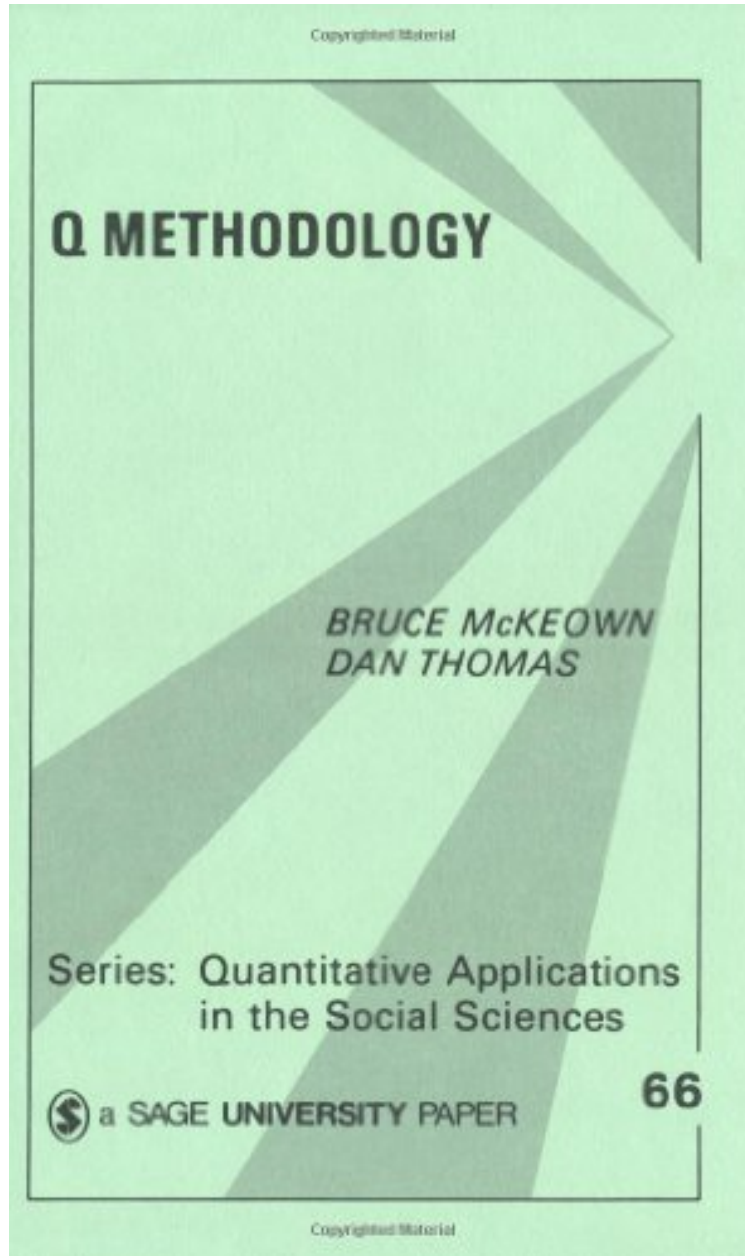


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Q Methodology defines the distinctive set of psychometric and operational principles which, when combined with specialized statistical applications of correlation and factor-analysis techniques, provide researchers with a systematic and rigorously quantitative means for examining human subjectivity. Based on the premise that subjectivity is communicable and advanced from self-reference, the methods central concern is to ensure that self-reference is preserved and not compromised or confused by external investigation. The authors outline the appropriate principles, techniques and procedures which advance this goal, including data gathering, statistics, and small-sample behavioral research.

About the AuthorBruce McKeown is a retired professor of political science. His teaching and research interests include American politics and government, political psychology and sociology, and Western political theory and research methods. His research has appeared in Political Psychology, Psychoanalysis and Contemporary Science, Operant Subjectivity, and The Journal of Human Subjectivity, among others. With Dan Thomas, he has conducted research pertaining to American civil religion.Dan B. Thomas is professor of political science at Wartburg College in Waverly, Iowa, where he teaches courses on American political institutions, behavior, and psychology. His research has appeared in a wide array of social science journals, including American Journal of Political Science, American Politics Quarterly, Journal of Politics, Political Behavior, Political Psychology, Journal of Applied Social Psychology, Presidential Studies Quarterly, Journal of Policy Studies, Polity, Instructional Science, and American Journal of Social Psychology, among others. He is also a former editor of Operant Subjectivity: The International Journal of Q Methodology.