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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-

periments in objective science are based. The theory leads to a scientific explanation for *consciousness*, or *mind*, and for all subjective communication.

Steven R. Brown (Political Science, Kent State University, Kent, OH 44242), "Intensive Analysis in Political Communication," in D.D. Nimmo & K.R. Sanders (Eds.), *Handbook of Political Communication* (Beverly Hills, CA: SAGE Publications), forthcoming.

Recent Biographies

R. A. Fisher, *the Life of a Scientist* (New York: John Wiley, 1978) was written by Joan Fisher Box, Fisher's daughter. Sir Ronald Aylmer Fisher (1890-1962) laid the foundations for biometry and modern experimental design, and many of the key innovations in his *The Design of Experiments* (1935), published in the same year that Q methodology was announced, were promptly absorbed into Q method as a procedure for structuring samples of statements. (See *The Study of Behavior*, chapters 4, 6-7.) Fisher was at the University of London at the same time as Karl Pearson, Charles Spearman, Cyril Burt, and William Stephenson, moving in 1943 to Cambridge University. His biography contains a listing of his published works.

Hanna Segal's *Melanie Klein*, published in Great Britain in 1979 (see *Operant Subjectivity*, 1980, 3, 68-69), is now available in the U.S., clothbound from The Viking Press, New York, 1980.

Cross-Cultural Research

Q methodology has rarely been employed in cross-cultural studies, which have tended to be dominated by survey and questionnaire approaches. In a recent paper reflecting on the sampling problems which arose in a 1975 study of the attitudes of the Chinese minority in the Philippines, Arturo G. Pachon recommends three alternatives to representative sampling: (1) supplemental interviews with a panel of key informants, (2) interviews with opinion elites, and (3) the intensive analysis of individual Chinese: "...this technique, particularly the Q-technique of analysis, will bring into sharper focus the manner by which subjects relate to the outside world. This method

likewise serves as a potentially fruitful solution to the problem of satisfying the requirements of sample size and representativeness in random sampling. Q-technique may in fact confine its analysis to a single case and need not require large numbers of respondents." Pacho's comments appear in "Methodological Problems in the Study of Political Attitudes of Ethnic: The Chinese in the Philippines," *Asian Profile*, 1980, 8, 79-93, and he has recently followed his own recommendation in a dissertation in progress, *Policy Agenda of the Ethnic Chinese in the Philippines* (Kent State University), in which Q technique has figured prominently. In summer 1981, Pacho is scheduled to return to the College of Public Administration, University of the Philippines, Manila, from where he is currently on leave.

The April and July Issues

The editor will be away from his desk from February 25 to about July 15, 1981, as Fulbright Visiting Professor, Department of Political Science, Seoul National University, Seoul 151, Korea. The April and July issues are being prepared in advance and will appear as usual, although it is unlikely that there will be a "News, Notes & Comment" section in those two issues. However, readers are still encouraged to keep us informed of work finished or in progress for mention in the October issue.

It is especially important that a science of behavior face the problem of privacy. It may do so without abandoning the basic position of behaviorism. Science often talks about things it cannot see or measure.... The skin is not that important of a boundary. (B.F. Skinner)