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Q BIBLIOGRAPHIC UPDATE (CONTINUED)

- Constantinople, A. An Eriksonian measure of personality development in college students. *Developmental Psychology*, 1969, 1, 357-372.
- Driver, H.E. Cross-cultural studies. In J.J. Honigmann (Ed.), *Handbook of social and cultural anthropology*. Chicago: Rand McNally, 1973. Pp. 327-367.
- Eichorn, D.H., J.A. Clausen, N. Haan, M.P. Honzik & P.H. Mussen (Eds.), *Present and past in middle life*. New York: Academic Press, 1981. Relevant chapters (and page numbers) include:
- Eichorn. Samples and procedures. (33-51)
- Bayer, L.M., D. Whissell-Buechy & Honzik. Health in the middle years. (55-88)
- Eichorn, J.V. Hunt & Honzik. Experience, personality, and IQ: Adolescence to middle age. (89-116)
- Haan. Common dimensions of personality and development: Early adolescence to middle life. (117-151)
- Peskin, H. & N. Livson. Uses of the past in adult psychological health. (153-181)
- Livson & Peskin. Psychological health at age 40: Prediction from adolescent personality. (183-194)
- Livson, F.B. Paths to psychological health in the middle years: Sex differences. (195-221)
- Jones, M.C. Midlife drinking patterns: Correlates and antecedents. (223-242)
- Brooks, J.B. Social maturity in middle age and its developmental antecedents. (243-265)
- Skolnick, A. Married lives: Longitudinal perspectives on marriage. (269-298)

[continued on page 143]

has stood opposed from the outset.

*The Florida Incursion*

As mentioned in the January issue (pp. 62-63), Charles Mauldin was scheduled to be Gannett visiting professor at the University of Florida lecturing, among other things, on various Q methodological applications. Mauldin subsequently made 14 presentations during his three-day foray (January 24-26), six of them on Q-related topics. Following his lecture on *The Principle of Operantcy: Sensitive and Blunt Research*, in which he critiqued the limitations of the hypothetico-deductive approach and espoused operant techniques, he reports that "A Wisconsin Ph.D. felt sufficiently attacked, to my pleasure, to approach me and tell me my presentation was 'unfair.' Later, she admitted that 'people at Wisconsin did not like Q,' so I was pleased to present a Q-study later in her class, which left her with a quite different opinion."

Other of Mauldin's presentations were *Attitude Segmentation for Marketing Decisions* (based on his study with John Sutherland and John Hofmeister, in *OS*, vol. 1); *Rationale for Attitude/Benefit Segmentation Studies*, an explanation of different approaches to segmentation; and *Methodology for Attitude Segmentation*, in which was featured Q's use in developing communication strategy. Mauldin also spoke on "public opinion and community action" before a public opinion class, illustrating his points with a Q study concerning attitudes about sex education for the retarded; and taught a seminar on Q for a group of interested graduates, one of whom is currently working on a Q-based thesis focusing on microcomputers and technology.

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Q BIBLIOGRAPHIC UPDATE (continued from front cover)

Clausen, J.A., P.H. Mussen & J. Kuypers. Involvement, warmth, and parent-child resemblances in three generations. (299-319)

- Clausen, J.A. Men's occupational careers in the middle years. (321-351)
- Stroud, J.G. Women's careers: Work, family, and personality. (353-390)
- Mussen, P.H. & N. Haan. A longitudinal study of patterns of personality and political ideologies. (391-409)
- Eichorn, D.H., P.H. Mussen, J. Clausen, N. Haan & M.P. Honzik. Overview. (411-434)
- Harshman, R.A. & S.A. Berenbaum. Appendix A: Basic concepts underlying the PARAFAC-CANDECOMP three-way factor analysis model and its application to longitudinal data. (435-459)
- Appendix B: Item listing of Adult Core Q Sort. (461-465)
- Appendix C: Item listing of Adolescent Core Q Sort. (467-471)
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