

NEWS, NOTES & COMMENT

Forthcoming...

William Stephenson, "Newton's Fifth Rule," *American Psychologist*, which provides a Q-methodological solution to Sir Isaac Newton's unpublished REGULA V: "Whatever is not derived from things themselves, whether by the external senses or by the sensation of internal thoughts, is to be taken for a hypothesis And those things which neither can be demonstrated from the phenomenon nor follow from it by the argument of induction, I hold as hypotheses." This rule did not fit in with Newton's other four, and so he suppressed it from the third edition of his *Principia Mathematica*. Many hypotheses can be neither proved nor refuted, but they can be represented as Q sorts with the factors which emerge inductively pointing to superordinate hypotheses. Stephenson's earlier thoughts on this topic can be found in "The shame of science," *Ethics in Science & Medicine*, 1978, 5, 25-38, copies of which can be obtained from him at 2111 Rock Quarry Road, Columbia, MO 65201. Reprints can also be requested for "Concourse theory of communication" (*Communication*, 1978), which is scheduled to appear shortly.

From a conceptual standpoint, Stephenson's *The Study of Behavior* was very much in line with the ideas of Arthur F. Bentley, whose works are summarized by James F. Ward, "Arthur F. Bentley's philosophy of social science," *American Journal of Political Science*, 1978(Aug), 22, 595-608. Pertinent for the same reasons is an earlier paper by Norman Jacobson, "Causality and time in political process: A speculation," *American Political Science Review*, 1964, 58, 15-22.

Among recent conference papers...

Roger R. Kahle (Public Communication, Boston U), "Q-technique and graphics research," Graphic Division, Association for Education in Journalism, Seattle, August 1978: Outlines ways in which Q can be applied in research on typography, color, photographs, layouts,

and design.

Steven R. Brown (Political Science, Kent State U), "Image, mood, and the expression of opinion," International Society of Political Psychology, New York, September 1978: Q technique applied in the single case, illustrating the route taken by feelings and images on their way to becoming opinions.

Something old, something new...

Frank Barron's "A case study of a residual" (1955) is an intensive study of Paul, who was so unique that he failed to load significantly on any of the Q factors emerging from the psychological assessment of 80 persons. Most Q studies deal with several persons grouped into factors, and even single-case studies usually select for investigation persons who have significant loadings on one or more factors. The case of Paul illustrates the limitation of explanations which account for common factors, as well as the meaning of uniqueness and eccentricity (which in factor terms are referred to as specificity, as opposed to communality). Barron's interesting paper was somehow missed (along with others) during the compilation of the 1968 Q bibliography, and is listed in this issue of the "Update".

Also included in the bibliography is reference to a recent *Fortune* magazine article (January 1978) in which the author, Peter Bernstein, discusses the strategy of market segmentation based on a Q factor analysis of responses to a life-style questionnaire. Among the many factor personifications introduced are Ben the self-made businessman, Cathy the contented housewife, Candice the chic suburbanite, and Fred the frustrated factory worker--all of whom represent audience segments to which advertising campaigns are directed. If you buy your dog one of the Cycle brand canned foods (by General Foods), you may wish to read Bernstein's article to learn more about your factor.