

NEWS, NOTES & COMMENT

Tilting With Windmills in Holland

William Stephenson read two papers in The Netherlands this past November. In "General Theory of Communication," delivered Nov. 10 at the University of Amsterdam, he outlined the philosophical foundations of communication theory from the Q-methodological standpoint, with emphasis on the operantcy of subjectivity, the mind as human communicability, and the laws of Rogers, Peirce, Freud and James. Attention was also given to discovery, meaning and the radicalism of a behaviorism that includes the self. Following his presentation, Stephenson reports, "a senior professor (epistemology) of the University, who acted as 'summerupper', ignored everything else to indicate his full agreement with me--something unusual in my experience!" This paper will provide the basis for Stephenson's contribution to *Communication Yearbook IV*, ed. D. Nimmo (New Brunswick, NJ: Transaction-International Communication Association, 1980).

In "Homo Ludens: The Play Theory of Advertising" (Dutch Advertising Association, Utrecht, Nov. 8, 1978), Stephenson covers theoretical ground which will in part be familiar to those who have read *The Play Theory of Mass Communication* (ludenic behavior, convergent selectivity, social control, etc.), and adds his more recent distinction "between *information*, which is communicability *without* self, and *communication*, which is *with* self." As a bonus, a short section is devoted to how, through the use of Q technique, the name "Lark" was chosen for the Studebaker compact of the 1950s; intensive studies of single cases are also presented. Stephenson concludes by noting the essentially playful nature of advertising: "It is the only institution of any significance which offers people convergency, that is, to select things to please oneself, without moral or ethical injunctions, yet without any real harm to anything or anybody--provided all play fair. The consumer explosion into *wants*, therefore, serves the play-function of civilization, lost for the past two centuries, and now being restored." This paper is currently under

review by *Rivista Internazionale di Scienze Economiche e Commerciali* (Italy), the journal which published his "Evaluation of Public Relations Programs" (1969), and we can only hope that it enters the public domain in the near future.

Maslow and Q--in Dutch

Wim Liebrand, "Maslow's hiërarchische rangschikking van fundamentele behoeften [Maslow's hierarchical rank-ordering of fundamental needs]," *Nederlands Tijdschrift voor de Psychologie*, 1977, 32, 67-80. According to the English abstract: "This report contains a summary of reliability and validity research of the MNQ 75, an instrument which was designed to make Maslow's categories of needs measurable in a practical situation. By means of this instrument, Maslow's assumption of the hierarchical arrangement of the categories of needs was investigated more closely. The correlations between the scales of the MNQ 75, corresponding with the categories of needs, met the requirements deduced from Maslow's theory. Analysis of the need-profiles obtained by means of Q-sort data, however, showed that these profiles were in general not in agreement with Maslow's theory. It was concluded therefore that no support was found for Maslow's assumption." Dr. Liebrand is a member of the Subfaculteit der Psychologie, Instituut voor Persoonlijkheids- en Ontwikkelingspsychologie der Rijksuniversiteit, Oude Boteringestraat 34, 9712 GK Groningen, The Netherlands.

Erratum! (sub specie Oversightis stupidis)

In the last issue, the advertisement for the Stephenson *Festschrift* edited by Brown and Brenner failed to include information for ordering. Orders should be sent to Teachers College Press, 1234 Amsterdam Avenue, New York, NY 10027.

Classification Society

The North American Branch of the Classification Society convenes April 8-10 for its 1979 meeting in Gainesville, Florida. In addition to annual meetings, the Society publishes *CLASS*, an annual com-

puterized bibliography of journal articles related to classification. Member interests include taxonomy, cluster and factor analysis, scaling, identification, and discrimination. Disciplines represented include anthropology, biology, chemistry, computer science, electrical engineering, geology, library science, linguistics, mathematics, political science, psychiatry, psychology, soil science and statistics. There is a membership fee of \$8. An application blank can be obtained from Dr. Roger K. Blashfield, Box J-256, JHMHC, Department of Psychiatry, Gainesville, FL 32610. Of related interest is a paper by Blashfield and M.S. Aldenderfer, "The literature on cluster analysis," *Multivariate Behavioral Research*, 1978, 13, 271-295.

Forthcoming Q Studies

Gillespie, J.D. & M.L. Mitchell. *Bakke, Weber, and race in employment: Analysis of informed opinion.* *Policy Studies Journal*, special issue on "Labor and Employment Policy," winter 1979-80.

Brown, S.R. Perspective, transformation, and equivalence in communication theory. In D. Nimmo (Ed.), *Communication Yearbook III*. New Brunswick, NJ: Transaction-International Communication Association, April 1979; and *The Study of Political Subjectivity: Applications of Q Methodology in Political Science* (New Haven, CT: Yale University Press, 1979), tentatively scheduled for August or September publication--with illustrative applications in public opinion, decision-making, personality, philosophy and literature, plus a technical chapter demonstrating correlation, factor analysis, judgmental rotation, the estimation of factor scores, and factor interpretation.

"Intelligent Subjectivity"

Western culture has been dominated by two major intellectual strains, reason and technology, but in a recent paper devoted to medical concerns, Michael Novak proposes a third: "We need to elicit in ourselves a new kind of intelligence--an intelligence different from medical, scientific intelligence, and

not the same as professional humanistic intelligence. Let us call this new form of intelligence we seek 'intelligent subjectivity.'" By intelligent subjectivity, Novak means "something like the bent, cast, direction of a human's capacity for noticing or for raising questions.... It is a quizzical regard." Such a bent "will be 'intelligent' because it will be aware of alternatives.... It will be a form of 'subjectivity' rather than a form of 'objectivity' because it will be based on changes brought about in its subject's consciousness and ways of perceiving." It will stress the uniqueness of each individual, hence "will not be easy to routinize or to quantify." Novak has no inkling of operant possibilities and of the needless bifurcation between science and subjectivity, but his observations represent a refreshing departure from the norm. They are to be found in "The liberation of imagination: The place of intelligent subjectivity in health care education," *Man and Medicine*, 1975, 1, 95-107.

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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Meier, C.A. & M.A. Wozny. An empirical study of Jungian typology. *Journal of Analytical Psychology*, 1978, 23, 226-230.

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