

NEWS, NOTES & COMMENT

A Return to Fundamentals

Back-to-back articles in the August 1978 (vol.46) issue of *Journal of Consulting and Clinical Psychology* deserve attention from the Q-methodological standpoint. In "Stimulus sampling in clinical research: Representative design reviewed" (pp.643-647), Brendan A. Maher resurrects Egon Brunswik's valuable concept of representativeness and criticizes psychology for having ignored it. After summarizing the limitations of single-stimulus design, Maher concludes that "If we wish to generalize to populations of stimuli, we must sample from them.... There is no satisfactory alternative...." He then cites reasons why Brunswik's idea has been avoided, among them the fact that "it is laborious and expensive." The principle has long been central to Q-technique studies, and it is noteworthy that Brunswik made explicit mention of Q in his major treatise, *Systematic and representative design of psychological experiments* (Berkeley: University of California Press, 1947). A Q sample of statements, adequately chosen, confronts the subject with a comprehensive (i.e., representative) stimulus situation, and it is this representativeness which renders standard Q sorts unnecessary: Different Q samples suitably selected from the same universe (concourse) will produce the same factors. Brunswik's concept is discussed at various points in Stephenson's *The study of behavior*, and is given extended treatment in S.R. Brown and T.D. Unger, "Representativeness and the study of political behavior," *Social Science Quarterly*, 1970. Reprints of Maher's paper can be obtained by writing him c/o Department of Psychology and Social Relations, Harvard University, Cambridge, MA 02138.

In "Common methodological problems in factor analytic studies" (*ibid.*, pp.648-659), Andrew L. Comrey offers a summary evaluation which is really only applicable in the main to R factor analysis. It really amounts to the kind of hypothetico-deductive approach of which Stephenson has been most critical, and arbitrary rules abound--e.g., "If possible, there

should be at least five times as many variables as the number of expected factors, and there should be at least 200 subjects." Nevertheless, there are also unguarded moments of wisdom: "... a resort to the old 'hand-rotation' procedures using all of the knowledge that one can muster about the variables may be necessary to have any chance of getting a reasonable rotated factor solution. This skill has almost become a lost art...." This lost art is, again, fundamental in Q methodology and, in addition to Stephenson's chapter on "Dependency factor analysis" (*The study of behavior*), is discussed in detail by J.W. Creaser (*Operant Subjectivity*, 1978, 1, 70-77) and J.W. Thompson (*Psychological Bulletin*, 1962, 59, 211-223). For reprints, Comrey can be reached c/o Department of Psychology, University of California, Los Angeles, CA 90024.

Recent Publications, Presentations, Acceptances, and Other Activities

BY WILLIAM STEPHENSON... (1) "Q methodology and Newton's Fifth Rule," *American Psychologist*, 1979 (Apr), 34(4), 354-357, a more general overview of the standpoint advanced in "Substructure of science and Newton's Fifth Rule," *Operant Subjectivity*, 1978, 2, 4-16. (2) "Homo ludens: The play theory of advertising," accepted for publication in *Rivista Internazionale di Scienze Economiche e Commerciali* (date not set), originally presented at a meeting of the Dutch Advertising Association, Utrecht, Nov.8, 1978, and summarized in *Operant Subjectivity*, 1979, 2, 103. (3) "Newton's Fifth Rule and Q-methodology: Application to educational psychology," banquet address, second annual meeting of the Eastern Educational Research Association, Kiawah Island, SC, Feb.22, 1979. (4) "Consciring: A general theory for subjective communicability," to appear in Dan Nimmo (Ed.), *Communication Yearbook IV* (New Brunswick, NJ: Transaction/International Communication Association, 1980).

ET ALII... (1) Robert L. Savage (Political Science, UArkansas-Fayetteville), "Policy traditions in the American states," read at a meeting of the Southwestern Political Science Association, Fort Worth,

Mar. 1979. (2) Stuart H. Schwartz (Journalism, Georgia State U) has received a summer appointment as Distinguished Research Fellow, College of Journalism, Marquette University, where he will conduct a seminar on media management and train students and selected faculty in the use of Q methodology for newspaper market segmentation. (3) Dan Nimmo (Political Science, UTennessee), "Alternatives pour l'etude de la communication politique," *Revue Francaise de Communication*, 1979(winter), No.2, 9-22. (4) Jan Vegelius (Statistics, U Uppsala, Sweden) and Bo Edvardsson (Ulleraker Hospital, Uppsala), "On the use of the G index in O-, P-, Q-, R-, S-, and T-analyses," *Educational and Psychological Measurement*, forthcoming, winter 1979. (5) Larry R. Baas (Political Science, Valparaiso U), "The Constitution as symbol: Patterns of meaning," *American Politics Quarterly*, forthcoming.

For Used-Book Buffs and Bibliomaniacs

Charles Spearman's *The abilities of man: Their nature and measurement*, New York, Macmillan, 1927 (1st Amer. ed.), available for \$20 from Ex Libris, P.O. Box 285, Larchmont, NY 10538 (phone 914/633-7173). Stephenson was the last of Spearman's graduate assistants prior to the latter's retirement from the University of London (see lead article in this issue).

The terms subjective and objective denote the primary distinction in consciousness of self and not-self, and this distinction involves the whole science of mind; for this science is nothing more than a determination of the subjective and the objective, in themselves and in their mutual relations. The distinction is of paramount importance. (W. Hamilton, Lectures on Metaphysics, 1845)