Bibliography of Q methodology in audience research

Compiled by Charles H. Davis, Faculty of Communication & Design, Ryerson University, Toronto, Canada (c5davis@ryerson.ca). Last updated: 21 April 2020.

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, 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

Please send corrections or additions to c5davis@ryerson.ca

**************


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).


importance of informational items in participant information leaflets for trials: a Q-methodology approach. *BMJ open*, 8(9), e023303.


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


