

OFFICIAL PROGRAM

26th Annual Q Conference

**International Society for the Scientific
Study of Subjectivity**

Q Methodology

ISSSS • ISSSS • ISSSS

October 7-9, 2010

Quaker Square Inn

The University of Akron

Akron, OH

USA

NOTICE: *beside name denotes session moderator

RECOGNITION • RECOGNITION • RECOGNITION • RECOGNITION**2010 Conference Planning Committee**

Susan Ramlo, Conference Host & ISSSS President
 Joseph Meloche, Program and Research Paper Competition
 John B. Nicholas, Conference Secretary

Special Thanks

Jeff Lynch & Lisa Showalter, Quaker Square Inn at the University of Akron
 Stan Silverman, Dean of Summit College at The University of Akron
 Mark Shermis, Dean of the College of Education at The University of Akron

Research Paper Reviewers

Amy Hogan, Byung Lee, Nicholas Cagliuso, Helen Mason, Joseph Meloche, John Nicholas, James Rhoads, Maria Cunha, Rachel Baker, Sue Ramlo.

ISSSS Executive Board

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Editors of Operant Subjectivity

Steve Brown, Kent State University, 1977-1993
 Dani B. Thomas, Wartburg College, 1993-1998
 Robert R. Mrtek, Univ. of Illinois-Chicago Circle, 1998-2004
 Amanda Wolf, Victoria University of Wellington, NZ, 2004 to present.

Past ISSSS Chairpersons

1989-1991, Donald Brenner, University of Missouri
 1991-1993, Albert Talbott, University of Iowa
 1993-1994, Irv Goldman, University of Windsor, CA
 1994-1995, Karen Dennis, Central Florida University
 1995-1996, Robert Mrtek, Univ. of Illinois-Chicago Circle
 1996-1997, Eleanor Allgood, Norwegian University of Science & Technology
 1997-1998, Dennis Kinsey, Syracuse University
 1998-1999, Won Ho Chang, University of Missouri
 1999-2000, Robert Logan, University of Missouri
 2000-2001, Diane Montgomery, Oklahoma State University
 2001-2002, Mark Popovich, Ball State University
 2002-2003, James Good, University of Durham, UK
 2003-2004, Russell Hurd, Kent State University-Starke
 2004-2005, James Rhoads, Westminster College
 2005-2006, Debra Hull, Oklahoma State University
 2006-2007, Nancy Grudens-Schuck (res.) Byung Lee, Elon College
 2007-2008, Byung Lee, Elon College
 2008-2009, Noori Akhtar-Danesh, McMaster University, CA
 2009-2010, Mark Popovich, Ball State University (at St. Louis, MO)
 2010-2011, Susan Ramlo, The University of Akron

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ISSSS CONFERENCE PROGRAM SCHEDULE

THURSDAY • October 7, 2010 • THURSDAY • THURSDAY

NOON - Conference Registration Opens (Hotel Lobby area near Plaza A & B)

1 p.m. ISSSS Conference Welcome/Announcements/Workshop

(Plaza A and B in Quaker Square Inn hotel area, first floor)

1:15 p.m. to 2:30 p.m. Introduction to Q Methodology Workshop

Presiding—Jim Rhoads, Westminster College

2:30-- 2:45 p.m. Q Workshop Refreshments

2:45 – 4:00 p.m. Q Workshop continues

4:30-5:15 p.m. Panel Discussion—Session Th.4.30 (Plaza A & B)

Panel of Experts: Q list-serve goes LIVE

*Sue Ramlo (Facilitator), The University of Akron

Steve Brown, Kent State University

James Rhoades, Westminster College

Wendy Stainton-Rogers, The Open University, UK

Dan Thomas, Wartburg College

6-8:00 p.m. ISSSS Conference Welcome Reception w/Cash Bar (Plaza B in QS)

FRIDAY • October 8, 2010 • FRIDAY • FRIDAY • FRIDAY

9-9:15 a.m. ISSSS Conference Welcome/Announcements (Hall 1 in The Station)

9:15 – 10:30 a.m. Panel Discussions—Session F.9.15A (Hall 1 in The Station)

ISSSS' Origins & Aspirations

Panel discussion on William Stephenson in celebration of the 75th anniversary of the letter to Nature

*Susan Ramlo (facilitator), The University of Akron

Steve Brown, Kent State University

James Good, Durham University, UK

Rob Logan, U.S. National Library of Medicine

Dan Thomas, Wartburg College

Panel discussion on a Q study performed as part of a graduate level summer workshop

Susan Ramlo, Roland Arter, Linda Collins, Lori Kraft, Michelle Miller, Janet

Thompson, Lori Vargo, & Kathryn Vuchak, The University of Akron

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FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY**9:15 – 10:30 a.m. Paper Session F.9.15B (Hall 2 in The Station)
Methodological Considerations**

The transformation from words to pictures in a Q child study: what may be gained, what may be lost in the process?

*Arlene Arstad Thorsen & Ingunn Storksen, University of Stavanger, Norway

Test-taker reactions to personality measurement via Q-sort vs. Likert: Advantage, Q-sort!
Chris D. Fluckinger & Andrea F. Snell, The University of Akron

Assumptions on Nature, Nurture, and Development: Kantor and Stephenson Conjoined
Bryan D. Midgley, McPherson College

10:30 – 10:45 a.m. Conference Refreshments**10:45-12:15 p.m. Paper Session F.10.45A (Hall 1)
Aesthetics & Beauty**

Using factor system four: Generalization and implication

Christian Kobbernagel, DREAM, CBIT, Roskilde University, Denmark

An Attitudinal Study toward Public Design: Relationship between its aesthetics and functionality
*Hung Kyu Kim & Se Jung Oh, Hankuk University, Korea

A Study on the Subjective Typology of Stereoscopic Presence
Hung Kyu Kim & Yong Phil Yoon, Hankuk University, Korea

Q-sorting the Beautiful Face

Sarmen V. Sarkissian, University of California San Diego-School of Medicine
Susan Xu, The Methodist Hospital Research Institute, & Texas Center for Biostatistics
Mel Spira, Baylor College of Medicine
Jason R. Bailey, Baylor College of Medicine

**10:45-12:15 a.m. Session F.10.45B (Hall 2)
Perspectives on healthcare & reforms**

Public Attitudes Toward Health Care Reform

*Judith Sylvester, Louisiana State University

Community engagement in health care: Developing a framework to facilitate involvement of community members in hospital system planning
Heather Pullen, McMaster University, Canada

A Needs Assessment for Caregivers of Aging Adults: A Pilot Study using Q Methodology
Susan Ramlo, The University of Akron
Kari Berit, Kari Berit Presents Inc.

**12:15 – 1:30 p.m. Enjoy Local Akron Luncheon Cuisine (see guide in your bag)
Poster display setup time**

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FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY**1:30—9:00 p.m. Posters on Display in Station B—Open during the banquet as well.**

Presenters	Affiliations	Poster Title
Byung Lee	Elon University	Introduction of new software programs to meet Q scholars
David Wulff	Wheaton College	Prototypes of Musical Engagement: The Wheaton Music Q-Sort
Jaclyn P. Gordon, Linda J. Collins	The University of Akron	Insights into preservice teachers' views of their own learning
Kathryn Vuchak	University of Akron	Q Study on Administrator's Views
Lisa Weis and Diane Montgomery	Oklahoma State University	Early Childhood Teachers' Perceptions of Children's Creative Leadership Characteristics
Janet Thompson and Lori Kraft	University of Akron	The Impact of Service-Learning on Student Motivational Factors Using Q Methodology
Lori Vargo, Linda Collins, Lisa Lenhart	e-Read Ohio, The University of Akron	eLF Perspectives on an Online Course
Tayebeh Nikraftar	Tehran University	Comparing the differences between iranian discourses about barriers to coordination in government
Russell C. Hurd	Kent State University Stark Campus (retired)	A Retrospective Search for Influences in Identity Development from Adolescence to Older Adulthood
Susan Ramlo, TBD	The University of Akron	Comparison of results from analyses of Q sorts performed by different student groups in a graduate Q Methodology Workshop (a series of posters)
Travis Warren Schermer	Kent State University	Views of Men Attending Counseling

1:30 – 3 p.m. Paper Session F.1.30A (Hall 1 in The Station)**Perspectives about democratic issues**

Youth Perspectives on Their Empowerment in Sub-Saharan Africa: The Case of Kenya
Christine Mwangeli Mutuku, Kent State University

Obama and Me: The Political Subjectivity of Presidential Identity
*Dan B. Thomas, Wartburg College
Larry R. Baas, Valparaiso University

The Meanings of Democracy Among Civil Society Leaders in the Middle East: A Four-Year Longitudinal Q-Methodological Study (2007-2010)
Bruce W. Dayton & Dennis F. Kinsey, Syracuse University

Subjectivity and the Use of Torture in the Global War on Terror
Tim Newman & Beckett Warren, Bowling Green State University

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FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY • FRIDAY

1:30-3 p.m. Session F.1.30B (Hall 1) Mass Media & Networking

A Perspective on the Subjective Factors Among the Smartphone Users in Korea
Hung Kyu Kim & Se Jung Oh, Hankuk University of Foreign Studies

Cross Cultural Study of Collaborative Information Seeking Activities in Web 2.0 and Other Non-Traditional Environments

*Joseph A. Meloche & Ying Sun, State University of New York at Buffalo

Minority Student Use of Social Netowrking
Michael Abrams, Florida A&M University

3:15-4:45 p.m. Session F.3.15A (Hall 1)

Methodology

The medium and the message: A comparison of offline and online Q factors
*Amy Hogan, Elon University

Q-Sort.com: A Demonstration of a Web-Based Tool for Administering Data Collection for Q Methodology Research Studies
Joe Jurczyk, The University of Akron

Exploring Event Phenomena and Outcomes: Combining Q and Phenomenology with NVivo
Perry D. Gross, Walden University

A Comparison of the Reliability and the Validity of the Q Sort and the Rating Procedures
Zarreen Farooqi, The University of Akron

3:15-4:45 p.m. Session F.3.15B (Hall 2)

Health Perspectives

Supporting diet and physical activity choices in disadvantaged women: a Q methodological study
Janet Holt, Cath Jackson, Joanne Greenhalgh, Jill Edwards, & Robert West, University of Leeds, UK
Francine Cheater, Glasgow Caledonian University, UK
James McKenna, Leeds Metropolitan University, UK
Emma Strachan, NHS Leeds, UK
Michael Robinson, NHS Hounslow, UK

Attitudes and Views of Young People (aged 18-25) on Health and Lifestyle
Stephanie O'Neil, Newcastle University, UK
Job van Exel, Erasmus Universiteit, Netherlands
R. M. Baker, Glasgow Caledonian University, UK

Multiple Enactments of Chinese Medicine
Trina Ward, University of Westminster, UK

Q research in Health: A Review
*Wendy Stainton Rogers, The Open University, UK

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6:30-9:30 p.m. ISSSS Awards Buffet w/cash bar (Hall 2 in The Station)

Keynote: *Extended Family: Q-methodology and Archival Research*
David Baker,
Archives of the History of American Psychology & The University of Akron

** *Posters still on display (please take down after the banquet if you are attending)*

SATURDAY • October 9, 2010 • SATURDAY • SATURDAY

9-10:30 a.m. S.9.00A (Hall 1)

Perspectives on policy

U.S. Foreign Policy: Structure of Elite Opinion
*James C. Rhoads & Michael E. Aleprete Jr, Westminster College

Integrated Water Resource Management, Governmentality, and Neoliberalism: Using Q-method to flesh out and interpret divergent "eco-governmentalities" among Paraguayan resource management experts
Lucas Ward, University of Colorado at Boulder

Old? Dead? Nebulous? How to understand emerging policy ideas
Stephen Jeffares & Martin Willis, University of Birmingham, UK

Q method, activists agendas, and constructed preferences: epistemological notes on three case studies
Stentor Danielson, Slippery Rock University

9-10:30 a.m. S.9.00B (Hall 2)

Education—Teaching & Learning

Determining the Problem Solving Styles of Engineering Technology Students
Roland K. Arter, The University of Akron

*Interpersonal Violence and Conflict Management Styles:
Teaching Conflict Management at the University Level*
*Jennifer P. Maxwell, Kent State University

Investigating Engineering Educators Views on the use of Classroom technology
John B. Nicholas, The University of Akron

10:30-10:45 a.m. Conference Refreshments

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SATURDAY • SATURDAY • SATURDAY • SATURDAY • SATURDAY**10:45-12:15 p.m. S.10.45A** (Hall 1)**Culture & Anthropology***Consumers attitudes toward movie piracy in Korea*

*Byung Lee, Elon University

Se Jung Oh, Hankuk University of Foreign Studies

The King of Pop: Attitudes toward Michael Jackson in the Aftermath of his Untimely Death

*James C. Rhoads, Westminster College

Dennis F. Kinsey, Syracuse University

A Study on Types of Chinese female immigrants

Taik Soo Hyun, University of Korea

CANCELLED->*Physical Characteristics and Perceived Competence of Outdoor Leaders Revisited*

Whitney Ward, Southern Illinois University Carbondale

10:45-12:15 p.m. Session S.10.45B (Hall 2)**Panel on Perspective & Intelligence***An Assessment of Terrorist Organizations and Their Methods of Operation*

Murat Kocak, Turkish National Police, Turkey

Appraising Identities and Forms of Attachment

*Steven R. Brown, Kent State University

If There Are No Dots to Connect, Can Q Help Fit the Jigsaw Pieces?

Charles Gaukel, Central Intelligence Agency

10:45-12:15 p.m. Session S.10.45C (Station B)**Education: Instructors' Views***Re-Viewing the Results of a Q Study on Multiple Perspectives of Writing: What Second-Order Factor Analysis Can Tell Us*

*April D. Nauman, Northeastern Illinois University

Arlene Borthwick, National Louis University

Terry Stirling, Northeastern Illinois University

Mid-Career Teachers' Perspectives on the Sustaining Power of Hope: A Q-Methodological Study

Anita Levine, Kent State University

Student-centred Education in Mexico, Viewpoints from Teaching Staff

Martha A. Fabela-Cardenas, State University of Nuevo Leon, Mexico

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SATURDAY • SATURDAY • SATURDAY • SATURDAY • SATURDAY**12:15-1:30 p.m. ISSSS Business Meeting w/box lunch provided by I4S (Hall 1)**

Presiding--ISSSS President Sue Ramlo, The University of Akron

- Approval of ISSSS 2009 Business Meeting minutes
- Updates on Operant Subjectivity
- Proposed changes to the I4S By Laws
- ISSSS 2011 Announcements
- Discussion about future meetings—Planning for 2012 & 2013
- Detailed agenda will be distributed at the meeting

1:45-3:15 p.m. Session S.1.45A (Hall 1) Education—Assessment & Evaluation

What teachers learn when they evaluate students

Lennise JC Baptiste, Kent State University

Education professionals' perspectives on academic events

Maria Carmen Khnychala Cunha, Universidade Federal de Uberlandia, Brazil

A novel application of Q Methodology as a tool for program assessment

*Susan Ramlo, The University of Akron

1:45-3:15 p.m. Session S.1.45B (Hall 2)**Media & Marketing**

Are Accessible Media Entertaining? Responses to Innovative Audio-described Television by Blind and Sighted Individuals

Charles Davis & Florin Vladica, Ryerson, Canada

How 18-34 year-olds Perceive Four Types of Internet Advertising

Ashley Stevens, David Mecham, Lincoln Hubbard, Tom Robinson, & *Mark Popovich, Ball State University & Brigham Young University

Public Relations practitioners at Swiss Post: Ardent devotees or indifferent subordinates?

Pascal Lorenzini, Syracuse University

Recognizing Reputation Capital: Using Q Methodology To Make Sense of An Intangible Asset

Terence Flynn, McMaster University, Canada

1:45-3:15 p.m. Session S.1.45C (Station B) Panel: Health Care Decisions

Public and decision makers views on the appropriate principles underlying the prioritisation of health care: two Qs, one Q-block and some spiking

*Job van Exel, Erasmus University, Netherlands

Rachel Baker, Glasgow Caledonian University, UK

Helen Mason, Newcastle University, UK

SATURDAY • SATURDAY • SATURDAY • SATURDAY • SATURDAY

3:15-3:30 p.m. Conference Refreshments

3:30-4:45 p.m. Session S.3.30A (Hall 1)

Education & Language

A Study on Readers' subjectivities Shown in Relation to Book Reading Policies
Hyun-wook Jung & Sun-nam Kim, Wonkwang University, Korea

Cognitions about research on the process of teaching and learning a foreign language: a Q-Methodology study

*Lauro Luiz Pereira Silva & Maria Carmen Khnychala Cunha,
Universidade Federal de Uberlandia, Brazil

Drama workshops to the teaching and learning process and to the education of English language teachers - "Q" study
Margarete Afonso Borges Coelho, Universidade Federal de Uberlandia, Brazil

3:30-4:45 p.m. Session 3.30B (Hall 2)

Nursing Perspectives

Perceptions of Professionalism Among Nursing Faculty and Students

*Noori Akhtar-Danesh, Andrea Baumann, Camille Kolotylo,
Yvonne Lawlor, Catherine Tompkins & Ruth Lee, McMaster University, Canada

Nurses' attitudes to euthanasia: A Q methodological study
Janet Holt, University of Leeds, UK

Effective Retention Strategies for Mid-Career Critical Care Nurses: A Q-Study
Vanessa Lobo, Anita Fisher, Noori Akhtar-Danesh, & Andrea Baumann,
McMaster University, Canada

**Thanks for attending the 26th ISSSS Conference. See You Next Year
in Birmingham, UK.**

<http://www.visitbirmingham.com>

This year's conference is dedicated to the memory of William Stephenson, 1902-1989, and in celebration of his letter to Nature 75 years ago in 1935, *Technique of factor analysis*.

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KEYNOTE • KEYNOTE • KEYNOTE • KEYNOTE • KEYNOTE • KEYNOTE

David Baker Keynotes
Annual ISSSS
Banquet



ISSSS welcomes David B. Baker as this year's keynote speaker. Baker has served in various capacities at the University of Akron including recently serving as the interim-Provost. He has directed the Archives of the History of American Psychology while being professor of psychology since 1999. In 2007, the Margaret Clark Morgan Foundation gave \$2,100,000 to establish an endowed directorship for the archives to focus on educating the public on issues affecting psychological science and practice. Baker has held that position since that time and has continued to grow the archives. He was instrumental in the archives' recent move to their new home at the Center for the History of Psychology.

He received his Ph.D. in 1988 from Texas A & M University. He is a fellow of the American Psychological Association and the Association for Psychological Science. As a historian of psychology, he teaches the history of psychology at the undergraduate and graduate level, and does research and writing on the rise of professional psychology in America during the 20th century. Baker has received numerous awards for his work. He is currently president-elect for the Society for the History of Psychology: Division 26 of the American Psychological Association and will become their president on Jan. 1, 2011. In February he received the 2010 Distinguished Psychologist in Management Award.

Baker's keynote at the banquet will focus on Q methodology and William Stephenson and will include items taken from the Archives related to this talk. Conference attendees are also invited to join Baker and his staff at the new home of the Archives of the History of American Psychology which is a short walk or Roo Express shuttle ride from the Quaker Square Inn. The archives are located at 225 South Main Street, Akron Ohio, on the main campus of The University of Akron. The AHAP is open daily from 10 to 4 PM.

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Stephenson Award • Stephenson Award • Stephenson Award

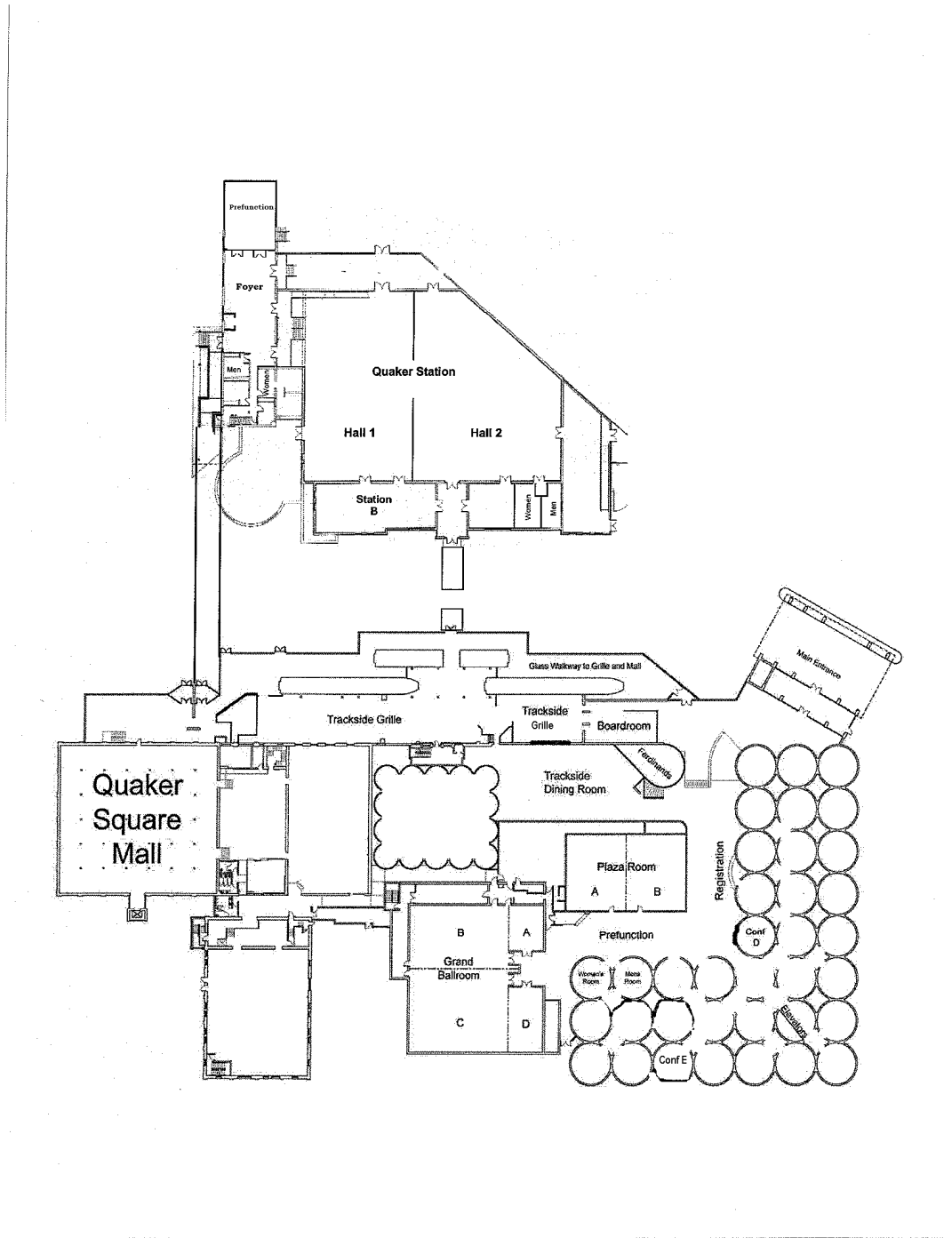
Steven Brown wins first Stephenson Award for Contributions to ISSSS



Steve Brown earned his Ph.D. in political science at the University of Missouri in 1968, where he also studied journalism and, as a result, met William Stephenson who was then a member of the J-school faculty. Steve went on to take several courses from Professor Stephenson; and, for a time, they were backyard neighbors. Steve did his dissertation in political science using Q and thereafter went on to become arguably the most careful student -- and, at times, articulate translator -- of Professor Stephenson's evolving views on Q and the human sciences. In 1967, Professor Brown's began his formal career at Kent State University in political science. In the course of his four and one-half decades, he has published three books, and approximately 100 refereed journal articles and book chapters on Q methodology per se or on topics in which Q has been used. Though it is currently out of print, his *Political Subjectivity* (Yale, 1980) is easily the most thorough and authoritative account of the principles and technical aspects of Q. He continues to be a prolific author and teacher, tutoring dozens of students in and out of political science and education at KSU. He is probably the most frequent responder to the Q-list, for example. The Q community depends on Steve to remind us of major Q events and William Stephenson milestones.

Brown was a founder of the International Society for the Scientific Study of Subjectivity and for more than 15 years was editor of its journal, *Operant Subjectivity*. He was also a founder of the International Society of Political Psychology, for 10 years was Book Review Editor for its journal, *Political Psychology*, and served as the Society's Executive Director. He has also served as a member of the Editorial Boards of *Public Opinion Quarterly*, *Experimental Study of Politics*, *Political Methodology*, *Journal of Melanie Klein and Object Relations*, *Policy Sciences*, and *Electronic Journal of Communication*, and as contributing editor to *Communication Yearbook*. His methodological interests can be seen in his co-authored monograph on *Experimental Design and Analysis* and in courses and workshops on Q methodology recently presented in Taiwan, Essex (UK), Ankara, and Lima. Professor Brown's interest in the role of subjectivity in political and social life is manifest in articles and book chapters on topics such as political psychology, group psychology, literature, policy science, and theory and methodology. He is past editor of *Policy Sciences* and founding member of the Society for the Policy Sciences. Brown just recently stepped down as the managing editor of *Operant Subjectivity: The International Journal of Q Methodology*. He was last year 's recipient of "The Harold D. Lasswell Award" for lifetime contributions to the study of political psychology. And now it is only fitting that he be awarded the first Stephenson Award for lifetime contributions to Q methodology.

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Conference Bags • Conference Bags • Conference Bags • Conference Bags



This year's conference "mascot", Q-man, was selected for the conference bags for several reasons. It first appeared in *Science, psychology, and communication: Essays honoring William Stephenson* (1972) within a chapter by Steve Brown (A fundamental incommensurability between objectivity and subjectivity) although most probably recognize the Q-man from Brown's 1980 *Political subjectivity: Applications of Q methodology in political science*. In part, Q-man was selected as our conference mascot in honor of Steve Brown, ISSSS' first Stephenson Award winner. But he was also selected as a conversation starter for those who carry their conference bags home or elsewhere.

Q-man was created by an artist commissioned by Steve Brown. He symbolizes the subjective view of what a human looks like through the scoring of body parts via a Q sort followed by the typical analyses. This is in contrast to the objective measures that lead to R-man a distinctly human figure that emerged after the more objective measures of arm length and similar measurements followed by R factor analysis.

Brown, S.R. (1972). A fundamental incommensurability between objectivity and subjectivity. In S.R. Brown & D.J. Brenner (Eds.), *Science, psychology, and communication: Essays honoring William Stephenson* (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.

Conference Notes

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Q at the Q

Q Methodology 2010 at
Quaker Square
2010