FORWARD

We complete our first year of publication by presenting another of William Stephenson's previously unpublished papers,"Immediate experience of movies." This paper was originally intended to be the second in the series entitled "Applications of Communication Theory," all of which until now have appeared in the *Psychological Record*; however, the paper, written about 1970, was set aside in favor of "The substructure of science" (1972), "Interpretations of Keats' 'Ode on a Grecian Urn'" (1972), and "Intelligence and multivalued choice" (1973). The lead article of the series, "Foundations of communication theory," appeared in 1969 and provided the same fundamentals for communication theory as his 1936 *Psychometrika* paper did for factor theory.

More often than not, Q is thought of merely as a statistical (i.e., factor-analytic) method, but in *The Study of Behavior*, Stephenson states that "The importance of Q-technique lies more in these psychological applications than in any of the statistical devices it employs or represents..." (p.29). In the second paper printed below, one highly regarded statistical property of factors--"factor strength" (i.e., eigenvalue magnitude, or explained variance)--is shown to be arbitrary, except in rare cases, and of no general functional salience in Q method. The importance of factors is not defined statistically, but situationally and psychologically, as illustrated in multi- and single-subject cases.

What is needed in experimental psychology more than anything else is to formulate problems and investigations so as to reveal functional relations which should be rationalized whenever possible.... It is by the discovery of functional relations and their rationalization that scientific laws are established. (L.L. Thurstone)