Bibliography of Q methodology in audience research

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This bibliography covers English-language Q-methodology research literature on the responses of ‘audiences’ to messages or other communication events. It defines the audience broadly to include familiar roles of reader, spectator, listener, citizen, and viewer, as well as the newer or adjacent audience roles of observer, user, visitor, customer, consumer, player, traveler, and prosumer. The emphasis is on subjective interpretation of mediated messages and on associated subjective experiences. Included are journal articles, books, reports, and papers presented at conferences, but not theses, dissertations, or blog posts.

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Brown, S.R. (1980). *Political Subjectivity*. New Haven: Yale University Press. See especially Brown’s discussion of readers’ interpretations of Golding’s *Lord of the Flies* (pp. 79-85) and Hesse’s *Steppenwolf* (136-148), and responses to political posters (159-172).


development of Korean adult players in online game world. *Games and culture*, 9(1), 30-57.


Kim, J. Y. (2018). A study of social media users' perceptual typologies and relationships to self-identity and personality. *Internet Research, (just-accepted), 00-00.*


Vala, J. (2012). Q-methodology as the source of knowledge about the connections between the students’ personal characteristics and their reader preferences. *Procedia—Social and Behavioral Sciences, 69*, 682-6


Zenor, J. 2014). Where are those good ol' fashioned values? Reception analysis of the offensive humor on *Family Guy*. *Operant Subjectivity*, 37(1/2).

