sorting, factor analysis, and interpretation are presented and contrasted with R methodology. Dennis can be reached c/o P.O. Box 25925, Baltimore MD 21224.

Dan Thomas (Wartburg College) and Lee Sigelman, "Presidential Identification and Policy Leadership: Experimental Evidence on the Reagan Case," in George C. Edwards III, Steven A. Shull, and Norman C. Thomas (Eds.), *The Presidency and Public Policy Making* (Pittsburgh, PA: University of Pittsburgh Press). This study appeared originally in *Policy Studies Journal*, 1984, 12, 663-675, and was summarized in *OS*, 1984, 7, 64.

Mark J. Wattier (Political Science, Murray State U), "Discovering Campaign Themes: Reinforcement with Q Method," *Election Politics*. This is a revision of the author's "Campaign Consulting with Q Methodology" (Midwest Political Science Association, Chicago 1985), which was summarized in *OS*, 1985, 8, 69-70.

M.J. Willoughby (Political Science, U Minnesota),



"The Politics of Security: Attitude Structures Toward the Nuclear Freeze, a Pre- and Post-Test of the Impact of the KAL Incident," *Social Science Quarterly*. This study utilizes Q methodology and a symbolic politics perspective to investigate the structure of attitudes toward the nuclear freeze resolution and, in a type of "natural experiment," examines the impact on these structures of the Soviet downing of Korean Airlines Flight 007, finding surprisingly little change among respondents.

Thomas R. Hensley (Political Science, Kent State U), Joyce A. Baugh and Steven R. Brown, "The 1986 Abortion Decision and Supreme Court Legitimacy [tentative]," American Political Science Association, Washington DC, August. The focus of this study is on the Supreme Court's presumed ability to affect public opinion by conferring legitimacy on specific valued outcomes, in this instance concerning the issue of abortion (in forthcoming decisions, *Thornburgh v. American College of Obstetricians and Gynecologists* and *Diamond v. Charles*). Q sorts will be administered to salient publics in late winter or early spring of 1986 (before) and again following the Supreme Court's decision (after) to determine which factor-analytically defined groups, if any, alter their views, and in what directions, as a function of the Court's decision.

Hensley, Baugh and Brown will also present a paper on "Communication Aspects of Supreme Court Legitimacy: The 'Moment of Silence' Case [tentative]," Law and Society Association, Chicago, June. Based on Harold Lasswell's definition of the communication process--Who says what, to whom, through which channel, with what effect?--this Q study will examine the sources through which individuals received information concerning the Supreme Court's decision in the 1985 school prayer case (*Wallace v. Jafree*).

### *Bibliophiles, Beware!*

"Q Methodology" was one of the key words in *Resources in Education* used to index M.A. Gunter and S.D. Lopez's "Investigating Student Perceptions of the Use of Video-Taping in a Teacher Education Program Using Qualitative Methods" (February 1984), but as it turns

out, the key word refers to "qualitative methodology." The 13 page report, available through the ERIC Document Reproduction Service, relies on a rather unsophisticated reporting of student comments gathered under rather unsophisticated content-analytic categories. Q methodology, as readers of this newsletter know it, could have been put to good use.

And one would have expected no ambiguities at all in a conference paper entitled "'Q-sort,' an Algorithm for Handling Statistical Analyses of Complex Equilibria," but this paper, by M.D. Johnston, Jr., describes a procedure for investigating "acid-base titrations and fast-exchange complexation in NMR"! For persons deeply into such matters, the paper is summarized in *Abstracts of Papers of the American Chemical Society* (Seattle, March 20-25, 1983, #COMP-0005).

### *Romanesque and Newtonian Backgrounders*

In *Q-Methodology and the Romanesque Concourse*, one of the "Ten Pillars of Q-Methodological Wisdom" (see *OS*, September 1985, pp. 1-2), William Stephenson reminds us of the debt owed the eleventh and twelfth centuries, and persons wishing to convince themselves that threads of modern science and other endeavors can be discerned before the Renaissance will find their efforts rewarded in a reading of Charles Homer Haskins's *The Renaissance of the Twelfth Century* (Cambridge, MA: Harvard University Press, 1927), supplemented by a more recent volume celebrating Haskins's classic: Robert L. Benson and Giles Constable, with Carol D. Lanham (Eds.), *Renaissance and Renewal in the Twelfth Century* (Cambridge, MA: Harvard University Press, 1982). Haskins notes that Emperor Frederick II (1194-1250), even before Roger Bacon (1214?-1294), was a careful observer and experimenter who often went so far as to disembowel men so as to demonstrate the effects of exercise on digestion, and to seal a man in a wine cask to prove that the soul dies with the body. (What would the Human Subjects Review Board say about that?!) Of particular interest is John F. Benton's chapter in the Benson and Constable volume (pp. 263-295) on "Consciousness of Self and Perceptions of In-

dividuality," but there are enlightening chapters as well on education, religion, law, philosophy, literature, and the arts.

And for those interested in the author of Newton's unpublished Fifth Rule, there is historian Gale E. Christianson's new biography, the first in 50 years, *In the Presence of the Creator: Isaac Newton and His Times* (New York: Free Press, 1984), a 623-page work which traces the recluse genius from his introspective boyhood through adulthood, and places him in the context of the political and religious turmoil which paralleled his discoveries.

### *Voices of Authority*

It was common during the Middle Ages for the authority of Aristotle to be invoked on a wide variety of matters without checking into the situation, but one can only wonder whether the passage of time has brought circumspection with it. Witness the following words of wisdom concerning Q methodology:

...it is unwise to use fewer than fifty or sixty items, since it is difficult to achieve stable and reliable results with a smaller number.

...it is difficult and time consuming to administer Q sorts to a large sample of individuals. Without a sizeable sample, it becomes problematic to generalize the results of the study to a broad population of individuals.

These edicts are found in Denise F. Polit and Bernadette P. Hungler's *Nursing Research: Principles and Methods* (2nd ed., pp. 356, 357), Philadelphia, J.B. Lippincott, 1983. They are of course supported by erroneous assumptions--e.g., that the aim in Q is to generalize *facts* to broad populations, as a matter of statistical induction--but they are also intellectual inheritances which have been uncritically accepted and equally uncritically passed on, and it is extremely doubtful that the slightest effort was expended, blasphemously, to test their tenability. By now there must be hundreds of cases of Q samples well below the

recommended 40-60 statements, many of which have been accompanied by highly reliable performances. As to generalizability, it has always been the case in Q that generalizations apply to persons of the same *type*, irrespective of the numbers of persons belonging to the type. Nor is generalizability in the conventional sense to be confused with lawfulness: As has also been shown on repeated occasions, any single case can be shown to be lawful in the sense of behaving in systematic ways, although one person's systematics may not be the same as another's. (See, for example, William Stephenson's "Perspectives on Q Methodology: IV. Behavioral Worlds," *Operant Subjectivity*, 1985, 8, 83-87.)

### *Foundations of Understanding*

*Poetry and Experience* is the first of a 6-volume translation of the major writings of Wilhelm Dilthey (1833-1911), currently being published by Princeton University Press under the general title *Selected Works*. Dilthey figures into Q methodology via his concept of *Verstehen* (understanding) since it is the person's understanding of a situation that is intrinsic to the Q sorting and central to all subsequent analysis and interpretation, as stated in William Stephenson's (1962) "A Note on the Methodology of Clinical Explanation," *Psychological Record*, 12, 101-103. Additional volumes scheduled for the Dilthey series are *Introduction to the Human Sciences*, *Problems of the Human Sciences*, *Foundations of the Human Sciences*, *Hermeneutics and the Rise of Historical Consciousness*, and *Philosophy and Life*.

### *Political Methodology*

The newly formed Political Methodology Society has recently published its first newsletter and has adopted as its official journal *Political Methodology*, under the editorship of Christopher Achen. Achen has issued a call for articles, and promises "methodologically competent reviews and the best editorial supervision I can muster." He is also spearheading a petition to establish a methodology section of the American Political Science Association. Persons interested

in the Society should contact its president, John E. Jackson (Political Science, University of Michigan, Ann Arbor MI 48109). Those interested in the petition and/or *Political Methodology* should contact Achen (Political Science, University of Chicago, Chicago IL 60637). Announcements or comments for the *Newsletter of the Political Methodology Society* should be addressed to its editor, David John Cow (Center for Social Analysis, State University of New York, Binghamton NY 13901).

### *Information and Schemata*

A Study Group on Political Information Processing has also been established, one of its purposes being to compile and distribute abstracts of current and recent research proposals, publications, and unpublished reports on topics relevant to political information processing. For further information, contact Milton Lodge, Study Group on Political Information Processing, c/o Laboratory for Behavioral Research, State University of New York, Stony Brook NY 11794. A significant forthcoming publication in this field is *Political Cognition: The 19th Annual Carnegie Symposium on Cognition* (Hillsdale NJ: Lawrence Erlbaum, 1986), edited by Richard R. Lau and David O. Sears, which devotes considerable space to the concept of *schema*. Although contemporary cognitive theory otherwise tends to overemphasize the storage and retrieval of information, the schema concept has long been of interest in Q methodology--e.g., in Peirce's Law of Schemata, as described by William Stephenson, "Consciring," *Communication Yearbook 4*, ed. D. Nimmo (New Brunswick NJ: Transaction Books, 1980), p. 23.

## Q BIBLIOGRAPHIC UPDATE (CONTINUED)

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