



CHDS 50093 (CRN 12485), CHDS 70093 (CRN 12486)
Summer Intersession (May 19-23, 2008)
9:00-4:00 M-F, 301 Bowman Hall

Q Methodology in Assessment and Research

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The purpose of this seminar is to introduce statistical and methodological principles associated with the use of Q method in the study of subjectivity—with primary emphasis on its applicability to problems of public policy—and to locate Q methodology within the framework of contemporary science. Q methodology evolved from factor-analytic theory in the 1930s, and since that time has been applied in the systematic study of a wide range of subject matters in psychology, political science, communication, the health sciences, education, and the behavioral and human sciences more generally, and increasingly in the policy field. Attention will focus initially on historical and methodological developments, with special emphasis on factor-analytic and epistemological foundations, and on the fundamental importance of subjectivity in all human action. Subsequently, the seminar will move to applications in substantive areas of particular interest to participants. Time and other resources permitting, actual studies will be undertaken, individually or collectively.

Students with Disabilities

University policy 3342-3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit www.kent.edu/sas for more information on registration procedures).

Texts

Brown, S.R. (1980). *Political subjectivity: Applications of Q methodology in political science*. New Haven: Yale University Press. (Available electronically)

McKeown, B.F. & Thomas, D.B. (1988). *Q methodology* (Quantitative Applications in the Social Sciences series, Vol. 66). Thousand Oaks, CA: Sage.

Resources

Q methodology website: <http://www.qmethod.org>

Q methodology e-mail discussion list: Send the command “subscribe Q-Method <your name>” (without quotations or brackets) to Listserv@listserv.kent.edu

QMethod (computer freeware): <http://www.rz.unibw-muenchen.de/~p41bsmk/qmethod/>

PCQ (computer software): <http://www.pcqsoft.com/>

Stricklin, M. (1987). Some thoughts on completing computer programs for Q technique. *Operant Subjectivity*, 10, 136-139.

QArchive website: <http://www.uww.edu/personal/fac/cottlec/QArchive/qindex.htm>

Journals:

Operant Subjectivity, quarterly journal of the International Society for the Scientific Study of Subjectivity; contact Mark Popovich <mpopovic@gw.bsu.edu>, ISSSS Treasurer: \$30 ISSSS membership, journal included; \$10 students.

Q-Methodology and Theory, annual Korean-language journal of the Korean Society for the Scientific Study of Subjectivity.

Journal of Human Subjectivity, semi-annual English-language journal published by the Korean Society for the Scientific Study of Subjectivity; produced and distributed by Communication Books, Seoul. \$50/year.

Stephenson, W. (1988). *Dr. William Stephenson interview* [8 hours]. Videocassette: Kent State University Audio-Visual Services (in four cassettes, numbered 50-3842, 50-3843, 50-3844, 50-3845).

Brown, S.R. (1996). *Workshop on Q methodology* [3 hours]. Available via streaming at Q methodology website.

Brown, S.R. (1980). *Political subjectivity: Applications of Q methodology in political science*. New Haven: Yale University Press. Available on Electronic Reserves <<http://reserves.library.kent.edu/courseindex.asp>>. (Under “Select an Instructor,” select BROWN, STEVEN, then click on POL REFERENCE.)

24th annual meeting, International Society for the Scientific Study of Subjectivity, October 2-4, 2008, Hamilton Convention Centre, Hamilton, Ontario, Canada

Bibliographies:

Brown, S.R. (1968). Bibliography on Q technique and its methodology. *Perceptual and Motor Skills*, 26, 587-613.

Brown, S.R. (1977). Q bibliographic update: A continuation of "Bibliography on Q Technique and Its Methodology." *Operant Subjectivity*, 1, 17-26 (continued in subsequent issues).

<http://www.qmethod.org> (searchable bibliography).

Methodological Topics

History and Principles

Brown, S.R. (1972). A fundamental incommensurability between objectivity and subjectivity. In S.R. Brown & D.J. Brenner (Eds.), *Science, psychology, and communication* (pp. 57-94). New York: Teachers College Press.

- Brown, S.R. (1980). *Political subjectivity: Applications of Q methodology in political science*. New Haven, CT: Yale University Press. (Chap 2)
- Brown, S.R. (1993). A primer on Q methodology. *Operant Subjectivity*, 16, 91-138. (Cf. Q methodological tutorial. QArchive: <http://facstaff.uww.edu/cottlec/QArchive/qindex.htm>)
- Brown, S.R. (1994-1995). Q methodology as the foundation for a science of subjectivity. *Operant Subjectivity*, 18, 1-16. (QArchive: <http://facstaff.uww.edu/cottlec/QArchive/qindex.htm>)
- Brown, S.R. (1997). *The history and principles of Q methodology in psychology and the social sciences*. British Psychological Society symposium on "A Quest for a Science of Subjectivity: The Lifework of William Stephenson," University of London; and conference on "A Celebration of the Life and Work of William Stephenson (1902-1989)," University of Durham, England. (QArchive: <http://facstaff.uww.edu/cottlec/QArchive/qindex.htm>)
- Brown, S.R. (1998). Subjective science: Normal and abnormal (continued). *Operant Subjectivity*, 21, 92-111.
- Brown, S.R. (2002). Subjective behavior analysis. *Operant Subjectivity*, 25, 148-163.
- Brown, S.R. (2005). What's past is prologue. In D. Iliescu (Ed.), "Special Issue on Q Methodology," *Psihologia Resurselor Umane [Human Resources Psychology, Romanian]*, 3(1), 9-12 (Romanian translation 6-8).
- Brown, S.R. (2006). Q methodology and naturalistic subjectivity. In B. Midgley & E. Morris (Eds.), *Modern perspectives on J.R. Kantor and interbehaviorism* (pp. 251-268). Reno, NV: Context Press.
- Brown, S.R. (2005). The science of subjectivity: Methodology, identity, and deep structures. *Q Methodology and Theory*, 11, 5-31.
- Hurd, R., & Brown, S.R. (2005). The future of the Q methodology movement. *Operant Subjectivity*, 28, 58-75.
- Stephenson, W.(1935). Technique of factor analysis. *Nature*, 136, 297. (Reprinted in Brown, *Political subjectivity*, pp. 9-10.)
- Stephenson, W. (1935). Correlating persons instead of tests. *Character and Personality*, 4, 17-24.
- Stephenson, W. (1936). The foundations of psychometry: Four factor systems. *Psychometrika*, 1, 195-209.
- Stephenson, W. (1936). A new application of correlation to averages. *British Journal of Educational Psychology*, 6, 43-57.
- Stephenson, W. (1936). Introduction to inverted factor analysis, with some applications to studies in orexis. *Journal of Educational Psychology*, 27, 353-367.
- Stephenson, W. (1953). *The study of behavior: Q-technique and its methodology*. Chicago: University of Chicago Press. (Chaps 1, 3, 5)
- Stephenson, W. (1967). *The play theory of mass communication*. Chicago: University of Chicago Press. (Chap 2)
- Thorsen, A.A. (2006). A pathway to understanding Q-methodology. *Journal of Human Subjectivity*, 4(2), 33-53.

Consciring and Concourse Theory

- Stephenson, W. (1978). Concourse theory of communication. *Communication*, 3, 21-40.
- Stephenson, W. (1980). Consciring: A general theory for subjective communicability. In D. Nimmo (Ed.), *Communication yearbook 4* (pp. 7-36). New Brunswick, NJ: Transaction.

Stephenson, W. (1986). Protoconcurus: The concourse theory of communication. *Operant Subjectivity*, 9, 37-58, 73-96.

Representativeness and Q-sample (and P-set) Structure

Brown, S.R. (1970). On the use of variance designs in Q methodology. *Psychological Record*, 20, 179-189.

Brown, S.R. (1980). *Political subjectivity*. Pp. 186-194.

Brown, S.R. & Unga, T.D. (1970). Representativeness and the study of political behavior: An application of Q technique to reactions to the Kent State incident. *Social Science Quarterly*, 51, 514-526.

Kinsey, D. & Kelly, T.C. (1989). Mixing methodologies: An aid in developing Q samples. *Operant Subjectivity*, 12, 98-102.

Stephenson, W. (1953). *The study of behavior*. Chap 4.

Stephenson, W. (1993-94). Introduction to Q-methodology. *Operant Subjectivity*, 17, 1-13.

Propositional Sets, Conditions of Instruction, and Q Sorting

Bolland, J.M. (1985). The search for structure: An alternative to the forced Q-sort technique. *Political Methodology*, 11, 91-107. (Cf. Comment by S.R. Brown and response by Bolland.)

Brown, S.R. (1980). *Political subjectivity*. Pp. 194-203.

Brown, S.R. (1993-94). The structure and form of subjectivity in political theory and behavior. *Operant Subjectivity*, 17, 30-48.

Stephenson, W. (1953). *The study of behavior*. Chap 2.

Stephenson, W. (1963). Independency and operationism in Q-sorting. *Psychological Record*, 13, 269-272.

Van Tubergen, G.N. & Olins, R.A. (1979). Mail vs personal interview administration for Q sorts: A comparative study. *Operant Subjectivity*, 2, 51-59.

Correlation

Brown, S.R. (1980). *Political subjectivity*. Pp. 204-207.

Cohen, J. (1957). An aid in the computation of correlations based on Q sorts. *Psychological Bulletin*, 54, 138-139.

Factor Analysis

Brown, S.R. (1980). *Political subjectivity*. Pp. 208-224.

Brown, S.R. (2006). A match made in heaven: A marginalized methodology for studying the marginalized. *Quality & Quantity*, 40, 361-382.

Expositor (1992). A note on measuring changes in Q factor loadings. *Operant Subjectivity*, 15, 56-61.

Stephenson, W. (1953). *The study of behavior*. Chap 2.

Stephenson, W. (1977). Factors as operant subjectivity. *Operant Subjectivity*, 1, 3-16.

Stephenson, W. (1980). Factor analysis. *Operant Subjectivity*, 3, 38-57.

Stephenson, W. (1990). Fifty years of exclusionary psychometrics: I. Q technique. *Operant Subjectivity*, 13, 105-120.

Stephenson, W. (1990). Fifty years of exclusionary psychometrics: II. Developments. *Operant Subjectivity*, 13, 141-162.

Factor Rotation

Brown, S.R. (1980). *Political subjectivity*. Pp. 224-239.

Brown, S.R., & Robyn, R. (2004). Reserving a key place for reality: Philosophical foundations of theoretical rotation. *Operant Subjectivity*, 27, 104-124.

Creaser, J.W. (1978). The factor-wheel method of rotation for Q-technique research. *Operant Subjectivity*, 1, 70-77.

D'Agostino, B. (1984). Replicability of results with theoretical rotation. *Operant Subjectivity*, 7, 81-87. (Cf. Stephenson's response.)

Kramer, B., & Gravina, V. (2004). Theoretical rotation as a tool for identifying points of leverage in people's perspectives for program improvement. *Operant Subjectivity*, 27, 125-144.

Stricklin, M. (2005). Eight quantum realities redux: Finding David Bohm. *Operant Subjectivity*, 28, 145-166.

Thompson, J.W. (1962). Meaningful and unmeaningful rotation of factors. *Psychological Bulletin*, 59, 211-223.

Factor Scores

Brown, S.R. (1980). *Political subjectivity*. Pp. 239-247.

Creaser, J.W. (1955). An aid in calculating Q-sort factor arrays. *Journal of Clinical Psychology*, 11, 195-196.

Stephenson, W. (1978). A note on estimating standard errors of factor scores in Q method. *Operant Subjectivity*, 1, 29-37.

Interpretation

Brown, S.R. (1980). *Political subjectivity*. Pp. 247-258.

Brown, S.R. (1999). On the taking of averages: Variance and factor analyses compared. *Operant Subjectivity*, 22, 31-37.

Goldman, I. (1999). Q methodology as process and context in interpretivism, communication, and psychoanalytic psychotherapy research. *Psychological Record*, 49, 589-604.

McKeown, B.F. (1998). Circles: Q methodology and hermeneutical science. *Operant Subjectivity*, 21, 112-138.

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Stephenson, W. (1983). Against interpretation. *Operant Subjectivity*, 6, 73-103, 109-125.

Selected Bibliography on Q Methodology

Books on Q Technique and Methodology

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- Block, J. (2008). *The Q-sort in character appraisal: Encoding subjective impressions of persons quantitatively*. Washington, DC: APA Books.
- Brown, S.R. & Brenner, D.J. (Eds.) (1972). *Science, psychology, and communication: Essays honoring William Stephenson*. New York: Teachers College Press.
- Brown, S.R. (1980). *Political subjectivity: Applications of Q methodology in political science*. New Haven, CT: Yale University Press.
- Iliescu, D. (2005). *Metodologia Q*. Budapest: Comunicare.ro. [Romanian]
- Khoshgooyanfar, A-R. (2008). *Q-methodology*. Tehran: Research Center of IRIB [Islamic Republic of Iran Broadcasting] Publication. [Persian]
- Kim, H.K. (2008). *Q methodology: Philosophy of science, theories, analysis, and application*. Seoul: CommunicationBooks. [Korean]
- McKeown, B.F. & D.B. Thomas (1988). *Q methodology* (Quantitative Applications in the Social Sciences series, Vol. 66). Newbury Park, CA: Sage Publications. (See review by William Stephenson and rejoinder by McKeown and Thomas, *Operant Subjectivity*, 1989, 12, 103-109.)
- Prasith-rathsint, S., & Sookasame, K. (2007). *Variety of innovative research methods: Q methodology: A scientific study of subjectivity (Concepts, theory and application)*. Bangkok: Samlada. [Thai].
- Stephenson, W. (1953). *The study of behavior: Q-technique and its methodology*. Chicago: University of Chicago Press. (Republished: Midway Edition, University of Chicago Press, 1975.)
- Stephenson, W. (1967). *The play theory of mass communication*. Chicago: University of Chicago Press. (Republished: New Brunswick, NJ: Transaction, 1988.)
- Stephenson, W. (1994). *Quantum theory of advertising*. Columbia: School of Journalism, University of Missouri.

Chapters on Q Technique and Methodology

- Addams, H. (2000). Q methodology. In H. Addams & J. Proops (Eds.), *Social discourse and environmental policy: An application of Q methodology* (pp.14-40). Cheltenham, UK: Edward Elgar.
- Brooks, W.D. (1970). Q-sort technique. In P. Emmert & W.D. Brooks (Eds.), *Methods of research in communication*. Boston: Houghton Mifflin.
- Brown, S.R. (1986). Q technique and method: Principles and procedures. In W.D. Berry & M.S. Lewis-Beck (Eds.), *New tools for social scientists: Advances and applications in research methods* (pp. 57-76). Beverly Hills, CA: Sage Publications.
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- Psicología política del nuevo siglo* (pp. 37-54). Mexico City: Sociedad Mexicana de Psicología Social.
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- Brown, S.R. (2005). Applying Q methodology to empowerment. In D. Narayan (Ed.), *Measuring empowerment: Cross-disciplinary perspectives* (pp. 197-215). Washington, DC: The World Bank.
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- Brown, S.R., Durning, D., & Selden, S.C. (2008). Q methodology. In K. Yang & G.R. Miller (Eds.), *Handbook of research methods in public administration* (2nd ed., pp. 721-763). New York: Taylor & Francis.
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Books Utilizing Q Technique and Methodology

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