

Q-methodology in audience research – a bibliography

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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, viewer, and citizen, as well as newer or adjacent audience roles of observer, user, visitor, customer, consumer, player, and prosumer. The focus is on subjective interpretation of mediated messages and on associated subjective experiences. Included are articles, books, and papers presented at conferences, but not theses. Please send corrections or additions to c5davis@ryerson.ca.

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