

NEWS, NOTES & COMMENT

Recent Publications, Presentations, Acceptances, and Other Activities...

...by William Stephenson

"Homo Ludens: The Play Theory of Advertising" appeared in the July 1979 issue of *Revista Internazionale di Scienze Economiche e Commerciali* (Milan). It was originally presented at a meeting of the Dutch Advertising Association, Utrecht, Nov. 8, 1978.

"Newton's Fifth Rule and Q-methodology: Application to Educational Psychology" will appear in a forthcoming issue of *American Psychologist*. It was originally presented as a banquet address at the second annual meeting of the Eastern Educational Research Association, Kiawah Island, SC, Feb. 22, 1979.

"Q Methodology and Newton's Fifth Rule" (*American Psychologist*, 1979, 34, 354-357) has stimulated a formal objection by Steven Rosenberg, Director of the Institute for Advanced Studies in Philosophy, New York. Rosenberg's comments and Stephenson's rejoinder are scheduled to appear in a forthcoming issue of *American Psychologist*.

Stephenson is scheduled to be at Kent State University May 8-9, 1980, for a series of talks with faculty and students in various departments. Interested persons are invited to attend.

...and Others

Robert L. Savage and Diane K. Blair (Political Science, UArkansas-Fayetteville). Dimensions and traditions of responsiveness to women's policies in the American states. Southern Political Science Association, Gatlinburg, TN, Nov. 1979.

Recent reviews of L.S. Hearnshaw's *Cyril Burt, Psychologist* (Ithaca, NY: Cornell University Press; London: Hodder & Stoughton, 1979) include those by C.E. Finn, Jr., "A Cautionary Tale of Scientific Fraud," *Wall Street Journal*, Aug. 17, 1979; by L.J. Kamin, *New Republic*, Oct. 20, 1979, pp. 30-32; and by Steven J. Gould, "The Father of Jensenism," *Psychol-*

ogy Today, December 1979, pp. 104, 106.

A Q-based study on foreign policy speech writing was the subject of a brief article appearing in the Aug. 20, 1979 issue of *Newsweek* (p. 83). The article, entitled "Machine Candidate," briefly describes how a computer program wove statements together into a speech designed to appeal to different audience segments previously defined via Q technique and factor analysis. A copy of the speech and a more detailed description of the study is contained in the parent article by John F. Cragan and Donald C. Shields, "Foreign Policy Communication Dramas: How Mediated Rhetoric Played in Peoria in Campaign '76," *Quarterly Journal of Speech*, 1977, 63, 274-289.

Stuart H. Schwartz and Roy L. Moore (Journalism, Georgia State U, Atlanta). Life style and the daily newspaper: A psychographic profile of Midwestern readers. Association for Education in Journalism, Houston, August 1979. A revised version by Schwartz, Moore and Thomas H. Krekel is scheduled to appear in *Newspaper Research Journal*.

Stuart H. Schwartz spent summer 1979 as Distinguished Research Fellow, College of Journalism, Marquette University, where he conducted a seminar on media management and trained students in the use of Q for newspaper market segmentation. A brief report summarizing one aspect of this effort (and co-authored by Thomas H. Krekel) appears as "Research Shows Carrier Turnover Cut by PIA," *Editor & Publisher*, Nov. 24, 1979, p. 32.

Forthcoming Q Studies

James V. Spotts and Franklin C. Shontz, *Cocaine Users: A Representative Case Approach*, Free Press, January 1980. This volume is based on a 575-page report by Spotts and Shontz, *The Life Styles of Nine American Cocaine Users: Trips to the Land of Cockaigne*, Research Issues 16, National Institute on Drug Abuse (DHEW Publication No. (ADM) 76-392), available for \$7.20 from the Superintendent of Documents, U.S. Government Printing Office, Washington DC 20402 (cite Stock No. 017-024-00532-1).

Ronald D. Brunner and Weston E. Vivian, "Citizen

Viewpoints on Energy Policy," *Policy Sciences*, 1980, currently available as IPPS Discussion Paper No. 140, Institute of Public Policy Studies, University of Michigan, Ann Arbor, MI 48109.

Steven R. Brown, *Political Subjectivity*, Yale University Press, ca. June 1980, delayed from previous publication date; and "Imagery, Mood, and the Public Expression of Opinion," *Political Behavior*.

J. David Gillespie and Michael Mitchell, "Bakke, Weber, and Race in Employment: Analysis of Informed Opinion," in C. Bulmer and J. Carmichael (Eds.), *Labor and Employment Policy*, Lexington Books, D.C. Heath (also to appear in the winter 1979-80 issue of *Policy Studies Journal*).

Larry R. Baas and Dani B. Thomas, "Dissonance and Perception in a Presidential Campaign: Pre- and Post-Election Findings from the Carter-Ford Contest," *Journal of Social Psychology*, fall 1980.

Stuart H. Schwartz, "A General Psychographic Analysis of Newspaper Use and Life Style," *Journalism Quarterly*, autumn 1980.

Stephenson-Premack Debate

It is rumored that when boredom reached intolerable levels at Oxford, the mood could always be broken by scheduling a debate on religion between C.S. Lewis (*The Screwtape Letters*) and William Stephenson. At Missouri, this function was served by the videotaped debate with David Premack (the "Premack Principle") entitled "Viewpoints in Psychology with Stephenson and Premack," which is No. 2 in the Psychology of Personality series moderated by Fred McKinney (program time 45:06). This rousing exchange can now be obtained for a small dubbing fee by forwarding a blank videotape (2-inch quad, 1/2-inch reel-to-reel, or 3/4- or 1/2-inch cassettes) along with a written request to: Office of the Director, Academic Support Center, University of Missouri, 505 E. Stewart Road, Columbia, MO 65211 (314/882-3601).

The Mass Communication Interest Group of the Eastern Communication Association is sponsoring a panel on "William Stephenson's Play Theory of Mass

Communication," which will be part of the Association's annual conference in May in Ocean Springs, MD. For more information, contact Dr. Theodore L. Glasser in the Department of Communication Arts, University of Hartford, West Hartford, CT 06117.

Thomas Danbury is interested in learning of the availability of any Q-oriented programming packages. He can be reached c/o Survey Sampling, Inc., 155 East Post Road, Westport, CT 06880 (203)226-7558.

The term "operant" in *Operant Subjectivity* was borrowed from B. F. Skinner. (See Stephenson's "Factors as Operant Subjectivity" in the first issue of this newsletter.) Reader's may therefore be interested in J. G. Rein and F. Svartdal's "Limitations of Skinner's Concept of an 'Operant': A Theoretical Note," *Scandinavian Journal of Psychology*, 1979, 20, 65-70, in which it is argued that "operant behavioural analyses of human behaviour presuppose a common-sense understanding of actions, which--until explicated and shown to be reducible to a technical behavioural language--must be taken as the point of departure in these analyses." Reprints can be obtained from Dr. Frode Svartdal, Psykologisk Institutt, Boks 1094, Blindern, Oslo 3, Norway.

Q technique has been widely employed in the study of imagery--of products, political candidates, the Constitution, public institutions, the self, etc. Persons involved in work along these lines might consider membership in the International Imagery Association which publishes the *Journal of Mental Imagery* and the *IIA Newsletter*, and is currently compiling a comprehensive bibliography on mental imagery. For more information, contact Dr. Akhter Ahsen, Brandon House, Inc., P.O. Box 240, Bronx, NY 10471.

The Science Writing Educators Group has initiated an expanded quarterly newsletter, entitled *Sciphers*, the first issue of which appeared in November 1979. In addition to providing a communication link for persons interested in science writing, *Sciphers* will

feature "a continuing annotated bibliography of science communication research and of articles about science communication published in the popular press." The subscription cost is \$8 per year. For more details, contact Dr. Joye Patterson, Co-editor, School of Journalism, University of Missouri, Columbia, MO 65211.

All Points Bulletin!

William Stephenson is reported to have authored "Psychology," an entry in *Collins Encyclopedia, 1938* (London: Collins, 1938), although the precise date and other specifics are not absolutely certain. Stephenson himself has never seen the published version. The general libraries at Kent State University and the University of California at Berkeley do not seem to carry this particular encyclopedia. If anyone among the subscribers to this newsletter can locate this item, it would be most appreciated if a clear xeroxed copy could be forwarded to the editor along with supporting bibliographic detail (exact encyclopedia title, volume number, publisher, city, date, edition, etc.) and, if possible, the publisher's address. Reimbursement will, of course, be supplied.

In advancing his views concerning subjectivity, William Stephenson has on repeated occasions referred to the kindred views of Søren Kierkegaard, whose *Concluding Unscientific Postscript* is included in WS's list of "best ten books." Persons pursuing these lines may wish to examine Joe E. Morris' "Kierkegaard's Concept of Subjectivity and Implications for Humanistic Psychology," *Journal of Humanistic Psychology*, 1979, 19(3), 67-79, reprints of which can be obtained from the author, Route 8, North Cedar Heights, Corinth, MS 38834. Of broader scope is Vincent A. McCarthy's *The Phenomenology of Moods in Kierkegaard* (The Hague, Netherlands: Martinus Nijhoff, 1978).

Intellectual History: The Kleinian Connection

An important intellectual influence on William Stephenson was his psychoanalyst, Mrs. Melanie Klein

(1882-1960), the pioneer child analyst who invented play technique--the strategy of interpreting children's play with toys as the equivalent of interpreting adults' free associations. Klein's influence on Stephenson is seen in his *The Play Theory of Mass Communication* (Chicago, 1967) and related works, especially the book-length *Newton's Fifth Rule* (unpublished, 1975-76) in which her influence on Stephenson's views on religion are explicitly demonstrated via Q technique. Hanna Segal's recently published biography, *Klein* (Glasgow, Scotland: Fontana/Collins, 1979), is the first detailed account of Klein's life, and is available for approximately \$3.50 plus postage from H. Karnac (Books) Ltd., 56-58 Gloucester Road, London SW7 4QY, England. Growing interest in Klein's views is indicated in the publication in four volumes of her complete writings (London, Hogarth; New York, Delacourt, 1975; Delta paperback, 1977), and the release of two 90-minute taped lectures--by Susanna Isaacs Elmhirst, *The Kleinian Approach to Psychoanalysis* (1976), and James S. Grotstein, *Freud and Klein: Divergencies Within a Continuum* (1978)--both available through Psychotherapy Tape Library, 111 Eighth Avenue, New York, NY 10011.

Understanding Dilthey

In "Independency and Operationism in Q-sorting" (*Psychological Record*, 1963, 13, 269-272), William Stephenson says that

...in Q-sorting, what is at issue is not measurement of the "properties" of the "effects" of the factorial structure, but something quite different, by definition. It is the subject's *understanding* that is being measured. This has the meaning given to that term by Dilthey.... In Dilthey's case...understandings were fundamental--the basis upon which to found an idiographic psychology. Here we merely see understandings as the raw data of subjective psychology.... (pp. 270-271)

The most recent introduction to Dilthey's important ideas is H. P. Rickman's *Wilhelm Dilthey: Pioneer of the Human Studies* (London: Paul Elek, 1979) in which

emphasis is given to understanding from the scientist's as opposed to the subject's standpoint. Also of interest in this regard is William Outhwaite's *Understanding Social Life: The Method Called Verstehen* (London: George Allen & Unwin, 1975), in which the author asserts that "there is a strong analogy between Dilthey's *objective mind*, Husserl's *Lebenswelt* and Wittgenstein's linguistic community tied to a *form of life*" (p. 105), to which could be added Stephenson's *operant factor structure*. These concepts, according to Outhwaite, are aimed at "explaining the possibility of satisfactory communication in a public language," but he is not sure whether a *verstehende* approach can sustain a social science. The importance of Q methodology is that its concourses are public language abstracted from Wittgenstein's linguistic communities, and that its Q sorts are operant models of Dilthey's understandings. Hence, a social science is not only sustainable: *Verstehen* may be the main basis for its sustenance.

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 (available upon request).

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