

50 YEARS OF Q METHODOLOGY

This issue of *Operant Subjectivity* goes to press on June 28, 1985, which is 50 years to the day since William Stephenson took pen in hand to inform the Editor of *Nature* of a new methodology which he had invented and which eventually became known as Q methodology. Everything that Q has come to stand for is implicit in these four short paragraphs, and all of it was foreseen at its inception, as was attested to during the course of an interview held on August 11, 1983:

Q. Handel said that he saw *The Messiah* in its totality before he ever wrote one note, and I was wondering if you saw Q in its totality, or if it was something that just gradually emerged as sort of the next logical implication of what had come before. Was it something that just bloomed slowly...?

A. If you read the letter that I wrote to *Nature*, it shrieks of actual insight. It was written in such a way that I knew--as one glorious insight, as you say, like Handel: Good God! I've got the answer to all of this. There's not a single thing in subjectivity that I can't touch.

Q. But subjectivity wasn't mentioned. It was talking about experimental studies, laboratory studies of Spearman's *g*, and so forth.

A. No, it was also more than that: It was his nature of intelligence, his principles of cognition, his principles of education. It was all that area that was then the real stuff of the Scottish School. Spearman had thought that he had new principles for consciousness--education--and it was that that I thought I could get into.... If you look at the original letter...it seems to say that I'll find solutions to everything somehow in it.... I meant I was going to get at *g*--I was hoping to get at what he [Spearman] was hoping to be calling *g* (intelligence, consciousness)--by single case studies.... What Spearman was trying to get at in terms of *g*--that is, in terms of a central intellectual factor--had for me to be done within the

2:00 Afternoon Session

Retroductive Journalism: A Q-Methodological Foundation for the Scientific Theory and Practice of News Gathering and Reporting

Leonard J. Barchak, Department of Communication, La Salle University

Beyond Diffusion: Q and the Convergence Model

Donald J. Brenner, School of Journalism, University of Missouri

The Use of Q for Developing Marketing Strategies

Doran Levy, Market Structure Research, Minneapolis

Quo Vadis, Q

Charles Mauldin, Signature Software Corporation, Houston

Self-Reliance and Development

Charles W. T. Stephenson, Agency for International Development, Washington, DC

6:30 Reception (Alumni Center)

7:30 Dinner

Address: *Subjective Science: Normal and Abnormal*. Steven R. Brown, Department of Political Science, Kent State University

Saturday, July 20

9:00 Presentation by William Stephenson

12:00 Lunch

As of publication, more than 30 persons from 16 states (plus the District of Columbia, Canada, and Guatemala) had made reservations for the Institute. Those remaining after the Saturday lunch are invited to participate in an informal planning session.