

NEWS, NOTES & COMMENT

Recent and Forthcoming

William Stephenson, "Michael Polanyi, Science and Belief," *Ethics in Science and Medicine*, 1980 (in press). According to the abstract, "Factor theory (Q) in psychology is the same as quantum theory in physics, both rooted in the same mathematics, for comparable purposes. Modern objective science is without self-reference; a subjective science is possible, in which self-reference is central to all else. Modern science is about *uncommon* things (molecules, hadrons, quarks, etc.); subjective science is about *common* things, about which everyone is aware and capable of self-reference. This new science explains consciousness as communicability, and provides a basis for objectivity wherever subjectivity is at issue, in the arts, humanities, and everyday opinion. For this, Michael Polanyi's concept of "personal knowledge" is important, putting *belief* in due place in knowledge. Polanyi's concept is given operational form by Q methodology, the basis of subjective science."

Robert L. Savage and Kenneth D. Bailey (Political Science, UArkansas, Fayetteville), "State Legislative Structural Types and Their Determinants," Southwestern Political Science Association, Houston, April 1980.

Robert L. Savage, "Looking for Political Subcultures: A Critique of the Rummage-Sale Approach," *Western Political Quarterly*, 1981.

Sylvan Cohen and Richard Martin (Political Science, Slippery Rock State College, Slippery Rock, PA), "Political Obligation, Judges, and the Holocaust," Pennsylvania Political Science Association, Gettysburg College, Gettysburg, PA, March 1980. This paper is related to the Q study reported earlier by Martin and R. Taylor, "Political Obligation: An Experimental Approach," *Operant Subjectivity*, 1978, 1, 61-69, and is extended in Cohen and Martin, "Some Records of Political Obligation During the Third Reich: An Empirical Account" (unpublished). In the papers by Cohen and Martin, the authors provide historical accounts

of conformable and resistive behaviors in Nazi Germany in light of the Q factors which emerged in the Martin-Taylor study on political obligation.

Now Available

Steven R. Brown, *Political Subjectivity: Applications of Q Methodology in Political Science*, with a foreword by William Stephenson (New Haven, CT: Yale University Press, 1980), cloth \$35.00, paper \$9.95. Table of contents displayed on inside front cover.

Brown has been awarded a Fulbright-Hays Lecturer/Researcher Grant, and from March 1 - July 15, 1981 will be a visiting professor of political science at Seoul National University, South Korea, where he will lecture and conduct research on psychosocial dynamics in a transitional society. His absence will necessitate an alteration in the publication schedule of *Operant Subjectivity*, which will be announced later.

Back issues of volumes 1 and 2 of *Operant Subjectivity* were mailed in late May and early June. Persons with outstanding orders should therefore have received their issues by now. If not, please contact the editor immediately.

Panel on Play Theory

William Stephenson's play theory of communication provided the basis for a panel sponsored by the Mass Communication Interest Group of the Eastern Communication Association, held April 25 in Ocean City, MD. Chaired by James R. Smith (State University of New York, New Paltz), the panel included responses by Stephenson to the following papers:

Charles E. Cottle (Political Science, UWisconsin, Whitewater, WI 53190), "Politics as Play and Politics as Work: A Q-Method Study of the 1976 Presidential Debates."

Theodore L. Glasser (Communication Arts, UHartford, West Hartford, CT 06117), "Play, Pleasure, and the Value of Newsreading."

Alexander Nesterenko (Communication, UTulsa, Tulsa, OK 74104), "Applying Q-Methodology to Mass Communication and Play: An Inquiry into Subjectivity

About Death."

Michael Stricklin, Wilma Crumley, and Lewis Zager (Journalism, UNebraska, Lincoln, NE 68508), "Mass Media Technology and Bundling Behavior: A Ludenic Perspective."

K.E. Wilkerson (Communication Arts, Salisbury State College, Salisbury, MD 21801), "Media Ludentia."

Jerald Washington (Adjunct Assistant Professor of Political Science, UTennessee) has established a consulting firm entitled OPERANT FACTORS, INC., the name

and corporate symbol for which (shown here) have been influenced by *Operant Subjectivity*. The new organization is designed to provide research and consulting services to business, political, and marketing



OPERANT FACTORS, INC.

organizations, with Q technique and factor analysis (although not mentioned

by name) at the operational center. According to the brochure, OPERANT FACTORS

is prepared "to describe in comprehensive detail the dimensions of conflict and consensus of a client organization's members by showing: 1) *which* and *how many* persons are parties to consensus groups; 2) what *specific items* are involved in the consensus and conflicts among groups; and 3) to *what degree* or *intensity* such items are held by the groups." Washington is a specialist in social science research methodology. He has served as a consulting at Oak Ridge National Laboratory, as a survey director for Tennessee Research Associates, and as an assistant professor of sociology and political science at Sul Ross State University. At present he is co-authoring a

volume on *Performing Social Science Research*, and can be reached c/o Political Science Department, 1001 McClung Tower, University of Tennessee, Knoxville, TN 37916 (615/974-2261).

Q BIBLIOGRAPHIC UPDATE (CONTINUED)

Additional references appear in previous issues of this newsletter, and in "Bibliography on Q Technique and Its Methodology," Perceptual and Motor Skills, 1968, 26, 587-613.

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