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. 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, especially mediated messages, and on associated meaning-making. Included are journal articles, books, book chapters, reports, and papers presented at conferences, but not theses, dissertations, or blog posts.

Latest version at: https://people.ryerson.ca/c5davis/Q-studies-of-audiences.pdf

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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).


Burke, M., Ockwell, D., & Whitmarsh, L. (2018). Participatory arts and affective engagement with climate change: The missing link in achieving climate compatible


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).


