

Bibliography of Q methodology in audience research

Compiled by Charles H. Davis, Faculty of Communication & Design, Ryerson University, Toronto, Canada (c5davis@ryerson.ca)

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This bibliography covers English-language Q-methodology 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

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