Bibliography of Q methodology in audience research

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This bibliography covers English-language Q 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 articles, books, reports, and papers presented at conferences, but not theses or dissertations.

Please send corrections or additions to c5davis@ryerson.ca.


Brown, Steven 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).


Milcu, Andra Ioana, Kate Sherren, Jan Hanspach, David Abson, and Joern Fischer (2014). Navigating conflicting landscape aspirations: Application of a photo-based Q-method in Transylvania (Central Romania), *Land Use Policy* 41, 408-42.


Suh, YongGu, JungYun Hur, and Gary Davies (2015). Cultural appropriation and the country of origin effect. *Journal of Business Research*


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


Zenor, Jason (2009). Politically correcting the media: Perceptions of the *New Yorker’s* ‘Obama Cover’ and the implications on free speech. Presented at the 25th Annual Conference of the International Society for the Scientific Study of Subjectivity, St. Louis, MO.