



## Q Methodology (2nd Revised edition)

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By Bruce F. McKeown, Dan B. Thomas

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, Q Methodology (2nd Revised edition), Bruce F. McKeown, Dan B. Thomas, Q Methodology defines the distinctive set of psychometric and operational principles which, when combined with specialized statistical applications of correlation and factor-analysis techniques, provide researchers with a systematic and rigorously quantitative means for examining human subjectivity. Based on the premise that subjectivity is communicable and advanced from self-reference, the method's central concern is to ensure that self-reference is preserved and not compromised or confused by external investigation. The authors outline the appropriate principles, techniques and procedures which advance this goal, including data gathering, statistics, and small-sample behavioral research.



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