

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, experiences, or other communication events or processes. 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 messages, images, symbols, or experiences, especially when mediated, and on associated contexts of meaning-making. Included are journal articles, books, book chapters, reports, and conference papers, but not theses, dissertations, or blog posts.

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