



Doing Q Methodological Research: Theory, Method & Interpretation

Simon Watts, Paul Stenner

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This book is a simple yet thorough introduction to Q methodology, a research technique designed to capture the subjective or first-person viewpoints of its participants. Watts and Stenner outline the key theoretical concepts developed by William Stephenson, the founder of Q methodology, including subjectivity, concurrence theory and abduction. They then turn to the practicalities of delivering high quality Q methodological research.

Using worked examples throughout, the reader is guided through:

- important design issues
- the conduct of fieldwork
- all the analytic processes of Q methodology, including factor extraction, factor rotation and factor interpretation.

Drawing on helpful conceptual introductions to potentially difficult statistical concepts and a step-by-step guide to running Q methodological analyses using dedicated software, this book enables interested readers to design, manage, analyse, interpret and publish their own Q methodological research.

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