



*Spring Semester 2017
EVAL 88795 (CRN 13579)
7:20-10:00 pm, 208 White Hall*

Q Methodology

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Office Hours: 9:00-11:30 R + by appt*

Spring Break, March 27-April 2
Final Meeting: regular class time, May 9

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

The *course objectives* include the following: To provide seminar members with [1] an understanding of the historical roots and conceptual principles of Q methodology, [2] an acquaintance with the mechanics of Q-sample design and the application of the Q-sort technique, [3] a minimal mastery of the statistical methods (correlation, factor analysis, factor rotation, and calculation of factor scores) essential for the analysis of data acquired through the application of Q technique, [4] experience in using the PQMethod software package for Q data, and [5] opportunities to interpret the results of Q studies. As a general *learning outcome*, students who complete the seminar will be expected to be able, with minimal guidance, to apply Q methodology to their research topics of interest and to defend the various methodological decisions that will be required in the process.

Students with Disabilities

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

Texts

- Brown, S.R. (1980). *Political subjectivity: Applications of Q methodology in political science*. New Haven: Yale University Press. Accessible:
<https://qmethodblog.files.wordpress.com/2016/01/brown-1980-politicalsubjectivity.pdf>
- McKeown, B.F. & Thomas, D.B. (2013). *Q methodology* (Quantitative Applications in the Social Sciences series, Vol. 66, 2nd ed.). Thousand Oaks, CA: Sage.
- Watts, S., & Stenner, P. (2012). *Doing Q methodological research: Theory, method and interpretation*. London: Sage.

Bibliographies

- Brown, S.R. (1968). Bibliography on Q technique and its methodology. *Perceptual and Motor Skills*, 26, 587613.
- Brown, S.R. (1977). Q bibliographic update: A continuation of "Bibliography on Q Technique and Its Methodology." *Operant Subjectivity*, 1, 1726 (continued in subsequent issues).
<http://www.qmethod.org> (searchable bibliography).

Resources

- Q methodology website: <http://www.qmethod.org>
- Q methodology e-mail discussion list: Send the command "subscribe Q-Method <your name>" (without quotations or brackets) to Listserv@listserv.kent.edu
- PQMethod (computer freeware): <http://www.rz.unibw-muenchen.de/~p41bsmk/qmethod/>
- PCQ (computer software): <http://www.pcqsoft.com/>
- Ken-Q Analysis (beta version software): <http://shawnbanasick.github.io/ken-q-analysis>
- Journals:
- Operant Subjectivity*, quarterly journal of the International Society for the Scientific Study of Subjectivity, accessible at www.qmethod.org; contact Mark Popovich <mpopovic@gw.bsu.edu>, ISSSS Treasurer: \$50 ISSSS membership, journal included; \$20 students.
 - Q-Methodology and Theory*, annual Korean-language journal of the Korean Society for the Scientific Study of Subjectivity.
 - Journal of Human Subjectivity*, semi-annual English-language journal published by the Korean Society for the Scientific Study of Subjectivity; produced and distributed by Communication Books. (no longer published)

- Stephenson, W. (1988). *Dr. William Stephenson interview* [8 hours]. Videocassette: Kent State University Audio-Visual Services (in four cassettes, numbered 50-3842, 50-3843, 50-3844, 50-3845).
- Brown, S.R. (1996). *Workshop on Q methodology* [3 hours]. Available via streaming at Q methodology website.
- 33rd annual meeting, International Society for the Scientific Study of Subjectivity, September 6-9, 2017, Glasgow, Scotland.

Syllabus **Methodological Topics**

History and Principles

- Brown, *Political Subjectivity*, Part 1.
- McKeown & Thomas, *Q methodology*.
- Watts and Stenner, *Doing Q Methodological Research*, Section 1
- Brown, S.R. (1972). A fundamental incommensurability between objectivity and subjectivity. In S.R. Brown & D.J. Brenner (Eds.), *Science, psychology, and communication* (pp. 57-94). New York: Teachers College Press.
- Brown, S.R. (1993). A primer on Q methodology. *Operant Subjectivity*, 16, 91-138. (Cf. Q methodological tutorial.
- Brown, S.R. (1994-1995). Q methodology as the foundation for a science of subjectivity. *Operant Subjectivity*, 18, 1-16.
- Brown, S.R. (1997). *The history and principles of Q methodology in psychology and the social sciences*. British Psychological Society symposium on “A Quest for a Science of Subjectivity: The Lifework of William Stephenson,” University of London; and conference on “A Celebration of the Life and Work of William Stephenson (1902-1989),” University of Durham, England.
- Brown, S.R. (1998). Subjective science: Normal and abnormal (continued). *Operant Subjectivity*, 21, 92-111.
- Brown, S.R. (2002). Subjective behavior analysis. *Operant Subjectivity*, 25, 148-163.
- Brown, S.R. (2005). The science of subjectivity: Methodology, identity, and deep structures. *Q Methodology and Theory*, 11, 5-31.
- Brown, S.R. (2006). Q methodology and naturalistic subjectivity. In B. Midgley & E. Morris (Eds.), *Modern perspectives on J.R. Kantor and interbehaviorism* (pp. 251-268). Reno, NV: Context Press.

- Good, J.M.M. (2010). Introduction to William Stephenson's quest for a science of subjectivity. *Psychoanalysis and History*, 12, 211-243.
- Hurd, R., & Brown, S.R. (2005). The future of the Q methodology movement. *Operant Subjectivity*, 28, 58-75.
- Stephenson, W.(1935). Technique of factor analysis. *Nature*, 136, 297. (Reprinted in Brown, *Political subjectivity*, pp. 910.)
- Stephenson, W. (1935). Correlating persons instead of tests. *Character and Personality*, 4, 1724.
- Stephenson, W. (1936). The foundations of psychometry: Four factor systems. *Psychometrika*, 1, 195209.
- Stephenson, W. (1936). A new application of correlation to averages. *British Journal of Educational Psychology*, 6, 43-57.
- Stephenson, W. (1936). Introduction to inverted factor analysis, with some applications to studies in orexis. *Journal of Educational Psychology*, 27, 353-367.
- Stephenson, W. (1953). *The study of behavior: Qtechnique and its methodology*. Chicago: University of Chicago Press. (Chaps 1, 3, 5)
- Stephenson, W. (1967). *The play theory of mass communication*. Chicago: University of Chicago Press. (Chap 2)
- Thorsen, A.A. (2006). A pathway to understanding Q-methodology. *Journal of Human Subjectivity*, 4(2), 33-53.

Consciring and Concourse Theory

- Said, G., & Stricklin, M. (2014). Dialogism: A philosophical contribution to understanding concourse and consciring. *Operant Subjectivity*, 37(3), 21-37.
- Stephenson, W. (1978). Concourse theory of communication. *Communication*, 3, 2140.
- Stephenson, W. (1980). Consciring: A general theory for subjective communicability. In D. Nimmo (Ed.), *Communication yearbook 4* (pp. 736). New Brunswick, NJ: Transaction.
- Stephenson, W. (1986). Protoconcurus: The concourse theory of communication. *Operant Subjectivity*, 9, 3758, 7396.

Representativeness: Q-sample and P-set Structure

Watts and Stenner, *Doing Q Methodological Research*, Chapters 3-4

- Brown, S.R. (1970). On the use of variance designs in Q methodology. *Psychological Record*, 20, 179189.
- Brown, S.R. & Ungs, T.D. (1970). Representativeness and the study of political behavior: An application of Q technique to reactions to the Kent State incident. *Social Science Quarterly*, 51, 514526.
- Paige, J.B., & Morin, K.H. (2015). Q-sample construction: A critical step for a Q-methodological study. *Western Journal of Nursing Research*, 38, 96-110.
- Kinsey, D. & Kelly, T.C. (1989). Mixing methodologies: An aid in developing Q samples. *Operant Subjectivity*, 12, 98102.
- Stephenson, W. (1953). *The study of behavior*. Chap 4.

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

Propositional Sets, Conditions of Instruction, and Q Sorting

Bolland, J.M. (1985). The search for structure: An alternative to the forced Qsort technique. *Political Methodology*, 11, 91107. (Cf. Comment by S.R. Brown and response by Bolland.)

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

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

Stephenson, W. (1963). Independency and operationism in Qsorting. *Psychological Record*, 13, 269272.

Ten Klooster, P.M., Visser, M., & De Jong, M.D.T. (2008). Comparing two image research instruments: The Q-sort method versus the Likert attitude questionnaire. *Food Quality and Preference*, 19, 511–518.

Van Tubergen, G.N. & Olins, R.A. (1979). Mail vs personal interview administration for Q sorts: A comparative study. *Operant Subjectivity*, 2, 5159.

Correlation

Brown, *Political Subjectivity*, Part 2

Watts and Stenner, *Doing Q Methodological Research*, Chapters 5-6

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

Factor Analysis

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

Expositor (1992). A note on measuring changes in Q factor loadings. *Operant Subjectivity*, 15, 5661.

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

Stephenson, W. (1977). Factors as operant subjectivity. *Operant Subjectivity*, 1, 316.

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

Stephenson, W. (1990). Fifty years of exclusionary psychometrics: I. Q technique. *Operant Subjectivity*, 13, 105120.

Stephenson, W. (1990). Fifty years of exclusionary psychometrics: II. Developments. *Operant Subjectivity*, 13, 141162.

Factor Rotation

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

Creaser, J.W. (1978). The factorwheel method of rotation for Qtechnique research. *Operant Subjectivity*, 1, 7077.

- D'Agostino, B. (1984). Replicability of results with theoretical rotation. *Operant Subjectivity*, 7, 8187. (Cf. Stephenson's response.)
- Kramer, B., & Gravina, V. (2004). Theoretical rotation as a tool for identifying points of leverage in people's perspectives for program improvement. *Operant Subjectivity*, 27, 125-144.
- Ramlo, S. (2016). Centroid and theoretical rotation: Justification for their use in Q methodology research. *Mid-Western Educational Researcher*, 28(1), 72-91.
- Stricklin, M. (2005). Eight quantum realities redux: Finding David Bohm. *Operant Subjectivity*, 28, 145-166.
- Thompson, J.W. (1962). Meaningful and unmeaningful rotation of factors. *Psychological Bulletin*, 59, 211-223.

Factor Scores

- Creaser, J.W. (1955). An aid in calculating Q-sort factor arrays. *Journal of Clinical Psychology*, 11, 195-196.
- Stephenson, W. (1978). A note on estimating standard errors of factor scores in Q method. *Operant Subjectivity*, 1, 29-37.

Interpretation

Watts and Stenner, *Doing Q Methodological Research*, Chapter 7

- Brown, S.R. (1999). On the taking of averages: Variance and factor analyses compared. *Operant Subjectivity*, 22, 31-37.
- Goldman, I. (1999). Q methodology as process and context in interpretivism, communication, and psychoanalytic psychotherapy research. *Psychological Record*, 49, 589-604.
- McKeown, B.F. (1998). Circles: Q methodology and hermeneutical science. *Operant Subjectivity*, 21, 112-138.
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- Wolf, A. (2014). The interview in Q methodology: Readiness to adopt sustainable responses to climate change. *SAGE Research Methods Cases* [online]. London: Sage.

Critiques

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- Kampen, J.K., & Tamás, P. (2014). Overly ambitious: Contributions and current status of Q methodology. *Quality & Quantity*, *48*, 3109-3126.
- Brown, S.R., Danielson, S., & van Exel, J. (2015). Overly ambitious critics and the Medici Effect: A reply to Kampen and Tamás. *Quality & Quantity*, *49*, 523-537.
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- Stephenson, W. (1963). Independency and operationism in Q-sorting. *Psychological Record*, *13*, 269-272.
- Wittenborn, J.R. (1961). Contributions and current status of Q methodology. *Psychological Bulletin*, *58*, 132-142.

Recent Applications (2013-2017)

Articles

- Akanbang, B.A.A., Darko-Osei, R., & Atengdem, P. (2013). Programme implementers' experiences of process use types in three evaluation contexts in Northern Ghana. *Operant Subjectivity*, *36*, 297-319.
- Akhtar-Danesh, N., Baumann, A., Kolotylo, C., Lawlor, Y., Tompkins, C., & Lee, R. (2013). Perceptions of professionalism among nursing faculty and nursing students. *Western Journal of Nursing Research*, *35*, 248-271.
- Akhtar-Danesh, N., Valaitis, R., O'Mara, L., Austin, P., & Munroe, V. (2013). Viewpoints about collaboration between primary care and public health in Canada. *BMC Health Service Research*, *13*, 311.
- Albizua, A., & Zografos, C. (2014). A values-based approach to vulnerability and adaptation to climate change: Applying Q methodology in the Ebro Delta, Spain. *Environmental Policy and Governance*, *24*(6), 405-422. doi: 10.1002/eet.1658
- Alderson, S.L., Foy, R., & House, A. (2015). Understanding depression associated with chronic physical illness: A Q-methodology study in primary care. *British Journal of General Practice*, *65*(635), e401-408. doi: 10.3399/bjgp15X685309
- Angelopulo, G.C., Alpaslan, A.H., & Schenck, C.J. (2014). The span of communicated ideas on corporate social responsibility (CSR) in Peru: The discourse on labour. *Communicare*, *33*(1), 1-20.

- Armatas, C.A., Venn, T.J., & Watson, A.E. (2014). Applying Q-methodology to select and define attributes for non-market valuation: A case study from Northwest Wyoming, United States. *Ecological Economics*, *107*, 447-456.
- Armatas, C.A., Venn, T., & Watson, A. (2016). Understanding social-ecological vulnerability with Q-methodology: A case study of water-based ecosystem services in Wyoming, USA. *Sustainability Science*. ePublication prior to print (doi: 10.1007/s11625-016-0369-1) (Accessible: <http://link.springer.com/article/10.1007/s11625-016-0369-1/fulltext.html>)
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- Baker, R., Wildman, J., Mason, H., & Donaldson, C. (2014). Q-ing for health—A new approach to eliciting the public's views on health care resource allocation. *Health Economics*, *23*, 283-297.
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- Baltrinic, E.C., Waugh, J.A., & Brown, S. (2013). Faculty and student perspectives on what helps counselor education doctoral students towards program completion. *Operant Subjectivity*, *36*, 253-271.
- Bang, H., & Kim, J. (2016,). Korean and American teachers’ praising styles and teaching practices. *Mid-Western Educational Researcher*, *28*(1), 3-29.
- Bang, H., & Montgomery, D. (2013). Understanding international graduate students’ acculturation using Q methodology. *Journal of College Student Development*, *54*, 343-360.
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- Bröer, C., & Heerings, M. (2013). Neurobiology in public and private discourse: The case of adults with ADHD. *Sociology of Health & Illness*, *35*, 49-65.
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- Cairns, R., Sallu, S.M., & Goodman, S. (2014). Questioning calls to consensus in conservation: A Q study of conservation discourses on Galápagos. *Environmental Conservation*, *41*, 13-26.
- Cairns, R., & Stirling, A. (2014). 'Maintaining planetary systems' or 'concentrating global power?' High stakes in contending framings of climate geoengineering. *Global Environmental Change*, *28*, 25-38.
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- Chen, S-Y., & Hsu, H-C. (2015). Nurses' reflections on good nurse traits: Implications for improving care quality. *Nursing Ethics*, *22*, 790-802.
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- Collins, L., & Angelova, M. (2015). What helps TESOL methods students learn: Using Q methodology to investigate students' views of a graduate TESOL methods class. *International Journal of Teaching and Learning in Higher Education*, *27*, 247-260.
- Cotton, M.D., & Mahroos-Alsaiari, A.A. (2015). Key actor perspectives on stakeholder engagement in Omani Environmental Impact Assessment: An application of Q-methodology. *Journal of Environmental Planning and Management*, *58*, 91-112. doi: 10.1080/09640568.2013.847822 (<http://dx.doi.org/10.1080/09640568.2013.847822>)
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- Cuppen, E. (2013). Q methodology to support the design and evaluation of stakeholder dialogue. *Operant Subjectivity*, 36, 135-161.
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