

STEPHENSON CENTER FOR COMMUNICATION RESEARCH

Plans are progressing at the University of Missouri for a research center in the School of Journalism that will honor William Stephenson, Distinguished Professor there until his "retirement." (In this case, retirement simply means not being in the classroom every day. His prodigious research activities continue at their usual lively pace. Several books are in progress and papers are flowing to the journals.)

A faculty committee reports progress in determining priorities to be associated with the projected center. The first will be to house Dr. Stephenson's papers at the School. It is hoped that an appropriate location can be designated that ultimately might house not only his own works but others also relating to Q methodology.

The hope is that fellowships also may be established, particularly for doctoral students working on related research projects. Ultimately, it is hoped that, in addition to the purposes outlined above, the research center might develop into an on-going focus for research studies in the School of Journalism, including both graduate students and faculty and perhaps visiting faculty and students who wish to use the papers there.

Dean Roy M. Fisher has named a steering committee to map plans for a fund drive for the proposed center. Charles Mauldin, Communication/Marketing, 19319 Forest Fern Court, Humble, TX 77336, will head that committee. Other members are Thomas Danbury, 82 North Avenue, Westport, CT 06880; Lynn O'Shea, Vice President for Communications, International Harvester, Equity Building, Michigan Boulevard, Chicago, IL 60654; and Robert Olins, Communications Research Inc., 303 East Wacker Drive, Suite 1907, Chicago, IL 60601. All are former doctoral students of Dr. Stephenson.

Comments and suggestions about the proposed center are invited. Write or phone members of the steering committee, or members of the faculty committee (Joye

Patterson, Keith Sanders, and Linda Shipley) care of the School of Journalism, University of Missouri, Columbia, MO 65205 (phone 314/882-4852).

Reported by Joye Patterson

NEWS, NOTES & COMMENT

Recent and Forthcoming Publications

William Stephenson (2111 Rock Quarry Road, Columbia, MO 65201), "Newton's Fifth Rule and Q Methodology: Application to Educational Psychology," *American Psychologist*, 1980, 35, 882-889. *Abstract*: The author proposes that subjectivity has greater significance for educational theory and practice than it has been granted up to now. What is subjective does not come primarily from formal education as it is practiced today, but from everyday experience that we absorb implicitly and without effort. Advances in Q methodology show that all subjectivity is transformable to operant factor structure, affording a new approach to knowledge, particularly to that deriving from everyday experience. The methodology follows Newton's Four Rules, upon which modern science is based, but is also an application of Newton's recently discovered Fifth Rule. The Fifth Rule gives priority to induction and subjectivity and leads to the conclusion that each person's own subjectivity is potentially more knowledgeable, by nature, than almost anyone has dared to believe.

William Stephenson, "Consciring: A General Theory for Subjective Communicability," in D. Nimmo (Ed.), *Communication Yearbook 4* (New Brunswick, NJ: Transaction Books/International Communication Association, 1980), pp. 7-36. *Abstract*: A fundamental theory of communicability is proposed, covering all human communication in its subjective mode. It is correlative to information theory and communication in the objective mode of modern science. An equation for *functional-information* is provided, equivalent in importance to that for structural-information on which ex-