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SUBJECTIVITY, IN COLLABORATION WITH MCMASTER UNIVERSITY,
NURSING HEALTH SERVICES RESEARCH UNIT, PRESENTS THE

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CONFERENCE

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Dear Colleagues of the International Society for Scientific Study and Subjectivity,

It is my pleasure to welcome you to the City of Hamilton for the 24th Annual Conference. It was our goal to attract a transcontinental audience for the exchange of research information for this conference. Judging from the impressive response from both national and international colleagues to our call for papers, it is apparent that we are not alone in this view. The scientific committee has assembled a program of more than fifty papers submitted from across Canada, the United States, UK, Norway, and many others countries.

The papers are diverse and from many disciplines including health sciences, political sciences and journalism, social sciences, communications, and many others. We hope that the mixture of theoretical and evaluative studies presented here will add to our knowledge base.

Once again, I welcome you to this outstanding forum and look forward to an international dialogue exploring Q-methodology. I hope that you will gain new insight and information that will further your individual and collective understanding of matters being presented. I wish to express my sincere appreciation to all presenters, delegates, and staff who have made this conference a successful reality.

Sincerely Yours,

Noori Akhtar-Danesh, PhD
Vice President ISSSS
Chair 24th Q-Methodology Conference, Hamilton, Ontario, Canada- McMaster University, 2008
Andrea Baumann

McMaster University, Hamilton, Ontario, Canada

Dr. Andrea Baumann is the Associate Vice-President, Faculty of Health Sciences, (International Health), McMaster University and the Director of a Health Services Research Unit (McMaster site), funded by the Ontario Ministry of Health and Long-Term Care. The unit is multidisciplinary and focuses on health human resources and health services. She is also a co-investigator in a CIHR Team grant in Community Care and Health Human Resources. She has been a grant reviewer on three multi-disciplinary councils and a member of various journal editorial boards. Her recent publications have focused on supply and production of health care workers and rural policy implications. In addition to her research, she has directed several international projects in relation to capacity building and higher education for women.
Peter Schmolck

*University of the Federal Armed Forces, Munich, Germany*

Peter Schmolck has a MA degree in Education, Psychology, and Sociology from the Ludwigs-Maximilians-Universität in Munich (1974). Since 1975, he has been a Lecturer at the University of the German Armed Forces in Munich teaching Research Methods.

He joined the Q community as a subscriber to the QMETHOD discussion list in 1993. Since 1995, he has provided and supported PQMethod, the PC version of the free QMETHOD software originally programmed for mainframe computers by John Atkinson in 1992.
Rachel Baker

University of Newcastle upon Tyne, United Kingdom

Rachel Baker is a Lecturer in Health Economics at Newcastle University in the north east of England. Rachel graduated with a BA in Economics and Social Policy in 1995 and began a research assistantship in the respiratory health department of the university. Having worked in health services research for a number of years, she returned to an interest in the field of health economics in her doctoral work, in which she also applied Q methodology. In 2003, she was awarded a PhD on the basis of her thesis entitled, “Economic rationality, health and lifestyle choices.” Subsequently, she was successful in obtaining funds for a post doctoral fellowship from the Economic and Social Research Council in the UK. Part of this fellowship involved three months spent working with colleagues in Canada at the University of Calgary.

Rachel has published papers using and discussing Q methodology and presented her Q methodological work to health economics audiences around the world. She supervised PhD and MPhil Q studies and, having introduced Q methods to a large research group in the UK, is now embarking on a multinational Q study as part of the EuroVaQ project (http://research.ncl.ac.uk/eurovaq/index.html).
Q-Methodology Workshop

Determining perspectives and consensus using a mixed methodology: An introduction to Q-Methodology

Sue Ramlo, Joe Jurczyk

The purpose of this workshop is to introduce participants to Q methodology, a method to determine perspectives and consensus more typically used in disciplines such as political science, journalism, and marketing. The session will include both theoretical background and an interactive demonstration of the entire Q Methodology process. Attendees will perform a Q-sort at the beginning of the session. After an overview is presented, the data collected from the q‐sorts will then be analyzed (using PQMethod) to determine the views that exist among the session participants. Thus, the session will provide an overview of the steps used in conducting a Q Methodology study in such a way that participants will gain a new tool to better investigate people’s views and attitudes. This participant Q-sort will focus on a topic more relevant to all who participate. Although this workshop will be generally informative about Q, the emphasis is on Q in educational settings. We will include examples from previous studies that we have been involved with: a class evaluation study; consensus building for developing a school of technology; an evaluation of a professional development program involving reading circles; facilitating a faculty learning community; and determining epistemological perspectives.
Abstracts

A Study on the Factors of Professionalism of Mental Health Social Workers in Korea
Ahn Inn Kyung Ahn
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The purpose of this study is to examine the concepts and factors of the professionalism of mental health social workers, based on the trait model of professionalism, and to identify the course for further development of professionalism. This Q methodological study used 64 structured Q statements and a P-set of 35 consisting of psychiatrists, mental health social workers, mental health nurses, general social welfare workers, mental health policy makers, mentally challenged people and their families. All participated in the Q sorting process and an in-depth interview.

Throughout the analysis, 3 factors were found: the first factor was comprised of 18 eighteen participants and it was named ‘Resource Organizer.’ This key factor seemed very similar to the characteristics of professionalism for mental health social workers that was presented in the matching list. The second factor is named ‘Ethical Therapist.’ It consists of psychiatrists, mental health social welfare workers, mental health clinical psychologists, general social workers, mentally challenged people and their families. However, mental health nurses and mental health policymakers were not included. The third factor was named ‘Partner Offering Holistic and Individualized Caring’ and 7 people were included in this group. There were no mental health related professionals grouped in this factor.

Findings of this study can be noted as a basis for the social agreement on the professionalism of mental health social workers. It is believed that the recommendations will reduce role conflicts and confusion over duties among mental health staff. Moreover, it will also provide a foundation for acknowledging that mental health social workers truly contribute toward improving the quality of life of mentally disabled people, which is the final aim of the local mental health services.

Parents’ Perception and Attitude on Childhood Obesity
Noori Akhtar-Danesh1, Mahshid Dehghan2, Katherine Morrison3, S Fonseka4
1McMaster University, Canada; 2Kelso Lake Medical Centre, Canada

Background: As early growth is an important predictor of obesity related health consequences later in life, understanding parental perceptions of obesity in infancy and early childhood may be important in preventing behaviours that lead to obesity in later childhood.

Aim: The aim of this study was to elicit the attitudes and perceptions of the parents of young children about childhood obesity. In particular, we would like to learn parents’ perception about factors related to childhood obesity and to healthy active living.

Method: We used the Q-Methodology to explore parents’ perception about childhood obesity. The participants were asked to complete a 42-item Q-sort representing their perceptions about childhood obesity and the related factors. A by-person factor analysis technique was used to identify groups which differed based on their perceptions.

Results: Thirty-three parents with the mean age of 34.4 (SD= 4.3) years and mean body mass index of 23.6 (SD= 4.6) kg/m² participated in this study. Their children’s age varied from 5 to 32 months (mean= 16.0, SD= 7.8). Using Q-analysis two unique viewpoints were identified as Confident in delivering healthy nutrition and Family physical activity focused. The distinguishing statements of each group will be presented in the conference.

Conclusion: Although all groups focused on the central role of the family in childhood obesity, one group of parents was confident they could deliver healthy nutrition, in spite of the current nutritional environment, while the other was more focused on the importance of physical activity.

The Use of Q-Sort Methodology to Explore Collaborative Faculty Perceptions of Nursing Scholarship
Mary Allan1, Noori Akhtar-Danesh2, Bobbi Biggs1, Barbara Brown2, Jeanette Linton3, Anne Porteous, Casey Sidwell
1Mohawk College, Canada; 2McMaster University, Canada; 3Conestoga College, Canada

The purpose of this study was to explore faculty perceptions of nursing scholarship within the
McMaster Mohawk Conestoga BScN Program in order to gain an understanding of activities and expectations of nursing scholarship.

Methodology: Q-methodology (QM) was used to identify different and unique viewpoints as well as commonly shared faculty views of scholarship. Forty faculty members completed the Q-sort in the fall of 2006. Factor analysis was performed on the data, and the resulting factors were interpreted.

Results: Three factors were identified as distinct viewpoints of nursing scholarship: Essentials of Scholarship, Practice of Scholarship and Barriers to Collaborative Scholarship. Conceptual analysis of the results revealed that essential components are necessary for scholarship, the practice of scholarship should be supported, there are different ways in which faculty can practice scholarship, nursing scholarship encompasses research, college sites are able to engage in research, college faculty support nursing scholarship but it shouldn’t be collaborative, and there are several barriers to scholarship.

Conclusion: Accreditation standards require faculty to engage in nursing scholarship. Findings from this study will provide the BScN Program with the groundwork to plan and promote comprehensive strategies for scholarship. Faculty development activities can be implemented, appropriate resources obtained, the spirit of the collaborative program enhanced, and a model of scholarship developed which will reflect the unique values and beliefs of the McMaster Mohawk Conestoga BScN Program faculty. The model of scholarship will encompass the belief that scholarship includes research and the creation of new nursing knowledge, participation in scholarship requires a culture of support and concrete administrative support, and funding is required for collaborative faculty to equally excel in all areas of scholarship.

The Subjective Experience of the Will in Making Lifestyle Changes
Eleanor Allgood, Catherine Comuzzi, Ragnvald Kvalsund
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This paper reports on a Q-study of 40 adults who self-report having made or are presently making a significant lifestyle change. Defining “will” as the complex flow of sustained experience between intention and action, this study focuses on the participants’ subjective experience of the will from the perspective of three dimensions: 1) personal growth and learning, 2) dynamics of the will process itself, and 3) the contextual circumstances that influence the experience of the will. In particular, the research examines any impact on self-esteem, power and agency; any variations in the dynamics of the will during initial and maintaining phases; and any variations that external and internal influences may have. There are few studies which address the dynamics of the will and fewer still which differentiate the experiences of the will from the experience of willpower. A study of this subtle but essential dimension of the change process hopefully will invite other researchers to explore the minutiae of the subjective dynamics which help catalyze intention into action.

One Q-set, ten countries, two data collection methods: Challenges and results from a European study of health care priority setting
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The cost-effectiveness of proposed new treatments is assessed by comparing costs to benefits, which are often quantified in terms of the effect on the length of life of recipients and on the quality of those years of life; the combination of these effects represents Quality Adjusted Life Years (QALYs) gained. A cost-per-QALY ratio can then be used to compare the cost-effectiveness of different treatments. Embedded in this framework is the notion that “a-QALY-is-a-QALY-is-a-QALY”, that is to say that QALYs are equally valuable regardless of how they are comprised and of characteristics of the beneficiaries. There is some evidence, however, that the general public may place different values on different types of health gain bestowed on different beneficiaries. The EuroVaQ-study explores these public views in ten European countries, using a single Q-set and condition of instruction and either paper or web sorting. The session consists of three presentations:

1. The EuroVaQ-project (Rachel Baker) – A Q-set of 34 statements was derived and translated into ten languages. Results will be presented from the UK
2. Comparing results between Q studies (Job van Exel) – Different methods for comparing
results were explored. Results will be presented from a paper sort and web re-sort exercise and results from three countries will be compared.

3. **Experiences with web sorting (Rachel Baker)** - Ahead of the conference a web link to the EuroVaQ web-sort will be posted on Q-listserv. Experiences with web sorting from project and audience will be discussed and results from both will be compared.

**Q-Methodology to Explore Student Perceptions of Simulation in Undergraduate Nursing Education**
Pamela Baxter, Noori Akhtar-Danesh, Ruta Valaitis  
*McMaster University, Canada*

In 2005, a provincially funded study sought to evaluate the implementation and use of simulation in Schools of Nursing across Ontario, Canada. This presentation will focus on one of four studies from this program of research which used Q-methodology. Building on one of these four studies which involved conducting focus groups with students, Q-methodology was used to determine the attitudes of undergraduate nursing students towards the use of simulation in nursing education. Statements drawn from focus group transcripts resulted in 49 final statements which reflected six domains including: teaching and learning, access/reach, communication, technical features, technology set up and training, and comfort/ease of use with technology. In total, 24 students from 17 Schools of Nursing (includes universities and college/university collaborative programs) participated in this study. Participants were mailed packages, asked to complete the Q-sort exercise and return their completed packages in a self-addressed stamped envelope. The PQ Method 2.11 program was used for analysis. A by-person factor analysis of the Q-Sort was conducted to identify groups of students with similar viewpoints. Factor analysis revealed four major viewpoints: 1) reflectors, 2) reality skeptics, 3) comfort seekers, and 4) technology savvies. Implications for nursing education in undergraduate programs will be discussed.

**An Attitudinal Study of Job Satisfaction for Full-Time, On-Air Female Personalities at Selected Television Sports Departments**
Hilary Bergman  
*Ball State University, United States*

The goal of this research was to provide an attitude assessment of how women perceive their roles in sports departments in the television industry. Fifteen female participants responded to a Q-sort study which covered these specific subject areas: relationships with coworkers, relationships with management, career advancement opportunities, and work environment. The specific categories listed above and Q-sort statements came from previous research studies that were conducted on job satisfaction levels in the workplace. An examination of the Q-sorts revealed three distinct factor types that were labelled: Noncommitted, Loyalists, and Dissatisfied. The Noncommitted were satisfied with their feedback from coworkers and management and were willing to incorporate these comments into the content of the sports broadcast. On the other hand, they did not see any advancement opportunities at their organization or in the industry, itself. The Loyalists did not speak about being held back by men in their organizations and were impressed with their promotion opportunities at their companies. Finally, the Dissatisfied group were unhappy at their stations because they did not receive support from upper management, only from their coworkers. Demographics had little impact on the interpretation of the three factors. However, if a woman was in the industry for 15+ years, then she usually received a higher salary or was given a more prominent job title, such as sports director. Although this was a rare occurrence among this group of respondents.

**Presidential Leadership: What do Americans really want in their president?**
Arlene Borthwick 1, April Nauman 2, Terry Stirling 2  
1National Louis University, Chicago, IL, 2Northeastern Illinois University, Chicago, IL

The campaigns leading to the American presidential election to be held this November, 2008 have been some of the most participatory in modern times. This Q study probes beneath the slogans and
political hyperbole to examine the leadership qualities being sought for the challenges confronting the nation. The concourse spans the personal traits, beliefs, experiences, and qualifications that are important to voters. An analysis of the interface between factors and salient issues identified by participants will also be discussed. The concourse of 37 statements is based on students’ responses to a prompt focused on leadership qualities. Following completion of the Q-sort, students provided written explanations of their selection of statements for “most unlike my thoughts” and “most unlike my thoughts,” the two ends of the continuum. There were 49 participants, with the majority being over the age of 30. The majority also confirmed that they believe it is very important that they vote in the next presidential election. Q Sorts were analyzed using PQMethod 2.11 for Windows.

**Instructional Technology in Colleges of Education**

Rob Bowe
National-Louis University, United States

This presentation will examine a study that identifies the common beliefs of instructional technology-using higher education faculty. One college of education will be the focus: the National College of Education (NCE) at National-Louis University (NLU) based mainly in the “Chicagoland” area. Because of the large number of yearly graduates (500), full-time faculty (150), and teacher certifications and degrees offered (20), NCE offers a unique opportunity to explore why and how technology is being adopted in a teacher education institution. Participants were chosen according to their positive response to whether they are comfortable using technology in their classroom and whether they felt students were more engaged when technology was used in the classroom. In addition to identifying the underlying beliefs of 20 technology-using faculty members, this study will find the common problems and solutions when using technology, and discuss the manner by which these instructors have effectively implemented technology-enhanced lessons into their teaching. By identifying these common beliefs, it is hoped that future professional development of instructional technologies will be improved by encouraging these beliefs in faculty who are less prone to use technology in their classroom.

In this study, 40 Q statements were provided to 20 technology-using higher education faculty whose experience ranges from 4- to 44-years of teaching experience. The statements were derived from research studies related to IT and/or change theory (Rogers, 2003). The Q-sort data was collected during the summer of 2008 and subsequently analyzed with the help of PQMethod and videotaped follow-up interviews. Video snippets will be used to support major trends and ideas that surface. This presentation will also address the important role that Q Sort Method held in contributing to the effectiveness of this phenomenological study (Van Manen, 1990).

References:

**Professional and Policy Perspectives on Avian Influenza Within an Epistemic Community**

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Avian influenza (bird flu) represents a potentially devastating threat to human and animal species planet wide. Although centered in the poultry farms of developing countries, AI viruses can be carried long distances by migratory fowl and are now widely present in Europe. So far, human infection has been restricted mainly to bird-to-human transmission (resulting in almost 250 deaths and a mortality rate of more than 60%), although human-to-human transmissions are beginning to be suspected. If the more virulent H5N1 virus mutates so as to be transmissible from person to person, it will spread rapidly via the routes of transcontinental travel and will eventually reach into every community where it could result in millions of deaths and threaten societal structures and processes on a large scale.

In the two studies to be reported (and possibly a third), Q methodology is applied to appraise the perspectives of participants with backgrounds in public health, agriculture, social science, and others. The first study examines the demands, identifications, and expectations of participants in a
three-day workshop on Q methodology held in Bangkok in March 2008. The resulting three factors, two of which are bipolar, indicates that the participants themselves are not unified in their understanding about the nature of the impending pandemic and of the steps that should be taken in response to it. The second study focuses more specifically on participants’ recommendations as to the courses of action that the Thai government should take, with three factors (one of them bipolar) again documenting the epistemic community's fragmentation. A third study, if completed in time for presentation, will address the wider perspectives of AI specialists who are members of a five-nation team involving China, Cambodia, Thailand, Indonesia, and Vietnam.

Differences Between European and Lebanese Americans' Values About Marriage
Bilal M. Ghandour, Maureen Perry-Jenkins
University of Massachusetts, Amherst, United States

This study examined how cultural values of western societies, based in individualism, and eastern societies, based in collectivism, shape values about marriage. In comparing marital values of European Americans with that of Lebanese Americans, a theory of cultural identity was utilized. While Americans were expected to value the self-reflective aspect of marriage, which nuclearizes marriage around the husband-wife relationship, the Lebanese were expected to value the familial aspect of marriage, which views the union as a relational entity, the value of which is closely connected to one’s family.

Using Q-sort, two factors were extrapolated, indicating two sets of values regarding marriage. The first cluster consisted of a majority of Americans and a quarter of the Lebanese. The second cluster consisted of a majority of Lebanese and a single American. Values highlighted in the first factor focused on romance and the belief marriage is a private enterprise. Beliefs highlighted by the second factor focused on psychological intimacy as well as the importance of family to marriage.

Characteristics of the Lebanese indicated education and acculturation were determining features for distinguishing factor loadings. Specifically, Lebanese who loaded on the ‘western’ factor were more educated and acculturated than their compatriots who loaded on the ‘Lebanese’ factor. Finally, we recommended the development of a marital quality scale for Arabs that includes items reflecting values found to be important to the majority of the Lebanese in addition to the ‘western’ items that were found to also be of value to this population.

The Relationship of Q-Methodology to Quantitative, Qualitative, and Mixed Methods
James M.M. Good1, Steven R. Brown2
1Durham University, United Kingdom; 2Kent State University, United States

Q methodology has obvious connections to quantification given its reliance on correlation and factor analysis, but it also displays a number of important differences. The rise of qualitative methods has raised questions as to whether Q belongs in that category, and the more recent development of interest in the notion of mixed methods has led to arguments that Q belongs there and even that it may be the mixed method par excellence.

We begin by briefly reviewing recent contributions to the debate about the relationships among qualitative, quantitative, and mixed approaches and discuss Q’s similarities and dissimilarities to them. We acknowledge the temptation to view Q as a mixed method, but entertain a more radical view of Q as a procedure that undermines the qualitative/quantitative binary itself. The qualitative and the quantitative are intermingled at almost every point in a Q analysis. Preparing the Q sample requires considerations that are both quantitative and qualitative and factor extraction in the judgmental mode involves the subtle exercise of abductive skills. Even with varimax rotation, the determination of when to stop rotating cannot be decided solely on numerical grounds. Not only is subjectivity operant and emergent from the concrete sorting situation, but so too are factors, the latter arising from the interaction between analyst and data. Moreover, the factor arrays that define a factor are not best seen as simple averages, but as a complex gestalt or patterned whole. On this view, Q methodology is more than just a mixed method and the issue of its location with respect to the quantitative/qualitative binary raises fundamental questions about the nature of classification and measurement in the human sciences.
The Tattoo as Communication Behavior in Young People
Bettye Grable, Michael E. Abrams
Florida A&M University

Popularity of tattoos among college students has spurred a new generation of skin-communicators. This is reflected in the number of tattoo artists who have opened up shops all over college towns. Popular magazines frequently depict people from their late teens to their thirties with tattoos. Body decoration has been re-invented in the 21st Century, taking on widespread popularity. In collecting statements from young people, authors asked students about motivations to become tattooed, influences on their decision, placement of tattoos, and what are they may be trying to express with their tattoos. Statements were solicited about the relationship of tattooed students to peers, family, employers, and friends. Statements about how tattoos affect communication with both older and younger people were also collected in the Q population in this study of communication behavior.

What Lies Beneath: Using Q-Methodology to Cast Stakeholders’ Perceptions in an Evaluation of Rural Development Projects
Virgina Gravina, Pedro de Hegedus
Universidad de la Republica, Uruguay

This paper’s objective is to provide a specific example of the use of Q methodology as a tool in evaluating rural development projects. A development project was carried out in the state of San Luis, Argentina, in order to train and provide family farmers with production and organizational skills. Led by INTA, National Institute of Agriculture Technology (a government institution), the project operated for 10 years, and project evaluation was needed to evaluate its impacts. In order to apply Q methodology as an evaluation tool, three methodological approaches were used: First, a conceptual matrix was designed, focusing on four main theoretical areas relevant to project evaluation: i) objectives (intended results), ii) accomplished effects that were not part of the design of the project (unexpected effects), iii) aspects that the project did not accomplish that proved to be important during the intervention (unfulfilled tasks), and iv) outcomes due to methodological and intervention features applied by extension agents, to work with beneficiaries (others).

Secondly, a workshop with extension agents involved in the project took place to generate the concourse; the statements were selected from the concourse according to the conceptual matrix. Third, statements were presented to beneficiaries for sorting, and finally Q methodology outcomes were analyzed. Besides the classic factor interpretation, the authors analyzed how factors weight in the four pre-defined theoretical areas, and the frequency that their highest ranked statements had in each area. Factors, which represent beneficiaries’ perceptions, are used to compare which areas are meaningful for them.

Extending situational theory to internal publics: Q methodology within a strategic management process
Justin Guild
Ball State University, United States

This Q study revealed how dominant coalition members of an Indianapolis, Ind. –based non-profit organization approached and interpreted problems within a strategic management process – a necessary area to study in public relations considering the dearth of research of internal publics within the field. The quinquennial strategic management process involved budgetary and programmatic resource allocation for the organization participating in this study. The same 48 statement Q sort was used in two time periods to track movement of communication behavior among members: a pre-sort before the process and a post-sort at the end.

Using a public relations theory, the situational theory of publics, as a framework, the Q sample was aligned with the theory’s dependent variables of active and passive communication behavior. The data from the completed Q sorts was then entered into the PQMethod software. Four factors were identified in the pre-sort, and two factors were identified in the post-sort.

Findings indicate that the pre-sort groups lacked consensus across the four factors in their behavior on how to approach problems. However, the post-sort groups exhibited a change in behavior across the two factors, showing consistency in their interpretation of problems. In the context of this research, dominant coalition members can be segmented by their communication behavior, not just by their positions inside an organization.
Understanding the Blockages: Stakeholder Perceptions of Greywater Reuse in Metro Vancouver, Canada
Meaghan Hennessy, Murray B. Rutherford
Simons Fraser University, Canada

The demand for potable water is growing in many large Canadian municipalities, placing pressure on vulnerable water supplies and aging water supply infrastructure. Even in Metro Vancouver, an urban area that is often perceived to be water rich, the potable water supply is showing signs of strain. Matching different levels of water quality to different types of water use is often cited as a management technique with potential to increase the efficiency of urban water use. One method for matching water quality to water use is greywater reuse, where water from sinks, showers and laundry is diverted away from the wastewater stream and put to use a second time flushing toilets and irrigating landscapes. In spite of the potential water conservation benefits and government interest, this fairly straightforward technique of water recycling is not being broadly implemented in Canada. A variety of factors have been identified as possible barriers to greywater reuse, including technical feasibility, economic considerations, institutional/legal constraints, and perceptions of necessity. We use Q methodology to explore the views of experts regarding the relative importance of these possible barriers to greywater reuse in Metro Vancouver. The Q sample consists of 47 statements drawn from the greywater literature. The P sample is made up of individuals knowledgeable about greywater reuse programs, including government decision makers, developers and contractors, water reuse advocates, and engineers. The findings of this study will aid decision makers in developing policies to promote and implement greywater reuse.

Perceptions of Need and Family Functioning for Individuals Seeking Mental Health Assistance: A Q-Methodology Study
J. William Hitchcock, Diane Montgomery
Oklahoma State University

Maslow’s theory of human motivation proposes when basic human needs are not satisfactorily met, maladaptive functioning occurs and which may be enduring (Maslow, 1954). Psychological control has been implicated in the development of learned helplessness (Albrecht, Galambos, & Jansson, 2007) and as associated with both internalizing and externalizing behaviors (Gerard, Krishnakumar, & Buehler, 2006; Pettit, Laird, Dodge, Bates, & Criss, 2001). The perceptions of need fulfillment (Maslow, 1954) and psychological control (Barber, 1996) in family relationships were investigated with a diverse sample of individuals who were seeking assistance for various family issues. Some individuals had experienced varied levels of family violence including domestic violence and child abuse. Memory of childhood family functioning and perception of current adulthood were assessed among victims, witnesses, and perpetrators of family dysfunction, including violence. Thirty-six statements representing levels of Maslow’s Needs Hierarchy and a range of psychological control were sorted under two conditions by 18 individuals resulting in 36 Q-sorts, which were analyzed using principal components and varimax rotation. Results identified three distinct factors indicating perceptions of Safe, secure, and loved individuals, Victimized individuals, and Anything for love individuals. Correlations between the factor scores are low. Distinct demographics identified the factors. The findings support Maslow’s theory of human motivation and are congruent with previous studies of psychological control. Implications for treatment and prevention services in regards to the distinct perceptions of the three factors are identified. Conclusions indicate further study needed regarding passive interaction styles and implications for intergenerational transmission of family violence.

Evaluation of the Qmethod.org website
Amy Hogan
University of Bath, United Kingdom

The Qmethod.org website was launched in October 2000, with the aim of providing members of the Q community with easy access to relevant information regarding Q methodology. The website has become an invaluable informational resource, to both novitiates and experts looking for information about Q methodology and the ISSSS organization. During April – July 2008, an evaluation questionnaire was developed to seek views on the website’s content, design, and ease of use to inform future development of the website. The first part of the session will detail the results of this evaluative study. The results will be summarised as recommendations on how to improve the
Qmethod.org website, so that it may continue to be an effective and informational resource. The second part will be an interactive demonstration of the new Q website, which has been redesigned to address the issues raised by members of the Q community. Following the launch of the new-look website at the conference, feedback from users will be carefully monitored and changes made as required.

Using Qualitative Findings to Deepen Factor Interpretation
Garrett Hutson¹, Diane Montgomery²
¹Brock University, Canada; ²Oklahoma State University United States

The purpose of this paper is to discuss and demonstrate the strengths of qualitative findings to deepen factor interpretation. Q methodology is an appealing research strategy for qualitative researchers because of its ability to systematically highlight subjectivity that operates from multiple points of view (Brown, 1996; Watts & Stenner, 2005). As a research strategy, Q method is often used to illuminate shared social constructions or a “connected series of subject positions” (Watts & Stenner, 2005, p. 71). Although factors are determined by quantitative strategies, the interpretation of the meaning of the factors must include an understanding of the ways that the statements are represented. The combinations of statements may leave researchers wondering about the meaning, which is why field notes from sorting sessions, post-sort interviews, survey questions, or an examination of the demographics of the people whose opinions are represented become helpful in the overall interpretation. This paper will: 1) present qualitative findings from a Q-study to demonstrate alternate ways factors can be interpreted and understood, 2) reiterate the potential and benefits of using individual perspectives to deepen understanding about shared points of view and 3) revisit ways that qualitative and Q-method approaches to research can complement one another.

Patterns of Perceived Cues in Detecting Deception
Sinuk Kang and Chung Joo Chung
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Research of humans based upon the use of lie detectors suggests: (1) that most individuals are not good at detecting deception – i.e., their judgment accuracy is little better than chance, and (2) that there are some common cues that people rely on when making judgments of deception such as gaze aversion or nervousness – but these judgments are infrequently associated with deception. Although there have been a few attempts to identify specific combinations of verbal and nonverbal cues in relation to judgments of deception, little research to date has investigated this link systematically. Therefore, the purpose of this study is to categorize and assess individuals’ perceptions about deception cues that may influence judgments of deception. Twenty five participants were asked to judge whether a person was lying or telling the truth after viewing a series of videotapes depicting a mock-crime interrogation, and then sort 36 Q-statements covering comprehensive dimensions of visual, vocal, verbal, and emotional cues that proved to be valid cues to deception in previous research. The results show that the perceptions of deception fell into three typologies: (1) balanced expert type, (2) face-focused objectivist type, and (3) verbal-oriented distruster type. All three types agreed that smiles, tension, facial movements, and eyes are important deception cues. In addition, although the group of balanced expert type was slightly better at detecting deception than the other two groups, their confidence did not influence their judgment accuracy.

Beliefs about teaching and learning a foreign language: a Q-study
Dra. Maria Carmen Khnychala Cunha
Universidade Federal de Uberlândia, Brazil

The beliefs of graduate and undergraduate foreign language teachers about the teaching and learning process may influence the way they conduct their learning, their professional formation, and the way they will behave professionally. Hence, to understand the beliefs of these future teachers is of primary importance for the improvement of instructional practices and programs of foreign language teachers courses. We investigated teachers’ and pre-service language teachers’ beliefs and contrasted the views of learners in different stages of their course to analyze possible differences in perspective between theory-informed and non-informed beliefs. We also wanted to find out if relationships between factors and participants’ previous learning content and experiences could be delineated and the extent to which undergraduates’ and teachers’ beliefs converged or diverged.
Q Methodology research approach was used for its centrality on subjectivity, for the high value it places on participants, and for the absence of apriorism. The approach offered participants the material and operational procedures for them to produce a formal pattern of their attitudes and opinions, expressed subjectively. A questionnaire was used to collect the concurse of ideas from which a Q sample of 59 items was derived, and the P-sample was composed of 83 three undergraduates and 7 teachers. Representative participants of the factor that emerged were interviewed. This study may contribute to research about foreign language learning by revealing clusters of beliefs and their relationship to learning behaviors. It may also help understand better the impact of theory in beliefs held.

A Study on the Uses of VOD among IPTV Subscribers
Hung Kyu Kim, Yong Phil Yoon
Hankuk University of Foreign Studies

Before VOD (Video-On-Demand) introduction, program and channel selection among domestic audiences had been technically dependent on the broadcasters’ linear programming system. Since 2006, with the advent of Mega TV and Hana TV, the none-linear method system has provided more than 80,000 hours of viewing time reaching to 3 million households by the end of 2008. The purpose of the study is to explore the values and gratifications sought in the process of acceptance and use of this new medium, VOD among IPTV subscribers. This audience study employed Q Methodology to identify the subjective typology in terms of attitude, belief, conviction, gratification, and motivation. Total of 31 Q samples were sorted by 19 P samples in accordance with a Q-sort distribution. By using QUANL program, this Q analysis produced 4 factors: Type I, the Private Comforter, uses VOD as private and credential medium fulfilling his/her pleasurable motive; Type II, the Satisfying Agent, uses VOD more publicly with friends and family; Type III, the Uncompleted Aider, regards it just as an aider that easily helps to download the TV programs they missed; and Type IV, the Undiscriminating Candidate, who doesn’t sharply distinguish VOD from existing media like downloading system in the broadcaster web.

Agreement Between the Q-Block and the Q-Tool
Hung Kyu Kim
Hankuk University of Foreign Studies, South Korea

The purpose of the study is to explore the agreement or consistency between the Q-block and the Q-tool that were constructed to identify the typology based on the factors found throughout the Q Method. Both tools are very useful to examine the characteristics of people who belong to a specific type, and to test the difference by types in terms of demographics and other related variables. This study adopted the two examples to test the agreement rate, which means how many people are assessed as the same type by both tools. The first example, having three factors, showed 62.20 percent while the second example, composing four factors, showed 70.08 percent. Researchers should be aware of the advantages/disadvantages and limitations of each tool when they choose one.

How People Perceive the Online Advertisements?
Hung Kyu Kim, Joon Hwan Choi
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As of 2008, people using the Internet reached about 35 million. Over 80 percent of Koreans are now using the Internet for their education, information, shopping, entertainment, email, and other activities. Through the sharing, convergence, reproduction, and usage process, digital information has been fully equipped to maximize the interaction between people. Accordingly, advertisers have created various forms of online ads to attract Internet users based on their uses and selections. The purpose of this study is to explore people’s perceptions of the online ads with a view to discovering if those perceptions do or do not match the ways advertisers operationally defined and initially designed the ads. This Q study used 30 structured samples of various types of online ads and a P-set of 23 Internet users. In the study, 4 distinct factors were identified: Factor I, the Attentive User, who just sees an ad at a glance and prefers visual and attention gathering elements; Factor II, the Active User who actively and orderly seeks the solution based on their needs and wants; Factor III, the New and Fun Seeker, who prefers more creative forms of ad giving fun; and Factor IV, the Logical User, who is corresponding, analytical, and logical in the perception and interpretation of ads.
Reconciliation of Free and Forced Distribution in Q-sorting
Byung Lee
Elon University, United States

Though a forced distribution has been more popular in Q than a free distribution, both have their advantages and disadvantages. A forced distribution uses the ipsative method, measuring the strength of each item relative to others on the Likert scale. Although it is easy for researchers to calculate scores on this ipsative scale, problems may arise. The results will show a pattern of each person’s subjectivity; however, they do not reveal the absolute position of the statements, which can be used when resulting Q factors are compared. Extremely skewed sorts, though rare, can distort the pattern itself when distributed in a quasi-normal format. Researchers often see moderately skewed cases in which sorters are asked to position statements against their judgment -- i.e., listing a statement as negative when the sorter believes it to be positive or the other way around. To correct the problem, sorters may be asked to indicate their real neutral points if the zero points on their scales are not neutral to them. Of course, free sorting has its disadvantages, such as central tendency biases, social desirability responding, or dumping statements. This paper is an attempt to reconcile the free and forced distribution methods.

Addendum to Evaluating Learning in a Group Relations Conference in the Tavistock Tradition
Robert M. Lipgar
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Within the broad problem of how outcomes of educational programs can be objectively evaluated, there is the special problem of evaluating outcomes of programs designed to provide learning through experience – e.g., T-groups, human relations training workshops, group relations conferences, social dreaming groups, and large and small process groups, now common events in organizational, corporate, and professional programs. All have explicit or implicit educational goals whose outcomes are poorly assessed, if at all. This study demonstrates one approach to the evaluation of educational outcomes by using Q studies of participants and staff (faculty and leadership). By examining data gathered nine months after participation in a non-residential, weekend group relations conference conducted in the Tavistock tradition and authorized by the A.K. Rice Institute for the Study of Social Systems (AKRI), this inquiry sheds light on whether experiential learning changes endure or fade, and for whom. Q factors and questionnaire responses are examined in relation to similar data obtained from other members and staff (faculty or leadership) before and during the conference itself. As such, it augments previous published reports (cf. Lipgar, Bair & Fichtner, 2000, 2004). The overall hypothesis is that experiential learning as distinct from academic learning is best assessed with Q methodology, by studying changes in Q factor loadings, and interpreting these changes in light of other relevant data including, but not limited to, demographic information and questionnaire/survey responses.

References:

Application of Q Methodology to Examine American and International Faculty Perceptions about Academic Socialization
Susan Mathew, Diane Montgomery
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The purpose of this research study was to describe perceptions of American and international faculty about academic socialization. Thirty-two American and international faculty with varying ethnic backgrounds, both genders, and all faculty ranks represented six academic colleges from a comprehensive land-grant university. The 47 statements were sampled based on Tierney and Rhoad’s (1994) culture-based framework for socialization processes for faculty (culture of nation, profession, discipline, individual, and institutional). The study yielded three factors (by pca and varimax) that were interpreted to be: (1) Best Fit; (2) Workhorse; and (3) Staying the Course. Best Fit
Elves Like Me—Changing Self to "Fit In"—A Study of a Young Girl’s Struggle for Self-in-Relation
Jennifer P. Maxwell
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The self-in-relation theory on the development of self highlights the centrality of relationship to young girls growing into adulthood (Jordan et. al., 1991). Carol Gilligan (1982) writes of girls "losing their voice" as they approach puberty. This qualitative single case study utilizes Q methodology to explore a nine and a half year old girl’s (Anika) concept of self—and her loss of self and voice as she describes how she needs to change (virtually reversing what is important to her) in order to fit in with "people who don't like me, and who are friends with each other."

Anika developed the concourse for this study by viewing a series of twenty photographs of "replica" elves. She named and constructed an identity for each elf, telling a brief story about each one, and then sorted the photographs according to two conditions of instruction: first, to sort the elves according to which were "most like' and 'most unlike' you," and second, "how you would be with someone you didn’t like." This second condition was changed to reflect Anika’s response to the instructions: "If three people didn’t like me—if the three are friends—I’d want to be like them ‘cause they were friends."

The results of her two Q sorts illustrate the conflict faced by a pre-adolescent girl struggling with "self-in-relation”—"ripped between two choices—friends who are not nice—friends who are nice. Should I go with those people or these people? . . . If I had people who did like me, I'd just like to be myself."

The Struggle for Public Health Funding
Kevin Douglas McKinzie
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Background: County health departments in the United States struggle under the burden of inadequate funding, putting US public health at risk. A tax levy passed in 1955 by townships of Portage County, Ohio to fund the county health department failed to account for inflation, and funding has declined precipitously in real dollars since. The result has been disastrous, with the health department staff shrinking from 60 to 21 by 2008. Township trustees block all attempts by the Portage County Health Department to petition the county budget commission to increase funding, and ballot attempts to increase the 1955 levy consistently go down to defeat. In spring 2008, the health department announced that if the budget shortfall were not resolved the health department would be forced to lay off existing staff and contract with surrounding county health departments to provide public health services.

Objective: Portage County township trustees recalcitrance toward increasing public health funding was explored. Resistance to county budget commission attempts to increase funding, ambivalence toward ballot initiatives, and attitudes toward the county health department and county government were examined.

Methods: Carslake Thompson's schema on public opinion (Stephenson 1964) was used to develop Q-sort statements from the Portage County public health funding concourse. Thompson hypothesized that public opinion could be measured in terms of intensity of actions (general preferences, wishes and policies) and attitudes (biases, notions and beliefs). Thirty-one percent of township trustees in Portage County had completed Q-sorts when, in a shocking reversal, the county budget commission increased
health department funding through a “charge back” tax, over the strong opposition of township trustees. Data will be analyzed on the first round of Q sorts. Trustees with the highest-loadings for each of the factors identified will be interviewed for a post-resolution appraisal of how this turn of events came about.

Results and Conclusion: The study is ongoing and will be completed by mid-August.

**The Types of Friendship Relationships among Domestic and International College Students in the United States**

Xiao Qiu, Diane Montgomery  
*Oklahoma State University, United States*

Friendships are a primary source of meaning, happiness, and joy in people’s lives (Hull, 1978; Ponzetti & Cate, 1988). Attending college is an opportunity to make new friends that provides the self-identification essential to the late adolescence stage of development (Buote, Pancer, & Pratt, 2007). The purpose of this study was to investigate the perspectives of domestic and international college students concerning friendship relationship as they adjust to the diverse college environment. This information may provide evidence on ways to help practitioners and educators working with college students, especially those from diverse cultural backgrounds. Twenty-nine students who were studying in United States were asked to sort 36 statements regarding their views toward friendship. Two conditions of instruction were used, one for making friends with domestic students and one for making friends with international students. The sorts were factor analyzed with principal components and varimax rotation. Three perceptions were interpreted as Open to Culture, a perception more interested in finding cultural differences in open and positive friendship relationship; Open to Gender, a perception that respects and trusts friends in regardless of gender differences; and Close to Same Gender, a perception that is more likely to build close respectful relationship between same-gender friendship. Results indicate little differences in the condition of instruction. Implications for future research strategies using Q, application to friendship theories, and potential information for professional practice will be discussed.

References:


**Student Perspectives on Learning Physics and Their Relationship with Learning Force and Motion Concepts: A study using Q-methodology**

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Considerable research and curriculum development has focused on students’ learning of force and motion concepts, yet research shows that many students fail to gain Newtonian-based understanding of force and motion concepts (Thornton & Sokoloff, 1998). Researchers have demonstrated the connection between learning in physics and students’ personal epistemologies (Hammer & Elby, 2003). Yet this research has typically used time-intensive qualitative methods or Likert scale surveys which can result in loss of meaning (McKeown, 2001). Thus this study used Q methodology to determine the various perspectives of students related to their learning within a first semester, college physics course in hopes of gaining insight into the differences among students’ post-test scores.

Four different factors emerged from the Q sorts. The first factor indicated that those represented by this view were reflective, help seeking, and enjoyed math/problem solving. These students indicated that they sought a coherent view of force and motion, unlike the remaining three factors. This view had a high correlation (.46) with the Force and Motion Conceptual Evaluation (FMCE) post-test scores. The remaining three views had negative correlations with the post-test scores. For instance, factor 2 students had a correlation of -.39 with the post-test. This perspective indicated a sense of struggling to learn in this course, disinterest in the course topics, lack of reflection on learning, and a willingness to simply accept answers from peers and the instructor.

References:


**The Policy Choice of Privatization and Health Care: A Q-Methodology Study**

David Randall

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Health care reform can take many forms, and political leaders in Washington have a wide array of potential policy choices. The privatization of health care services is a major policy option and how the two primary health care entitlement programs, Medicaid and Medicare, may or may not use private interests is of potential importance when a new Administration and Congress convenes. I utilize Q-methodology to examine the opinions and attitudes of health care reform and the range of policy options from greater reliance on private firms to government run universal coverage being discussed by congressional leaders, presidential candidates, advocacy groups, and academics. I find that there exist a diverse array of factors through a 32 statement Q-study with a set of 36 Washington policy participants. Policy participants in the study include Members of Congress and congressional staff, prominent health advocacy groups and beneficiaries that represent diverse political and ideological views about the role that privatization of health care services should take. The results, I theorize, have implications for the policy choices that may emerge as health care reform again takes center stage in Washington. The results of this study can potentially be used to discern potential policy choices and find policy options palatable to the range of opinions on a highly salient political issue.

**“Death of a President”: Understandings of a Political Film**

James C. Rhoads

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The 2006 film, “Death of a President”, depicting the fictional assassination of US President George W. Bush in documentary style, proved to be a highly controversial film. Many theaters in the US refused to show the film, and subsequently relatively few Americans have seen the film. The film uses the assassination of the president to explore many political themes in post 9/11 America.

Sixteen students in a Political Films class viewed the film and then wrote reflective essays. Statements (n=32) were drawn from these essays and given back to the students in the form of a Q-sort. Centroid analysis was used and factors were judgmentally rotated to a 2 factor solution. One factor saw the film in the prism of the Bush administration and respondents were critical of the president and the war on terror. Factor 1 types also saw the film as a strong political statement. The other factor, while generally supportive of Bush, was more focused on the film itself, and the tension that it created. Factor 2 was bothered by the use of a sitting president as a target of assassination.

Interviews were undertaken by representative specimens of each factor, and those results, which helped to inform factor interpretation, will also be included in the paper.

**2008 Democratic Campaign: Perceptions of the Obama-Clinton Nomination Struggle**

James C. Rhoads¹, Dennis F. Kinsey²

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The 2008 nomination battle between Senator Hillary Clinton and Senator Barack Obama was the closest in modern Democratic Party history, and attracted the close attention of the public. Because there seemed to be so little difference among the candidates in terms of issues and policy, the split among voters appeared to be related to the perceptions of the candidates by these voters. Were voters motivated in their choice by Senator Clinton’s “experience,” Senator Obama’s “judgment,” ties to the administration of Bill Clinton, “post-partisanship,” gender, race, “electability,” etc.? A strategy was thus employed to exploit the advantages of Q methodology in order to reveal a
structure to these subjective viewpoints. Ultimately, a 45 statement Q-sample, was culled from Internet blogs by pundits and ordinary citizens and administered to participants in New Wilmington, Pennsylvania (27 respondents) and Syracuse, New York (24 respondents). Factor analysis revealed three distinct viewpoints in Pennsylvania and two distinct viewpoints in New York. A second-order factor analysis will be undertaken to determine the degree of similarity between these factors.

**The Role of Knowledge and Deliberation in the Adoption of Local Indicators for Sustainable Forest Management**
Sandra Rodriguez-Piñeros, Will Focht, Diane Montgomery, David Lewis
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Our research investigates the role that knowledge and deliberation play in the adoption of sustainability principles in forest management plans. A definition of sustainable forest management (SFM) was developed by the Ministerial Conference on the Protection of Forests in Europe, which has since been adopted by the UN's Food and Agriculture Organization. FAO defines sustainable forest management as:

*The stewardship and use of forests and forest lands in a way, and at a rate, that maintains their biodiversity, productivity, regeneration capacity, vitality and their potential to fulfill, now and in the future, relevant ecological, economic and social functions, at local, national, and global levels, and that does not cause damage to other ecosystems.*

The Sustainable Forestry Initiative (SFI), established in 1994 by the American Forest and Paper Association, has defined indicators of SFM that can be used to certify forests as being managed in a sustainable manner.

In this presentation, we will examine the perspectives of the owners of a small community forest in Puebla, Mexico on the local social, economic, and ecological issues associated with the SFI's SFM indicators. From a population of 100 forest owners, we conducted 45 in-depth interviews. Thirty-six statements were extracted from the concourse. We obtained 20 Q-sorts from the forest owners, which are now being factor analyzed. We will present the results of the factor analysis and describe how the analysis will be used to design and conduct SFM educational programs and policy deliberations aimed at adapting SFI indicators in a plan aimed at the sustainable management of the community forest.

**Exploring Deliberative Quality using Q Methodology: The Case of the BC Biobank Deliberation**
David M. Secco¹, Simon Niemeyer², David Hartell³, Kieran O'Doherty³
*¹Concordia University, Canada; ²Australian National University, Australia; ³University of British Columbia, Canada*

Deliberative public engagements are becoming increasingly popular as a means for informing policy on public health issues. A recent example is the BC Biobank Deliberation, where 21 British Columbians deliberated together on what values and interests ought to be considered in the regulation and use of biobanks for health research (See: Burgess et al., 2008). One of the reasons for the popularity of deliberative events is that the outputs of these deliberations are supposed to be characterized by inclusion and fairness, and as a result some argue that deliberative outputs ought to represent “better” outcomes. However, this raises the important question of how to assess the quality of deliberation? In this paper, we explore this question using a variation of Q methodology with the aim of understanding underlying participant positions relevant to the issue at hand and the preferred outcomes that these positions inform. This was accomplished by using surveys informed by Q methodology immediately before and after the event — in addition to careful qualitative observation. With the results of the Q analysis, we build a representation of the major dynamics that occurred during the event and use this to probe the effects of deliberation on subjective participant positions. We end by reflecting on this approach and what it can provide to a richer understanding of the dynamics of public engagement events.

Reference:
Responses to terrorism in a European context: An application of Q methodology
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This paper considers the discourses which exist on responses to terrorism in the context of the European Union and the United Kingdom. In recent years terrorism has been seen as a growing threat in Europe and the response strategies directed towards it have become increasingly important. The European Union has, since September 11th 2001, actively developed a response strategy to terrorism. It is possible to identify the official discourses which exist in this area. However, the discourses held by the wider population are less apparent. This paper, through the use of Q methodology, explores these hidden discourses further. In particular it is specifically concerned with public perceptions of the response strategies to terrorism and aims to uncover the ways in which these response strategies are constructed beyond the official discourse. The paper discusses four response strategies identified through the use of Q methodology from within the discourse on responses to terrorism. Focussing in particular on British understandings of responses to terrorism in a European context, it considers the implications of these findings for the responses to terrorism proposed by the European Union.

Family Narratives Through the Eyes of an Adult Child of Divorce
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In the present study we explore an adult’s retrospective recall of viewpoints of his parents’ divorce by applying Q methodology. The study design consists of a single case study where we apply Q methodology with various conditions of instruction. By applying Q methodology we seek to explore various family narratives in an attempt to look for coherence or divergence between significant people surrounding the subject “Magne” and himself. All viewpoints are studied according to the way Magne himself believes he and other people understood the divorce-process. The Q-sort consists of 28 statements selected to represent both child and adult viewpoints, and also viewpoints regarding both the divorce process and child living arrangement. The Q-sort 4x7 matrix ranges from – 3 to + 3. The factor analyses resulted in three clear-cut factors. Results show some coherence and some diversity between the viewpoints of significant people in Magne’s life. Magne’s viewpoints as a child and his viewpoints as an adult seem to be very similar. Q-methodology seems to be an efficient way of studying family narratives. Among other things the method clearly helps to give an impression of similarities and divergences between the various family narratives.

Academic Achievement and Dropout Perceptions of Mexican-Descent Middle and High School Students: A Q Methodology Study
Kathryn G. Swetnam
Walden University, United States; Mijetak Management Consultants, Canada

The dropout rate for Mexican-descent students enrolled in U.S. public schools is among the highest of any race or ethnicity. These students may be functionally illiterate in both English and Spanish. The purpose of this study was to investigate the perceptions of at-risk, Mexican-descent, adolescent students who expressed opinions towards academic success or failure.

Thirty-two students from Spring Branch Independent School District, located in a suburb of Houston, Texas, participated in this study. The students were enrolled in school but identified as at-risk learners and included male and female participants in Grades 8, 9, and 10. This study addressed the ecological effects by making use of a naturalistic sample based on concourse found in the literature of Mexican-descent at-risk students. Factor analysis of their Q sorts yielded three distinct attitudinal factors: (a) internally motivated perception students, (b) familia motivated perceptions students, and (c) disaffected perceptions students.

The findings of this study support the contextual-ecological view of influences that affect minority cultures and impact school accomplishment. The relationship between academic success and dropout perceptions was not linear but rather a multifaceted, contextual sphere of commingled influences on an individual’s perceptions.

Results of this study may assist educators and parents in understanding how to best increase minority scholastic achievement and decrease dropout rates. This study increases the
understanding of the perceptions of at-risk Mexican-descent adolescents toward academic success and dropping out of school in order to provide a basis for social change through communication and dialogue between Mexican-descent students as well as school administrators and faculty members.

Barack Obama in the American Mind: Contending Narratives and the Quest for Authenticity
Dan B., Thomas Larry R. Baas


The nomination of Barack Obama as the Democratic Party’s candidate for President in 2008 carries enormous interest for a host of reasons, running from the historic nature of his selection as the first African-American nominee of a major party for the nation’s top political prize to the extraordinary numbers of formerly disaffected, mostly young, citizens his campaign has enlisted as registered voters willing to contribute time and money, not to mention votes, to Senator Obama’s election in November. Owing in part to Mr. Obama’s unusual personal story along with his brief presence on the national political scene and, also in part but in a decidedly different way, to the protracted nomination contest with Senator Hillary Clinton, Obama has been the object and the target of a “candidate concourse” quite unlike any other witnessed in modern American electoral history. Indeed, the commentary to date has run the gamut from the sublime (“a personification of the American Dream”) to the ridiculous (“John Kerry with a tan”), leaving little doubt that the depths of the latter defy anticipation by even the most cynical among us. Against this backdrop, we sampled from the emerging Obama concourse 40 items that range from the most laudable all the way to the most delegitimizing in the language they employ to characterize the junior Senator from Illinois. Initial findings from thirty ordinary voters feature four factors, one of which is unassailably enthusiastic and three of which are ambivalent at worst regarding Mr. Obama’s political persona. None emerges as unequivocally evil, demonstrating perhaps the failure of Republican efforts to demonize Obama, a possibility that is examined at length in the Discussion.

What Kind of Leaders Rule Kazakhstan? Political Leadership Style in the Eyes of Kazakh Citizens
Almaz Tolymbek
Independent Scholar, United States

Post-communist Kazakhstan is currently undergoing a slow political system reform, which is reflected in coexistence of the authoritarian and emerging liberal-democratic perspectives and public discourses. New aspiring leaders vow to democratize the national polity, which would open up advancement channels for opposition and alternative political leaders. The important issue, however, is whether these new leaders have demonstrated their ability for a new quality of public leadership reflected in their leadership style. And to what extent their leadership style meets expectations of Kazakhstan citizenry?

In this regard, the study sought to answer the following question: What are major characteristics of actual and ideal political leadership styles in Kazakhstan?

Particularly, this Q methodology based study explored public perceptions and preferences in Kazakhstan concerning the characteristics of typical and desirable political leadership styles. To develop an appropriate theoretical framework and research tool for the field study, the author drew upon Little's (1985) psychosocial leader model in conjunction with the best-practices leadership theory of Kouzes and Posner (2002). Specifically, it sought to reveal such leader types as Strong (Machiavellian-autocratic), Group (paternalist-socialist), and Inspiring (transformational-democratic) ones as displayed by actual and ideal (would-be) leaders of the nation.

As an outcome, three distinct typical and one ideal leadership styles were discovered using PQMethod-based correlation and factor analytic techniques and response interpretation. This doctoral dissertation-based paper will present respective findings on the profiles of typical and ideal political leaders for Kazakhstan.

Q-methodology to Explore Faculty Perceptions of Simulation in Nursing Education
Ruta Valaitis, Noori Akhtar-Danesh, Pamela Baxter
McMaster University, Canada

In 2005, the Ontario Ministry of Health and Long-Term Care funded a study to explore the implementation of simulation in schools of nursing
across Ontario, Canada. This project involved four studies: 1) a before-after funding survey completed by administrators at all Schools of Nursing, 2) a controlled experiment evaluating learning outcomes associated with simulation, 3) focus groups with students and faculty members about their perceptions of simulation in nursing education and, 4) Q-methodology to determine viewpoints of faculty and students towards simulation in nursing education. Faculty perceptions from the Q-methodology study will be the focus of this presentation. Quotes (n=104) were collected from study #3 to determine the original statements in the concourse. These were classified into 6 domains including: teaching and learning, access/protect, communication, technical features, technology set up and training, and comfort/ease of use with technology. The research team refined the list of statements to include 42 statements for the Q-sort. In total, 28 faculty from 17 Schools of Nursing (includes universities and college/university collaborative programs) participated in the exercise. The PQ Method 2.11 program was used for analysis. A by-person factor analysis of the Q-Sort was conducted to identify groups of participants with similar viewpoints. Results revealed four major viewpoints held by faculty: 1) the positive enthusiast, 2) the traditionalist, 3) the help seekers, and 4) the supporters. Among the participants, 24 faculty members significantly loaded on these four factors. The presentation will further extrapolate on these findings and will share the implications for nurse educators.

**Q-Methodology as a Strategy to Evaluate an Online Community of Practice for Street and Outreach Nurses**
Ruta Valaitis, Dyanne Semogas, Noori Akhtar-Danesh, Patricia Austin, Fiona Brooks, Anne Childs, Cathy Crowe, Wendy Muckle, Sally Binks  
*McMaster University, Canada*

This presentation will describe the use of Q methodology as a strategy to explore perspectives of nurses about a virtual community of practice (VCoP) for street and outreach nurses. Opinions as to how a VCoP might support these nurses in their practice were sought in a series of four think tanks held across Ontario, Canada (n = 30 participants). Think tank participants identified the main aims of a VCoP as: a) facilitation of peer consultation; b) sharing of relevant resources; c) support of advocacy efforts; d) promotion of evidence-based practice; e) reduction of professional isolation experienced by street nurses; and f) support of mentorship of nurses new to the specialty.

The VCoP site will be evaluated through a series of focus groups to be conducted in November. The concourse of Q statements will be derived from transcripts of the dialogue from these focus group meetings and the think tanks, and from comments posted in the discussion forum of the site. After refinement of the statements by the research team, 30 VCoP members will be recruited to participate in a Q-sort. Using PQMethod 2.11, a by-person factor analysis will be conducted to identify key viewpoints of these members, which will serve as a form of program evaluation. Results will inform future revisions of the site to better meet the needs of this specialized nursing community.

**Perceptions of Outdoor Ethics: Utilizing Q-Methodology in Leisure Research**
Whitney Ward1, Garrett Hutson2  
1Southern Illinois University, United States; 2Brock University, Canada

Many studies in leisure are concerned with the perceptions, attitudes, points of view, or opinions of interest. Both qualitative and quantitative techniques have been used to try to describe this subjectivity inherent in leisure experiences. These studies fall prey to the critiques often heard in a bifurcated system of perceiving research and needing to adhere to one way or the other (Brown, 1996). Q methodology, as it is fully neither qualitative nor quantitative, has the potential to be a useful tool to study of subjectivity within leisure contexts. However, Q methodology is not widely utilized in leisure research. The utility of Q methodology in leisure research is illustrated in this study which explored perceptions of outdoor ethics. Individuals provided their opinion regarding the most and least important aspects of outdoor ethics utilizing Q methodology and “traditional” methodology. Half of the participants first completed a five-point Likert-scale survey with 42 statements and then completed a Q-sort with the same 42 statements. The other half of the participants completed the Q-sort first followed by the survey. The survey resulted in an overall average score of 3.5; therefore, each participant felt that the particular set of outdoor ethics were important. More specifically, one participant identified 20 out of the 42 statements as most important, which provides a sense of ambiguity.
as to what is truly important. However, Q methodology was able to provide deeper insight into understanding the differing opinions of the participants toward outdoor ethics. Factors emerged representing separate, subjective models or viewpoints. These points of view offer an exploratory approach to understanding differences in subjective perceptions toward environmental ethics.

References:

**Perspectives on Water Management in Gibsons, British Columbia**
Vicky Weekes, Murray B. Rutherford
Simon Fraser University, Canada

Water management is increasingly important to Canadians, especially in communities where water shortages, aging infrastructure, and contamination threats are occurring or imminent. Increasing urbanization and climate change may exacerbate these problems, highlighting the pressing need for local governments to adopt and implement effective policies to address water challenges. Some analysts argue that the attitudes of politicians, water managers and water users are acting as barriers to changes in Canadian water management policy, but little empirical research exists on the views of Canadians about water management. A better understanding of these views could lead to improved water policy and implementation of water conservation measures. In this study, we use Q methodology to explore the views of community members in Gibsons, British Columbia about current water supply and management, and about alternatives for improving water management. We identify three distinct viewpoints about current conditions (Inadequate Planning and Management; Limited Infrastructure; and Unnecessary Water Waste) and three distinct viewpoints about preferred alternatives (Demand Management Planners; Informed Caretakers; and Supply Management Planners). These viewpoints differ from the perspectives frequently described in the Canadian water policy literature. We also identify options for future water policy in Gibsons based on areas of agreement among views.

**Concourse is to Q-Sort as Subjectivity is to What?**
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Q methodology, observe some keen human geographers, has travelled from its theoretical origins: "many empirical Q studies do not directly engage in theoretical discussion about the nature of subjectivity, although they do tend to value Q's ability to explore contingent (not essentialized) viewpoints" (Eden, Donaldson, & Walker, 2005). The observation applies both to studies of 'attitudes' and 'discourses'. This paper explores the roads travelled by explicating a subtle analogy involving concourse, Q sort, subjectivity, and a fourth term that has all but faded from view along with subjectivity at the new destinations. Some recent scholarship can be read to imply that a clever epistemological bridge might be made to link the attitude and discourse 'roads'. A sticking point is contrasting views about whether the Q sorter *draws from or puts upon* in the act of measurement. At a still preliminary stage, I offer that the subjectivity centre can hold—like the eye of the hurricane; but that is the centre Stephenson sought to hold for more than 50 years—when its measure is "shared knowledge made of common strands of feeling."

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