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Q Methodology, Psychosocial Pediatrics, and Media Images

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Initial attention will be given to an exploration of the social attitudes of 15 preschool children from a low, socio-economic urban area, and will be aimed at contributing to an understanding of the anxiety of parents of children with psychosocial problems. The working hypothesis is that early maternal deprivation can lead to asocial behavior manifested in destructiveness, inability to separate from parents, emotional tantrums, etc. The Q sample is composed of seven photographs of preschool children showing a continuum of emotions and activities from attachment to aggressiveness. Five attitudes are manifested (from three factors, two of them bipolar) and a significant relationship is demonstrated between early maternal deprivation and asocial behavioral models.

A second study reports on a seven-picture-postcard Q sample administered to 13 Cakchiquel Indians from Guatemala's highlands, and focuses on media images for Guatemala's culture.

Dimensions of Client Control

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Patients entering a hospital must deal with the implications of their illness, a strange environment, and a new role at a time when not feeling well may impair the ability to make rapid adjustments. Along with giving up their clothing upon admission, patients also forfeit control over their lives and the events which

have significant personal impact. The purposes of this study are (1) to identify the behavioral, cognitive, and decisional activities/interactions with the environment, which give patients a sense of control during their hospitalization experience; and (2) to identify clusters of person-related characteristics indicative of patients' different perspectives on control over selected hospitalization events.

The 45-item Q set designed for this study incorporates three types of control (behavioral, cognitive, and decisional) by five kinds of hospitalization events (diagnostic tests and surgery, illness care, physical environment/hospital routines, activities of daily living, and interpersonal). Patients sorted the items under two conditions of instruction: The first was related to what was important to them for getting well and going home, and the second focused on what was important for making the hospital stay more pleasant. Patients also completed a background information form; responded to the Health Opinion Survey, a measure reflecting the domain of preferences for an active and informed versus a relatively inactive and less-informed role in the health care process; and participated in a post-Q-sort interview.

Data were collected at a large, military, tertiary care facility in the eastern United States. The P set is comprised of 30 adult, medical-surgical inpatients of both genders, representing a dispersion of ages and different educational levels. A replication study involved 30 additional patients drawn from the same population.

Factor analysis points to three dimensions of client control. A central theme common to all three dimensions is the importance of cognitive control over diagnostic tests, surgery, and treatment, as well as lifestyle implications. Information is a key element. In addition to that central theme and reflecting one dimension, some patients want to be involved in decision making related to tests, surgery, and treatments. Reflecting the second dimension, other patients prefer not to be involved in decisions of that nature, but instead find control through execution of the patient role. As the third dimension, some pa-

tients focus on activities which regulate their physical environment and contribute to their personal integrity and behavioral independence in caring for themselves. The identification of person-related variables characterizing those who hold similar or different perspectives remains elusive, although patients hospitalized for diagnosis and/or treatment of cancer are predominant among those who want to be involved in making decisions related to the care and treatment of their illness.

Democratic, Republican, and Independent Conceptions of Politics: A Q Study

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This study proposes the use of Q methodology to determine whether politics is defined differently by Democrats, Republicans, and Independents. Most studies of partisan identification have found partisan differences among a variety of attitudinal dimensions, including issue positions and candidate evaluations. We assume that partisans also differ in their definitions of politics. We return to a basic question of political science--How do people think about politics?--and examine the possible connections between an individual's conceptualization of politics and his partisan identification.

The subjects of the study are asked to complete four Q sorts and a questionnaire containing questions about individual partisan identification and electoral behavior. The 27-item Q sample is composed of definitions of politics drawn from popular perceptions of politics which are derived from essays and the literature of political science--e.g., "Who gets what, when, how?" (Harold D. Lasswell), "The authoritative allocation of values for a society" (David Easton), "A social act through which human beings attempt to resolve the tension between human needs and social facts" (Robert H. Isaak and Ralph P. Hummel), etc. The four conditions of instruction ask for the subjects' definitions of politics and their notions of how Demo-

crats, Republicans, and Independents define politics.

The study offers new definitions of politics and suggests that partisan identification emerges from a continuous negotiation of one's perspective toward "what is politics?" and one's identification with partisan groups in society.

Presidential Debates and the Stability of Candidate Images, 1976, 1980, and 1984

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sity of Tennessee, Knoxville TN

The presidential debates conducted during the general elections of 1976, 1980, and 1984 presented rare opportunities to explore the persistence and change in prospective voters' perceptions of contending candidates in the face of widely heralded media events. Employing a P sample comprising a panel of selected members of the League of Women Voters (sponsors of the televised debates) who cooperated in the investigation from 1976 through 1984, this Q study examines the degree of stability in perceptions of candidates both within each of the three campaigns and across the three presidential elections. The balanced Q sample tests four dimensions of candidate images-- political officialdom, partisanship, personal qualities, and dramatic persona. The study focuses especially upon candidates debating in more than one presidential contest, i.e., interelection shifts in perceptions of Jimmy Carter (1976 and 1980), Ronald Reagan (1980 and 1984), and Walter Mondale (1976 and 1984).

Against Misinterpretation: Some Philosophical Roots of Q

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The perpetuation of misinformed criticism of Q methodology has undesirable consequences for the adoption of Stephenson's science of subjectivity in scholarly

inquiry. Part of the solution to the perpetuation of error lies in making clear the fundamental differences which distinguish Stephenson's Q methodology from the R-analytic tradition, mainstream pragmatism, and the tendency toward logical positivism. The latter three traditions are frequently the sites from which ill-informed critiques of Q emanate.

This paper attempts to locate the elements which Stephenson has drawn from philosophy and science in his unique synthesis of a science of subjectivity. In this regard, Dilthey's "cultural" or "mental" sciences (Geisteswissenschaften), the logic of science of C.S. Peirce's abduction, and the psychology and philosophy of William James are examined. The framework of the paper is constructed around three main elements: The historical development of pragmatism, the hermeneutics of Schleirmacher and Dilthey, and the body of literature from Carnap and the Vienna Circle.

The paper proceeds through a comparison/contrast of these three main elements with each other, always drawing out the elements which are consonant with Q, and those which are in clear opposition to it. The level of discussion is primarily philosophy of science, and in the hermeneutic tradition.

Much of Stephenson's science draws on pragmatism, but the seminal contributions of Peirce and James, and to some extent Dewey and Mead, are alloyed with the emphasis on "understanding" of Dilthey. Thus, some elements of pragmatism, for instance, are in opposition to Q. Stephenson notes that Mead's insistence on *social* production of knowledge leaves no room for the methodology of the single case. This is one example of the way in which the paper will construct the philosophical background against which Q must be viewed for a proper perspective.

Debate Exposure and Voter Decision Making: A Q-Study of the Mondale-Reagan Domestic Policy Debate

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This Q study considers the effect of debate exposure

on what potential voters take into account as they make their decisions. The research question is whether voters primarily rely on candidate images, in which case a debate provides a forum for candidates to project personal qualities; or whether voters primarily rely on political issues, in which case a debate provides a forum for candidates to discuss policy issues.

Approximately 50 subjects performed Q sorts in which they defined their images of the ideal public official, Walter Mondale, and Ronald Reagan before and after the Mondale-Reagan domestic policy debate. The Q sample was structured to reflect a balance between image (i.e., political role and style) and issue statements. The debate was tape-recorded and shown to subjects in small groups during the two-week period following the debate. Tape-recording the debate made it possible to select issue statements from the debate. These statements were structured by source (Mondale and Reagan), object (Mondale and Reagan), and issue content.

Subjects will be classified as image or issue voters and the effect of the debate on voter decision making will be determined by analyzing the pre-debate and post-debate sorts separately. The analysis will determine whether any changes occurred in the criteria voters used to evaluate the candidates. It is assumed that voters with strong partisan loyalties who have made their decision will be less likely to alter what they take into account. Voters with weak partisan attachments who have not made their decision will be more likely to alter their considerations.

FRIDAY AFTERNOON, JULY 19

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

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A great many professional print and broadcast news reporters looking over the day's stories will likely see

the objective products of the careful (or sloppy) pursuit of journalistic standards of accuracy. Professors of journalism, other professional critics, and the general public will no doubt also readily observe the "gatekeeping" effect that caused a particular story (or medium) to be liberally biased, socialistically inspired, ideologically right-wing, or perhaps just muddled.

Daily newspapers and evening network and local news channels contain competing hypotheses in many of the most salient pieces, hypotheses about the merits or demerits of a presidential veto for a farm aid bill, hypotheses about the medical ethics of a stopgap "Phoenix" heart, hypotheses about abortion clinic sidewalk counseling, hypotheses about capital punishment, as well as hypotheses about a wide range of international issues.

To encompass these hypotheses fairly, such traditional categorizations of the press as partisan or objective are insufficient, either as descriptions or as suitable guides for 20th century journalists. Nor will the New Journalism, inspired by literary forms, or the pseudo-scientific journalism engendered a decade ago by Philip Meyer, produce the marketplace of ideas that Milton and so many others have seen as central to the work and play of democracy. Conflicting underlying attitudes of journalists, their news sources, critics, professional gadflies, and citizenry are at issue in all important stories, and a suitable journalism needs to be proposed to assess these competing abductive (or retroductive) systems. It makes no sense for Harris to gallop breathlessly into the daily newsroom with public opinion pronouncements about the 67-28 favoring of farm price supports. R-methodologically counted publics might as well vote 67-28 in favor (or against) artificial hearts. Such survey data buries all the important clusterings of organized opinion.

As a replacement guidance system for daily journalism, the time has come to suggest Q methodology, which can be used to uncover the existing clusterings of opinion, point the journalist in the direction of interviews, and culminate in the assembling of a news

piece that gives revived meaning to the marketplace of ideas; the haphazard, even ad hoc pursuit of "the story" according to intuitive news sense must give way --at least for important public issues--to our most formidable ways of knowing, those deriving from a modern, interbehavioral, evolutionary logic of science. And although the "retroductive journalist" must now become something of a methodologist, such demands arise at a time when the diurnal efforts are made manageable by the introduction of modern computers and advanced methodology.

Beyond Diffusion: Q and the Convergence Model

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Everett Rogers, long a leading figure in the research on diffusion of innovation, reflected some years ago in a footnote in one of his books on diffusion that the model upon which diffusion research has been based would be radically different had study of the diffusion process been approached from the standpoint of the intended users, or doctors, rather than from the standpoint of the diffuser. One can surmise that this was the kernel of an idea from which has come his recent work on network analysis. Breaking away from the linear models that conceptually separate source, message, media, and audience variables, Rogers and Kincaid propose as the unit of analysis the "information exchange relationship between two individuals or some aggregation of this dyadic link to the level of the personal communication network, clique, or system." The important point here is that they have labeled their model for doing network analysis the "convergence model," referring to the convergence of each participant's understanding with that of other participants. The concept provides a point of contact with Q. Stephenson employed the term "convergent selectivity" long ago on his way to conceptualizing concourses and conspiring. A summary of the author's work with Robert A. Logan on the diffusion of medical information systems provides illustrations of how Q can contribute to network analysis which is looked at

as the most recent development in diffusion research.

The Use of Q Methodology for Developing Marketing Strategies

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Consistent with play theory, the knowledge of consumer attitudes provides clear directions for marketing strategies. Consumers buy products consistent with their attitudes about those products. Consequently, knowledge of consumer perspectives aids marketing management in R&D, advertising, merchandising and pricing decisions. To accomplish the objectives of determining consumer attitudes about products and the projection of results to large populations, Q studies involving hundreds of respondents have been necessary.

Two studies will be presented which demonstrate what kinds of results have been obtained and how information generated by the methodology has been utilized. Strategies for the Aftermarket surveyed consumers about automotive maintenance. This study was fielded nationally using a mail panel. More than 500 respondents completed Q sorts and provided additional information about maintenance of their vehicles. The Microwave Consumer was similar in size and scope, and surveyed women owners of microwave ovens.

Both studies determined segments of consumers (audiences) which differed in degree of involvement and knowledge about the product categories. Examination of behaviors exhibited by the segments showed consistency with their attitudes from the Q sorts. These studies demonstrate that consumer attitudes are consistent with behavior.

Quo Vadis, Q

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The pros and cons of Q method and Q technique have now been thoroughly argued. At this point, Q has long had a clearly stated philosophy, well-defined procedures,

and technical issues have been argued ad nauseum.

It is time to get on with other business.

The next step in the growth of Q is growth in application. That poses problems, because applying Q well is quite a different business from producing a well-done study. Few of its practitioners have learned that "other side." And there are practical problems as well.

This paper presents and illustrates applications of Q in marketing, mass communication, and public opinion. It presents important principles of application and discusses obstacles to the growth of Q as an instrument for the study of subjectivity.

Self-Reliance and Development

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Development includes need for external provision and skills, and relief in time of hardship. Development also includes changes of policy views.

Ninety percent of development is self-financed, self-made.

How does one help self-help?

Inter alia, development may hinge on how well the average person deals with ideas.

Ideas arrive in categories which have borders; the border cases may require tolerances.

Categories come with sub-categories, and can often be linked into inclusive categories, that may bridge opposed positions.

Many solutions come by matching up ideas, by analogy. Some, by considering the opposite point of view, as by repositioning the observer. Q methodology, with its emphasis on self, is one example of repositioning the observer. The Lasswell-McDougal schema has a mobile observer, crossing a detailed intellectual map.

Some examples are adduced.

SATURDAY MORNING, JULY 20

Comments, Observations, and Presentations by William Stephenson