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Introduction

Correspondence, reports, studies, research files, and publications of a professor in the University of Missouri-Columbia, School of Journalism who developed the Q-methodology of measuring public opinion in advertising and communications.

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XVII. Research, L: Quantum Theory of Subjectivity [Boxes 62-63]
XVIII. Miscellaneous Manuscripts [Boxes 63-69, Package 1]

Box List

Box 1
Correspondence
   Correspondence, 1966-1971
   Correspondence, Miscellaneous
Subject files—includes some correspondence
   Advertising Research Foundation, Inc.
   Bagiotti—Revista Internazionale
   British Journal of Social and Clinical Psychology
   C—Correspondence
   Carter
   Computer Center User's Guide
   Computer Information
   Copy Testing Instructions
   D'Arcy
   Dawdy, Harry (American Cancer Society)
Dillon (Edinburgh)
DuBeau
Ethics
Freedom of Information Center
Gupta, C. L.
Hardwicke, H. M.
Hartley, Raymond
IAMCR
Instructions for Q-Sorting
JES (Journalism Entrance Selection)
Journalism Selection
Journey Out of Darkness
Lynch, Mervin
MacAndrew
Marizoni
McLaughlin, G. Harry
McLeod
*Measurement of Public Opinion*—manuscript
Merrill, John
Missouri Psychological Association
Montague, Samuel
Moscanyi
Notes: New Journalism Education
Oeser
*Psychological Record* [2]
*Psychological Record*—critiques of articles
*Psychological Record*—reviews of papers
Reprint requests
Requests—mailings
Requests—publications
Thayer, Lee
*Time Magazine* information
Williams (Australia)
Wilson
Wolfe, Dael
Zinker
Lecture and class files
Fenichel, O.
Miller, Neal: Avoidance Approach
Personal selections—interbehavioral
Personality—Lorr, et. al.
Phenomenology (General Psych.)
201. Theories of Personality
201. Personality
Personality
Personality—MR
201. McDougal
How the Mind Works
Kubie, et. al.
History
Hall, Calvin
Dailey
Needs
Kohlberg
305. Herzog
305. Romantic
Behaviorism
PP—Skinner
PP—Emotions
201. Gestalt
Intelligence
Imagination
Intellect
Thinking
Instinct
Memory
Mental (work)
Spearman, L.
Gestalt (Spearman)
Time S.
Historical
Hebb
Lecture 15. 201A Psychoanalysis

Box 2
Lecture and class files
201. Sean—Psychological projection
201. Temperament
Dreams (Hall, etc)—Psychoanalysis
Leefer, etc.—Theory of Personality
Personality Theory
Perseveration
Stein (Personality)
Miller (Louisville)
Miller (Boughey)
Miller (Kentucky)
Miller—62—Variable Study on Family Attitudes
Miller—Ronnie, etc.
Miller—Lovick
Reports and miscellaneous files
Columbia (MO) Daily Tribune
11. An Analysis
4. Sports Page Survey
5. Tabloid Format
11. Report to Tribune—R. Logan
13. Logan, Rob—Report

Tribune
Logan's Columbia Tribune Report
Logan, Paula and Rob
Tribune (Report II)

Freedom of Information
Howgill

Miscellaneous

Reports

12. Hargrove, William
14. Engeman, Julianne
15. Weinberg, Janet

Weinberg, Jan—clippings

16. Beebe, Robert

17, 17a Baker, Rolanda [2]
18, 18a Mouser, Nancy [2]

19. Rogers, Kathy
20. A Hard Try

Research proposals guide

School of Journalism

Science

Newsletter of the Program on Public Conceptions of Science, nos. 1-3, 5, 6, and 9

Media Impact: A Research Study of Science Communication
Vol. 1 Interim report
Vol. 2 Science, Mass Media, and the Public

Ministry of State—Science and Technology

Canadian Communication Research Information Center

Science Writers Seminar—1974
Spectrum, Fall 1974, Spring 1975

Box 3

Advertising studies

Advertising

Time Magazine booklet
Cover
Newspaper samples

Beer [2]
Bleach
Bowlene Cleanser
Bread
Budweiser [13]
Butternut Coffee [5]
Cap Cue Toothpaste [3]

Box 4

Advertising studies
Car name study
Cars [12]
Cashmere bouquet
Cereals
Chewing gum
Chiffon pie filling
Chocolate
Coffee [5]
Coldsnow
Consumer Behavior
Cookies [7]
Diet-Cola study [10]
Dixie Products
Dog Food/Dogs [2]
Eisenberg, Pete
Engineering News Record
Farming [5]
Foods
Freshmint chewing gum

Box 5

Advertising studies
Gardening
General Tire [6]
Grooming [12]—folder C is empty
Information Theory
King David
Library Interview—Danbury, Tom [audio tape]
Metrical
"Point of Interest"—speech, 2 audio tapes
"Pursuit of Peace" [2]
Q Score Sheet studies
Q-Sorting instructions
The Two Cultures
Vietnam War
Wants—Needs—Ads

Library Study
Contents of Library research drawer
Reading statements
Tom's analysis
Library Q-Data [5]
Chapter 1—Research on Public Library publicity [2]
Chapter 2—Views of the Citizenry [2]
Chapter 3—Love of Books and Public Librarians

Box 6
Library Study
- Libraries—Schumacher project
- Library (O’Halloran)
- Library—accounts
- Library—contract
- Library—expenses
- Library—expenses, monthly budget, 1966
- Library—income and expenditures accounting
- Library—study, factor A “real”
- Library—study, factor B
- Library—This Week magazine article, 1962
- Library—travel authorization and expenses
- Public library—budget
- Predicting library circulation from community characteristics—Parker and Paisley

State Library Contract

Box 7
Library Study
- Freund
- Freund—poster imagery
- Landheer study
- Library [2]
- Library interviews—Michigan State librarian
- Library interviews—Springfield
- Library—correspondence
- Library—correspondence, general
- Library—correspondence, Price
- Library—education, professional schools
- Library—Enoch Pratt materials
- Library—final report
- Library—general documents
- Library—general information clippings
- Library—interview plan
- Library—interview, 2\textsuperscript{nd}
- Library—interviews [2]
- Library—interviews, not on factors [folder is empty]
- Library—mailing lists
- Library—mailings, first, October 1963
- Library—major copy
Library—newspaper articles
Love of books and public libraries—papers
Otto, P. [3]
Promotion—miscellaneous reports
Promotion—Reading lists, children
Ross, R.
Slater library reviews
State Library materials, 1963
Tena: Hickman High School Library

Box 8
Library Study
A Statewide Plan for Public Library Service (Michigan)
Council Library Resources, Incorporated
L.Q.—Q sample
Librarians Conference—talks
Librarians—questionnaires, 1-65
Librarians—statewide release
Libraries Talk II, 5 June 1963
Library—2nd mailing, 10-63
Library—aesthetic sensibility
Library—miscellaneous
Library—negatives
Library—notes
Library—notes on themes and phrases
Library—notes report
Library—pamphlets
Library—payroll voucher records
Library—payroll vouchers
Library—posters [2]
Library—proposal, 1963
Library—proposal research
Library—purchasing materials
Library—Q, sort 1
Library—Q-sort #51
Library—Q-sort, corrected instructions and score sheet
Library—questionnaires [2]
Library—report notes, 1961
Library—res. proposal
Library—research [2]
Library—research, bibliography notes, etcetera
Library—slogans
Library—tape equipment
Library—visits
Mailing—December
Missouri letters—November (2 additional letters)
Missouri State Library—annual report, 1961-1962
National Library Week, poster, 1963
National Library Week, report, 1962
Norton, Alice—Westchester
Otto Library
Otto, P.
Poster study—December release and letter
Poster—Aug-Oct, description
Posters
Posters—aesthetic
Posters—Feb-March
Posters—Jan, LTR (no new poster)
Posters—releases
Press releases
Promotion assignments
Promotion—National Library Week
Promotion—Public relations for libraries
Public Library Service in Missouri, 1962 (2 copies)
References
Special Libraries
Spots
Strategies of Learning and Learning Resources, Carpenter
Viles ad campaigns, Library interviews, and Q-sort
Medical Studies
Medical pamphlet study
Progress report on medical pamphlet study, folder list 1-54
1. Pamphlets
2. Buesseler, Cathryn: A Q-Methodological Study of Cover Effectiveness of pamphlets on Heart, Stroke, and Cancer, MA thesis
2. Medical pamphlet studies, 1968 [f. 2 is empty]
MRMP—pamphlets copy testing
3. Posters—Missouri Regional Medical Program [3]
CRU and the Smithville study
Smithville—interview with doctors
MRMP—Smithville questionnaire
5. Empty
6. Condition of instruction
Columbia, Missouri
Macon—five factors
Health 101—discriminating factors
Health 101—factors 1-6
7. Pamphlets
Box 9
Medical studies
Medical pamphlet study
9. Cancer and smoking
   Copy—test instructions
   Copy—test of women
11. Q paper—Empty
12. Non-smoking
13. Results of breast cancer pamphlets
14. M-jobs for a paramedical career—4 copies
    M-jobs [2]

Box 10
Note: original donor folder numbers—some numbers are missing
Medical studies
Medical pamphlet study
17. CRU (empty)
19. Revista, Evaluation of Public Relations Programs, Stephenson, William
20. Proceedings—Conference/workshop on regional medical programs, Communication Research Unit, Stephenson, William
21. Smoking studies [16]
   Cigarettes—Jan, 1963
   Cigarettes—interviews, clippings, 1967
   Non smoking—campaign
   Non smoking—Q
   Non smoking—study, high school
   Perspective in Psychology, Homme (Learning Theory)
   Smoking—1963 study
   Smoking—1965 study
   Smoking—bibliographical
   Smoking—cancer study
   Smoking—interviews
   Smoking—poster
   Smoking—surveys of Missouri high schools
   Tiparillo (Cigarettes)
24. DeBeau’s pamphlet
25. A Word from Your Physician
25c.  Medical posters and symbol
26a.  The Million Club—cancer study [7]
28.  *Quantal Analysis*, Stephenson, William
29.  Indian facilitators
31.  Pamphlets
34a.  Smoking pamphlets
   Study of smoking in Missouri
   Interviews on smoking poster
   Non smoking—Q statements, 1968
   Non smoking—interviews, 1968
   Interviews on smoking posters with captions
35.  High School smokers; Smoking interviews by
     research assistants
35a.  Smoking (empty)

**Box 11**

Medical Studies
Medical pamphlet study
36.  Smoking
   Articles and journals
   factor analysis on smoking—student papers
37.  M-Job
38.  COPI—Report (Computer Obtained Patient Information)
   Patient history questions
   Patient interviews
   Patient statements
39.  Buesseler—Study of pamphlets
39a.  Dr. Pingleton—summary of data from interviews
   Interviews re MRMP pamphlets

Pamphlets and posters—miscellaneous
Negatives of advertisements and photos used in paramedical, smoking,
  breast exam, etcetera pamphlets

**Box 12**

Medical Studies
Medical pamphlet study
42.  *Eat to Your Heart’s Content*
43.  Communications Research Unit Emblem Study and posters
43a.  Washington, D.C. talk—CRU, Stephenson, William
51.  Missouri Medicine paper: *Communications Research*,
    Stephenson, William
52.  Wayne Miner Outreach Center—proposal for the
    Communications research unit
54.  About Drugs
56.  Marcia (Wayne Miner film)

Miner, Wayne—Neighborhood health centers [7 folders and unfolded material]
Breast cancer examination guides—pamphlet layout and photo
Fluoridation Study [2]

**Box 13**

3-Minute dial-up
*A Word from Your Physician about MRMP*
Advanced Technology Center
Attitudes towards medical and public health service
Automated patient history interviews form
Breast cancer pamphlet
Cancer statistics list
Communication research—renewal application
CRU (Communication Research Unit) [3]
CRU—motivational study on current medical pamphlets, first draft
CRU—plans for 1970-1971
CRU—project applications, July 1968
CRU—proposal
CRU—Smithville study
Dissemination on educative information with respect to strokes
Dissertation interviews—copy testing
How to Cope With Smoking
*How to Examine Yourself for Breast Cancer*
Hueser
Hueser—project on 5-FU Cream
Interviews
Interviews on flow of information to the public
Miner (Wayne) Neighborhood Health Center
Miner, Wayne—proposal
Miscellaneous
M-Jobs for the medical profession
M-Jobs—first draft
MRMP (Missouri Regional Medical Program)—brochure
MRMP—continuing education
MRMP—general pamphlet
MRMP—general pamphlet
MRMP—objectives project, 1969-1970
MRMP—roughs, general
MRMP—symposium, notes on
Pamphlets—roughs
Paramedical
Photographs and negatives
Prescription for a public health “image”
Proposal
Proposal for Health Leagues, Stephenson, William
Publications
References on heart disease
Reprint: Communications Research in Medicine Today
Research Council
RMP—Trademark
Roughs on breast cancer pamphlet
Sample presentations on smoking
Smoking pamphlet
Student 5 factors
Views of rural people about smoking

Box 14
Medical Studies
Alternate Federal Responses to Health Care Problems of the 1980s, A Matrix, Newitt, Jane
American Heart Association
Application for public health service grant or award
Application of the Unnecessary Death Index to Missouri
Articles
Chronic illness—Commission on
Chronic illness—first medical study proposal
Classification of Diseases for Hospital Cost Analysis
Content Analysis
Daedalus
Dental Care in Missouri
Electric- Shock Therapy
Grant Application for Health Services Research Center and Health Care Technology Center
Hardwicke
Health Center
Johnson, Robert Wood—proposal [4]
Journals in Medical Center Library
King, Lester
Letters—medical
Med. Sociological
Medical Health Digest
Medical—correspondence, general
Medical—Gregg, Alan
Medical—research grant contract
Medicine and health
Medicine and health—drawer contents
Miscellaneous
MRMP—questionnaire
Prescription for public health image
Proposal for a Regional Research Center
Public Health—budget
Public Health—depth interviews and Q-sorts, factors A-E [6]
Public health—research proposal
Public Health—studies
Public Health—studies, miscellaneous
Public Relations Institute
RMP (Regional medical programs)—news, information, data
RMP—fact book
RMP—guidelines
Social trends handbook for Health Services
Vanderbilt University
Vergent report—Communications Research Unit

**Box 15**
Medical Studies
3x5 cards
Kilborn
Lung Center [2]
Lung Center—proposal, abstracts
Lung Center—Q-sort, March 1974
Lung Center—study
Lung Center—study, 1973-1974
Medical Research Methods (empty)
Pamphlets and booklets

**Box 16**
Medical Studies
Benarde study [3]
Benarde—Hahnemann Medical Problem Course Study [2]
Facilitators
Ideas, Action, Progress: Cooperation in Health Care Communication
Research, Stephenson, William
Medical centers and Health Care—interviews
Medical problems course [2]
Miscellaneous reports
M-Jobs for the Medical Profession
Movies
MRMP
MRMP—4th year application
MRMP—interviews on pamphlets and summary
MRMP—pamphlets, summary of data from interviews
MRMP—record book, pilot projects
MRMP—Rees
Public law
RMP
RMP—principles
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Medical Studies

A Word from Your Physician
Ageing
Age—Van Brokow
Association of American Medical Colleges—reports
Behavioral sciences and medical school
Bouthilet (Medical health Digest)
Brenner [3]
Bryant—questionnaire for Smithville
CHP, 1973
Comprehensive health planning
CRU—lecture
CRU—lecture
Deroncourt
Digby, Vernon—Nova Scotia, Q Psychiatry
Films and pamphlets
Freund—pamphlet
Group psychotherapy
Hardwicke
Hassinger
Health Communication—lecture
Health Communications problems
Health science reports
Hopps
HSRC/HCTC
HSRC/HCTC (Health Services Research Center/Health Care Technology Center)—self study
Hudson Institute
II-A
Illich
Journal of Public Health—correspondence
Lindberg [6]
Lucas—20th September
Lucas—group
Lucas—meetings
Manpower: Does Health Get Its Share?
Medical health
Medical Health—lecture
Medical research—photos
Medical—general papers (empty)
Medical—interview plan
Medical—photos
Medical—poor law in England
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Medical—Q
Medical—Q, Roifman
Medical—reference
Medical—references bibliography
Medical—research (papers), miscellaneous
Medical—Swinehart, man comm.
Medical—writing
Missouri Health Council—meeting
M-Job—interview form
Modifying health behavior
Modifying Health Behavior, Stephenson, William
MRMP
MRMP, 1971
MRMP—15 minute talk
MRMP—7:00 a.m. talk
MRMP—Brown and Dickson (science)
MRMP—committee meetings
MRMP—Halberstam
MRMP—lecture
MRMP—logo
MRMP—meaning of health survey
MRMP—Miner, Wayne
MRMP—MO Public Health Association, lecture
MRMP—planning
MRMP—poster
MRMP—priorities rating scheme for projects
MRMP—reprints
MRMP—site visit, feedback
MRMP—statistics
Nurses
Press releases
Prevalence of perceived Illness in Missouri
Public Health
Public Health—Blue Cross
Public Health—history and philosophy
Public Health—mass media
Public Health—miscellaneous papers
Public Health—Rosenstock
Public relations meeting
Risk signs—heart attack, stroke, coronary
RMP
Satellite technology
Schmelling (medical)
Sheldon, Alan
Simpkins, J.
Smithville doctors—interviews
Smithville project
Smoking—photographs
*Today’s Health*
Turner, D
Youth smoking cigarettes

**Box 18**
Medical Studies—assorted photographs, slides, negatives

**Box 19**
Medical Studies
CRU (Communication Research Unit)
Medical-Health articles, miscellaneous—Stephenson, William
Medical—incomplete
Medical—research files
Regional Medical Communication Research Unit—proposal and reports

**Box 20**
Medical Studies
Statistical reports and computer printouts
HSC (Heart, Stroke, Cancer) study—101, four towns
HSC study—33 medical pamphlets (box 8, #2)
HSC study—Macon
HSC study—student interviews, adults
HSC study—student interviews, self
Million Club
Odors
pScience
Smithville film study
Smoking study—Q-sort statements (see box 11, #36)
Smoking survey—12 high schools in MO, 1970 (see box 11, #36)
Smoking survey—juniors, 4 high schools in Springfield (box 10, #21)
Smoking survey—juniors, 9 high schools in MO (box 10, #21)
Study of Anesthesiology—anxiety

**Box 21**
Medical Studies
Advertising—*Time* magazine, cover, pamphlet, newspaper samples
MRMP—3 posters
Schlitz Beer ads—see box 3
Statistical reports and computer printouts
Career pamphlets—see box 9, #4, m-jobs
Eat to Your Heart’s Content, I, II, III, photos
Einstein study
Films: *Marcia* and *Smithville*
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Fluoridation—see box 12
HSC study—Smithville
HSC study—five factors hand rotation
HSC—Troy-Carthage

Box 22
National Science Foundation (NSF)—symposium, grants, & reports
1st symposium, 24-26 October, 1972 [2]
3rd Symposium, 10-12 April 1973 [2]
4th Symposium, 10-12 July 1973
5th Symposium, 11-13 November 1973 [2]
6th Symposium
7th Symposium, 2 December 1974—seminars, Amana
8th Symposium, 13-15 May, 1975
Columbia (MO) Daily Tribune—an analysis
NSF—bibliographies
NSF—office files manuscripts
NSF—pScience Symposium Series for editors—report, 1973, manuscript
Reminders file for next Symposium (empty)

Box 23
National Science Foundation (NSF)—Symposium, Grants, Reports, Publications
pScience—Science in Society, booklets
1. NSF—introductory newsletter, Sept. 1972
1a. Postal card insert for No. 1 preceding
2. The people—Symposium scientists
3. the people—campus wide advisory committee and staff
4. Report of Symposium, 24-26 October, 1972—graphic
5. Report of Symposium, 24-26 October, 1972—verbal
7a. Postal card enclosure for nos. 6 and 7 preceding
8. Report of Symposium, 10-12 April, 1973—verbal
15. Report on the 7th Symposium, 2 December 1974—graphic
19a. Rogers, Kathy—clippings
23. Report to NSF on 7th Symposium, 13 December 1974

Media and the Environment

pScience—Science in Society, May 1975—graphic

Bibliography

Publications

Reports on File

1. Columbia (MO) Daily Tribune—report by Paula Melvin
2. NFS—Progress report, manuscript, 20 February 1973
3. Midway report—seminar series on science for news editors, 20 February 1973—manuscript

Box 24

National Science Foundation—Symposium, Grants, Reports, Publications

2nd Symposium

2nd Symposium—report, incomplete

2nd Symposium—Science in Society, report 10-12 April 1973

3rd Symposium—responses to questions, fall 1974

4th Symposium—response to questions

7th Symposium, April 1975—manuscripts

Amana—Q responses, 2 December 1974

Amana—report

Assessments, April 1972

Assessments, Jan. 9-11

Correspondence re: Symposium

DeBo, 1973

Evaluation [2]

Four Symposia—originals

Gram, St. Louis Post Dispatch

Grant critique

Letters from editors

Lord, John

Miscellaneous

NSF—1976 [2]

NSF—correspondence

NSF—grant application, September 1974

NSF—grant proposal, 1972-1973—as amended and extended

NSF—grant proposal, 1973-1974

NSF—letter to participants
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NSF—photographs and negatives
NSF—planning grant, 1972
NSF—supplemental grant application—manuscript, 1973
NSF—symposia, position papers
Participants
pScience—layouts etcetera
Records books on Symposia [3 volumes]
Seminar notes—Jan 1973
Stephenson, Dr. William
Summary of 1972-1974 seminar series—conclusions and related activities
Symposium, May 1975, position paper
Symposium, May 1975, transcript—draft
Talk and Communications
Talk—Lowell Inn, 11 July
Talk—October 1972
Talk—premises
Weinberg, Janet

Box 25
National Science Foundation—Symposium, Grants, Reports, Publications
2 degrees, 5 years—proposal to the Markle Foundation—manuscript,
March 1975
5th Symposium
5th Symposium—answers to 5 questions
6th Symposium [2]
A Sea We Cannot Sense, film—Argonne Lab
Amana—tape notes to identify voice
Britain's Open University
deChozal
Earth's Heat Proposed as Energy Source
Edwards
Einstein
Evaluation, Q sample, etcetera
Gehrke
Interviews
Logan, Bob
Methodology of single case studies—manuscript
Miscellaneous [2]
n=12 pScience
New York Times—information
Nitrogen is a Must
NSF—manuscripts
NSF—releases
NSF—research management improvement program—grant application,
May 1974
Odor
pScience: Science in Society
Patterson, Joye
Proposal—Communication Support Unit (CSU)
Proposal—Robert Wood Johnson Foundation, Program for Localization of
Health-related news
Q-sort—Lubbock (Brenner)
Q-sort—Horton, Jim, Teenage Driving/Drink/Drugs, September 1974
Q-sort—Stephenson & Tillich, Paul, Dynamics of Faith
Q-sort—Weathers, December 1974
Q-sort—statements uses following film To Speak or Not to Speak
Q Studies
Advertising I, II, III
Advertising—Tena's study
Airport (film)
All in the Family
Arendt
Bamboo Curtain
Bankings
Battelle Film
Bonnie and Clyde
Civil Defense
College, grad students
Copy test
Copy testing
Copy testing—Riesman
Corporate state
Cuba
Democracy—McKean study
Diet I, II
Einstein
Faces in the Crowd—Riesman
Fluoridation
Government I, II
Graduates
Graduate students
Great debates
Grooming—men's hair
Health
Health—good
Hunt, K. (film study)
Hypertension
Khrushchev's visit to the United States
Library I, II, III, IV
Library—Q-sort
McCarthy, Army-McCarthy
Medical Center
Medical Course study
Medicine
Medicine, revised Q-sort
Science in the newspaper
Science, the news, and the public
Secrets of the anitworld
Stephenson, Dr. William—11-13 November 1973
Sunflowers seeds for the birds
War Among Insects

Box 26
Q Studies
Newspaper attitudes—Ross & Danberry, 1 and 2
Newspaper attitudes—Stephenson
Newspapers—researcher’s views
Newspaper study—Factor A array
Newspaper study—Factor B array
Occupation
Ode # 1, #2
Odor
Operators
Orghast
Personality I, II
Platform, political
Pollution
Press—Freedom of the I, II, III
Press—International attitudes
P—Theory
Rain
Reporting I, II
Research Council
"I" Riesman
RMP
Russia and the U.S.—American view
Russia and the U.S.—Russian view
SCA
Science
Seed Companies
Shampoo
Smoking
Smoking (film)
Social character
Social character in cultures
Social character, student
Sommers—Q sample
Thematic apperception
T.V.—viewing
Unrest—American
Unrest—American B
Unrest—student
Utility—general
Vietnam War—Stephenson, William, September 1969

Box 27
Publications
Bibliographies—Stephenson, Dr. William

Computer pScience

Manuscripts
Schrödinger's Cat
Time

"Methodology for Statements of Problems: Kantor and Spearman Conjoined", Psychological Record, 1984

Papers—Stephenson, Dr. William
Published works—Stephenson, Dr. William,
1-10, 1931-1934, I
11-30, 1934-1939, II
31-41, 1939-1949, III
42-65, 1949-1961, IV
66-83, 1961-1967, V

Reprints from Psychological Record
"Q Methodology, Interbehavioral Psychology, and Quantum Theory"
"The Significance of Q-Technique for the study of Personality", Feelings and Emotion, 1950
"William James, Niels Bohr, and Complementarity I—concepts"
"William James, Niels Bohr, and Complementarity II—pragmatics of a Thought"
"William James, Niels Bohr, and Complementarity III—Schrödinger's Cat"
"William James, Niels Bohr, and Complementarity IV—The Significance of Time"
"William James, Niels Bohr, and Complementarity V—Phenomenology of Subjectivity"

Unpublished works—Stephenson, Dr. William, I, III, IV

Unpublished works—Stephenson, Dr. William II, A General Theory of Mass Communication

Box 28
Publications
A General Theory of Mass Communication
Advertising Curriculum Trends
An Ethical Problem for Psychoanalytic Doctrine
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An Operant Model for Michael Polanyi's Philosophy of Science
Application of Q to the Assessment of Public Opinion [2]
Applications of Communication Theory I: Substructure of Science
Applications of Communication Theory II: Interpretation of Keats' Ode
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9. Factorizing the Reliability Coefficient
10. An Introduction to the So called Moto-Preservation Tests
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12. A Note of Correlations
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34. Two Contributions to the Theory of Mental Testing II: A Statistical Regard of Performance
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48. Some Observations on Q-Technique
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50. The Use of Structured Samples in Factor Analysis
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58. Sir Godrey Thomson, 1881-1955—obituary
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62. Review of SASQ Chicago Q-Sort
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- Chapter II, Production of Message Systems
- Bibliography—Health and Medicine
- Q-Method and Advertising Research
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Kerlinger, Research Design and Analysis of Variance, A Manual for Students of Education
Kerlinger
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Keynes
Knie, Sylvia
Krout, Maurice and Ross, Arnold, Psy. Tests in WW II, Human Behavior
Kupper, Herbert, Psychic Concomitants in Wartime Injuries
LaForge, Rolfe
Lakin
Drawer 4
Law, Psychology, and World Government--R.M. Hutchins; R. West; W.G. Katz, M. Sharp, J.G. Miller
Lawley, D.N., Problems in Item and Test Construction
Leary & Coffey, Q-Criticism
Leckie (N.Y.)
Box 40

Articles, Papers and Reprints
- McGuire, Carson, Models of Q Representations
- McNemar, Quinn, Environmental Effects on I.Q.
- McDougall, William, Tendencies as Indispensable Postulates
- Mackenzie, John K., Educating the Public
- Marquis, Donald, Research Planning at the Frontiers of Science
- Martin, Psychoanalysis
- Medicare
- Menninger, William, Military Psychiatrists, Mentally Retarded
- Michael, William
- Miller, James G.
- Miller, Milton, Aftermath of Fatigue in Combat
- Miller, Neal E., Psychoanalytic Displacement & Stimulus-Response
- Miner, Roy Waldo (ed), Transactions of the New York Academy of Sciences
- Molisk, Herman B., Schizophrenic Reaction Types
- Moore, Merrill, The Making of a Ward Attendant
- Mowrer, O.H., Q-Technique-Description and Critique
- Munsell, Mural of Color
- Murray, John M., Combat and Psychotherapy
- Myers, Charles, Aspects of Modern Psychology
- Myers, Robert, Social Control of Opinion Surveys
- Neuman, G.G. (Rev. Med.)
- Nissen, H.W., Psy. Reproduction and the Chimpanzee
- Nunnally, J.C., A Structure for Self
- The Observer, Birth and Death
- Oldfield, R.C., Psy. in Oxford
- Parloff, Morris B.
- Paster, Major Samuel, Group Psychotherapy
- Pattern Analysis
- Pearl, David, Q.
- Peck, R.F., Q.
- Penfield, Wilder, Posttraumatic Epilepsy
- Penrose, L.S., Perceptual Tests & Preliminary Communication
- Pierson, Karl, Math of Intelligence
- Porter, William C., Psychiatry & War
- Porteus, S.S., The Porteus Maze
- The Preparation of College Teachers--The University of Chicago Committee on the Preparation of Teachers
- Price, E.J.J., Practical Factor
- Psychiatric Casualties in Battle--from The Lancet, London: Sat, April 15, 1944
- Q and Aesthetics
- Q-Misc. (Factor Theory)
- Q-sorting--Punched-Card, Michigan State
- Q and Forced Distribution
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Q: Method of Absolute Judgement
Q-Method & Advertising Research
Q-references--recent models
Q-(Projectives), Carr Thesis
Q-Sample (Allport-Vernon)
Q-Technique (Method), Earliest Formulae Used in Factor Analysis
Q-Questionnaires

Quinn Data
Radcliffe, Major R.A.C., Ex-Servicemen in Industry
Ramsey, Frank P., Theory of Types
Reyburn and Raath
Richardson, Lewis F., War-Deaths, War and Eugenics
Riesen, Austin, Visual Perceptions
Rimoldi, H.J.A., Pattern Analysis
Rimoldi, H.J.A., Factors Related to Intelligence
Roberts, Fraser, Child Population
Rockefeller, F.D.
Rogers, Carl, Self-Understanding in Behavior Prediction
Rogers, F.R., Program for National Defense, Physical Strength
Rogers, Frederick R., Politics and Psy.
Rogerson, C.H., Narco Analysis with Nitrous Oxide
Rome, Howard C., Sedation in Military Medicine
Rorschach News Letter
Rosenthal, Bernard, Attitudes Toward Money
Ross, Elizabeth, What Comes after 263
Rowentree, Colonel Leonard, Causes of Rejection in Inductees
Rozeboom, William, Quasi-Quantification and Rating Scales
Rucker, Bryce W., Adopting t Test to Space Studies
Schreiber, Julius, Neuropsychiatric Clinics and Servicemen
Schreiber, Major Julius, Psy. Training of Soldiers
Schreiber, Major Julius, Neuropsychiatric Program in a Training Center
Schutz Q R and Q Compared
Schutz, William A., Reliability, Ambiguity and Content Analysis
Scott, P.D., Hysterical Sequelae of Injuries
Segel, Rueben
Seidenfeld, Lt. Col. Mortin, linical Psychology and the Army
Shakow, David, Psychology and Psychiatry
Shakow, David, Ph. D., Mental and Chronological Age Problems in Law and Medicine
Sheps, Capt. Jack, Psy. of Successful Soldiers
Sikkema, Mildred, Japanese Early Child Training
Simmons, Constance, Studies in Experimental Psychiatry
Slater, Patrick, Analysis of Personal Preference
Sloan, Edward P., Foundation "Fellowships for Science Writers
Snowden, E.N., Mass Psychiatry
Society for Freedom in Science
Southward, Lt. Comm. F.C., Neuropsychiatry and Service
Spearman (Weights)
Spearman, Charles
Spence, Kenneth (in French)
Spiegel, Capt. Herbert, Psy. Observations in the Tunisian Campaign
Statistics, Survey of Social Statistics, (UN Publication)
Spranger Study, Factor Analysis, HDL
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Stein, Lt. Calvert, Neuropsychiatry in the U.S. Navy
Stein, Morris I.
Steinberg, Maj. David, Military Adjustment
Stevens, S.S., On the Theory of Scales of Measurement
Statistical Theory
Stephenson, William, Dora's Dreams
Stephenson, W., A Fundamental Difference Between Q and R
Stephenson, R.B., Cattell's Methodological Adumbrations
Strecker, Edward, War Psychiatry
Studman, L. Grace, Studies in Experimental Psychiatry
Subotnik's PhD Dissertation, Notes on
Sutherland, John, Math Ability in Children
Stephenson, Dr. W., The Use of Structured Samples in Factor Analysis
Swineford, Francis and Ada, Comparisons of Percentages
Talbot, Albert D., Q-Block Method of Indexing
Dom Taylor (Q)
Tetrachoric
Thiesen, J. Warren, Lab Investigation of Frustration
Thomas, Garth, Equal Value Judgements
Thomson, Godfrey H., Factorial Analysis
Thompson, Q
Thomson, Godfrey
Thrustone, L.L., Criterion Problem in Personality Research
Thurstone, L.L., Analytic Method for Simple Structure
Thurstone, 1948 paper
Tomlin, Michael, Behavioral Relations and Development in Chimpanzee Twins
Toothe, Geoffrey, Nervous Breakdown and the Navy
Tryon, Robert, Psychological Components
Valentine, C.W., Tests of Literary Appreciation
Vernon, P.E.
Weiss, Q.
Wender, Louis, Group Psychotherapy
Wenley, The Movement Towards Physiological Psychology
Elke Koch-Wesser, An Assessment of Role Identification by Means of a Q-Sample of Advertising Pictures
Weybrew
Wittman, Capt. Milton, The Family
Wright, David G., Combat and Emotional Stress
Wylie, Ruth C.
Wynn and Rykoff
Yerkes, R.M.
Zeligs, Meyer, Lt. Comm., War Neurosis

Box 41
Stephenson's Articles
Q Samples

Box 42
Q Samples
Advertising Studies

Box 43
Advertising Studies
Box 44
Advertising Studies
Advertisements--Samples

Box 45
Advertisements--Samples

Boxes 46-72
When Dr. Stephenson prepared this addition to his papers, he arranged the folders into topical groupings which correspond to the research topics outlined in the summary of his academic and professional career [copy in information folder]. In the boxes, the folders/topics have been separated by green sheets of paper. Within each topical group, Dr. Stephenson arranged folders together and tied each bunch with a string. The string has been removed, but yellow sheets of paper delineate the groups of folders. In this inventory, the groups of folders are indicated by a series of hyphens. Dr. Stephenson has written comments on some of the letters, papers, and folders. The researcher and processor is advised to be on the lookout for these informative comments.

Box 46
Personal Letters—In addition to correspondence, this section also contains articles, clippings, thesis, and other papers.
Worthington Test
Yankelovich
Danbury-Stephenson Interview
Review of My Book
Wm. Stephenson Appointment, University of Iowa
W.S. Letters
Rokeach
Rogers, Carl
"The Metaphysics of Journalism"
Dean Mott, Mass Media
Malcolm MacLean, Jr., Mss.
Sociology, McCall
Gerbner, G., Letter
GVK Tests and Instructions
Education Reform, Great Britain
James McKeen Cattell Autobiography
Brazil (402)
Bolger, Magazines and Newspaper Traits
British Press
Observations on Study of American Character
Guthrie, at Seattle
The Psychologist, Psychology in the Real World
S.R. Brown, Kent State Special Professorial Rank
McNemar Review, 1954
Amsterdam, 1978
College Entrance Examination Board, 1st Student Opinion Surveys
Noel Smith, Communities of Scholars, 1969
Jean Piaget, Children 2-3
Skinner, National Award
Research Council
Kohlberg, Moral Development
Rogers, Carl, 1972
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Value Patterns of Democracy, Lipset Study
Mary Nirmaier, 1987, Happy Birthday, W.S.
Letter from Carl Rogers accepting a position on the SRC Board, 1985
Newspaper Articles on W.S. at July Q-Meeting in Columbia
Lingberg
Misc. Letters
Reprints
Shlien Letter re. Rogers, 1988
Letter from Agostino, 1988
Lynne O'Shea
Oliver Zangwill, Inaugural Lecture, 1955
"Game, Play, and Literature", Ehrmann, editor
Play, Theory, and Value
Reprints
1st Letter of Commendation, 1989
History of Instruments, Galileo
Psychological Respectability of Physical Activity
Ruffner, Q-Analysis re. McLuhan
Nesterenko, MA Thesis, Creative Persons
"The phenomenology of Secular Science"
Niels Bohr's 1950 Paper, Notions of Causation and Complimentarity
Owen the Poet, 1986
Kitzinger, Celia, 1987
Oral History versus Q, 1986
In the Beginning There Was Q, 1985
Alex Morin, The Study of Behavior, 1952
Correlation from Newton's Fifth Rule
Undergraduate Improvement, 1969
Stephenson as Reviewer
Letter to Thomas A. Kuhn, 1973
Replacement of Stephenson, 1971
Subjectivity Dissected, 1973
Les Thayer
Consciring, Note
Newspaper Articles
Priddy, an Ozark Symposia
"An Operant Model for Michael Polanyi's Philosophy of Science"
Nimmo Memorial Volume
"The Value Patterns of Democracy"
Science Writing Beginnings, 1965
Shlien, 1988
J. Aiken, 1986
Paper to MacLean, 1967
Review of Q by Truemper
Stephenson Research Center, 1981
Colloquium, 1972
Texas Recommendation, 1973
Faculty Bulletin, 1972
Recommended for Jefferson Award, 1983
Sanders, K.
Valsinar, U.S.S.R.

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324, Beer
Beer, General Topic
Beer, Interviews
Beer Sales
Bud, Semantic Differentials (2 folders)
Beer Ads (2 folders)
Face Value, Falstaff Brewing Corporation
324, Automobiles
324, Brand Names (2 folders)
Gallup-Robinson
324, TV Commercials
324, Copy, Advertising Age
324, Copy Testing, Examples
Tena Cummings, Ad Research (3 folders)

Box 47
Research
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324, Scrapbooks containing clippings and notes (2 volumes)
Pamphlets
Lecture notes and exam questions
Advertising Age, Clippings (6 folders)
324, Art
324, Attention (2 folders)
324, Materials, T. Cummings
Ad Research, Funeral Costs
Budweiser
"Big Sell" in Advertising
USSR Ad
388, Banking
Butternut
Les Burnett, Laboratory
British Advertising Companies
Brands
Beer, Advertising Cost
"Pre-Testing of American Themes in the Commercial Market"
"Summaries of Beer Research"
"Two Step Exploratory Study on Beer"
D'Arcy Advertising Company, Office Memorandum, 1961
Appendix, "A Psychological Study of
Beer Drinking and Brand Images"
"A Study of Budweiser and Schlitz Print Campaigns"
"Study of Experimental Copy Phrases for Schlitz"
322, Psychology in Advertising
324, General
Ethics in Advertising
324, Effectiveness AVIS Campaign
324, Econ. Article, 1965
Dichter
Degradation competition in Ads
Dunn
Drug Stores, Reasons Why Consumers Buy There
DuPont, Ad Testing
Hair Styling
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HALO
Impulse Buying
Information in Ads
Investment Research
D'Arcy Iron Age Conference
Jersey City Under Boss Hague
Johnson, Pres. Lyndon
Journal of Advertising Research, "Science in Wonderland"
Mauldin, C, Advertising Research Q, 1971
Soviet Advertising
322, MSS., 1969
324, References
324, 1, The Professionals
324, 2, Ad Campaigns
324, 3, Principles of Advertising
    Cox
    Colley
    Ehrenberg
    Dirksen and Kroeger
    Alderson
    Stigler
    Case History, Advertising
    Reeves
    Review
324, 3, Ad. Campaigns
324, 4, Methods of Experimenting
324, Ehrenberg, Method Critical of Factor Analysis
324, 5, Social Class
324, Social Character Study
324, 6, Interview, Surveys
Gallup-Robinson, PNR
324, Neilsen Data
Interviews
324, 7, Soap (3 folders)

Box 48
Research
Advertising
324, 8, Footwear
Final Report, Shufflebam
Motivation in Footwear
Depth-Type Interviews
Footwear, Interviews
Footwear
324, Brand Name Leather, Study for Mr. Shuffelbam, 1969
Brand Name Computer Program (3 folders)
322, Ludenic Theory
9, Selective Convergences Evaluation
324, Student's Sterba ex.
324, 9, Brand
322, 10, Self
Self, Allport (2 folders)
Self S., Q-Studies Example
Q, Personal Beliefs
"Self As Operant Subjectivity"
Identity, New Yorker re. Harvard Students
324, 10, Beer
D'Arcy, Lager Polls
322, 11
Sommers
324, 11, Eating Out
"Attitudes Toward Eating Out"
"Review and Summary of the Published Literature on Eating Out"
322, 11
Infantile and Sublime in Advertising
Plastic Word Representation
Rational
Sublime
Primitive Animism
Switchwords
Stoppers
Vulgarization
Symbolization
324, 12, Consumership - Papers by William A. Yoell
A Science of Advertising (2 papers)
The Determination of Unfulfilled Consumer Needs
Determination of Consumer Attitudes and Concepts
Projective Techniques and Group Interviewing
A Science of Advertising Through Behaviorism
322, 13, MR
324, Martineau
Motivation Research
Motivation, Martineau
Schachtel (Memory)
324, 13, Youth Market
322, 14, 1971
322, CRU (Advertising)
324, 14, Women
324, 16, Schwerin
Schwerin Bibliography
"Report, Significance of the Schwerin Salivation Tester" (2 copies)
"Critique of the Schwerin Test for Television Commercials"
"Appetite Appeal"
Rural Market, Principal
Characteristics and Trends
324, Radio Advertising
Research, Ad Effectiveness
Readership, Ad Chart
Roper Public Opinion Research Center
Ratings, Nielsen, etc.
Advertising Age, Posters
Rockefeller, Pol. Ad.
324, Advertising Questions
324, Questionnaires
324, Q, Econ. Ad.
Communication, Mass
Newspaper Cuts, etc.
New Yorker, Ads
Box 49

Research

Advertising
- 324, Economics
- Economics, Goldthorpe, et. al., Vocational
- Advertising Agency Business Around the World
- Ad Effectiveness
- Images
- Humor
- Super Market Images, K.L. Atkin
- Creative Workshop
- Interviewing Plans
- Institutional Ads
- Examples of Interviews, etc.
- "Psychology in Advertising"
- Interviews
- Magazine Ads, 1960s
- Ads: Various (2 folders)
- Marketing
- Avon Calling
- Hill, Auto Ads
- Advertising Awareness, Buying Habits, Motivation
- Marketing for Students
- "Use of Motivation Research in Marketing"
- 324, Mass Communication, Wiebe
- 'Loop' India, MR
- Banks, Bohmeyer
- Nude Ads
- Packaging
- Political
- Product Research
- Diet-Rite (D'Arcy)
- Research Methods
- "Opportunity for Advertising Exposure in Newspapers and Television"
- Q and Ad Research
- Association Test, Standard Gold Crown vs. Standard Oval and Torch
- Research, Q, Crumley
- Research, ARF
- High Volume Drivers
- Segmentation
- Student Project, Smoking
- Themes
- Typed Lists
- Ad Comp. Syllabus
- Values
- Youth
- 324, 21, 1979
324, 17, 1970
Assignment, Interviews (3 folders)
324, 17, Farm Themes, etc.
"Evaluation of 1962 Farm Themes and Ad Layouts"
324, 18, Posters, Slides Available
Posters, Catalogs
324, 19, Industrial
324, 20, Strategies
International Banking
Newman Mauldin
"Why Continued Ad is Necessary"
First Ads
Budweiser
Copy Test
Plant Foods Test #1, MFA, Q
Philosophy of Management
"Investigation into Suitability of Certain Words for Use as Name For a New Product"
Operations Research
English, Dean Earl, Speech at Syracuse U., 1960
Lynne, TV, Q, MA
"A Factor Analytic Study of Attitudes Toward the Mass Media"
"Copy Testing for Appeals: A Motivation Study"
Advertising, "Times", Principles
Quantification of Opinion
"A Psychologist Looks at the Car Market"
324, 1
324, Leo Burnett
324, 2
Assignment, Purposes
Purposes and Advertisements, 1-8
1, Introducing a New Product
2, Enlarge Market
3, Introduce a New Service
4, Introduce an Institutional Policy or Change
5, Introducing Special Product or Service, Advantage
6, To Level Out Seasonal Variations
7, To Dispose of Surplus Supplies
8, To Sustain Brand Against Competition
324, 4
324, 19
1, Introducing a New Product
2, Enlarging the Market
3, Introducing a New Service
4, Institutional Policy
5, Special Product Advantage
6, Level Seasonal Variations
7, Dispose Surplus Supplies
8, Sustain Brand Against Competition
324, 4
Tena Cummings
McLuhan, Mechanical Pride
324, 5, The Approach
1. Product or Service
2. Convention, Innovation
3. General Endorsement
4. Personal Endorsement
5. Down to Earth
6. Humor (2 folders)
7. Company Achievement, Research
8. Problem Solving

Freberg, Humor

Box 50
Research
Advertising
324, 6, 1970
Airlines
Feaster, Airlines
Ads, Copy, etc, Feaster
324, 7, Themes
Political, Mrs. Niem
Wilson, Mr. Cube
Economist, Image
Unlabeled Folder
Rawlings, Q
324, 8, Themes,
Ad. Age
Edsel, Madison Avenue, Mayer
Counter Advertising
Perfume and Soap Study
Ad. Puffery Claims
Rawlins, Q, Soft Drinks
Women's Beauty, etc.
Women
Perfume, Soap Interviews
324, 9, Fantasy, Copy Testing
Copy Testing, Paul Johnson
Unfolded and Unlabeled Material on Copy Testing
324, 10, Sterba
324, 11, Harris and Seldon, Case Study Conclusions
324, 12, Examination
Unfolded Material
324, 13, Case Studies
Footwear
Utilities Study
324, 14, Social Control and C.S.
Upset Assignment
Fabre, History of Communications
Potter
Public Utilities: Motivation Research, Virginia Miles
324, 15, Case Studies Strategy, Cox (2 folders)
324, 16, Nicosia
Richards, Feed Forward
324, 17 (empty)
Harven Cox, Hippies
Ad. Rogerian (Hart)
Consciousness Perspectives, Nagel
Identification
Sanford, Identification
324, 18, Value, Q
Allport, Vernon, Value Systems
Allport, Value Studies
Allport, Vernon, Data
Values, A-F (6 folders)
324, 19, Communication Theory, Other Theory
Parapsychology
Exam
Syllabus and Ref.
Ad.
324, Craven, A Study
"Craven Plain" Smoking
324, 20, Communication Theory and Ad Campaigns
Smoke Screen (2 folders)
322, Coe, Example of TAT Material
People in Advertising
Laws
Ad Man, FJN
Example of Student Essay
Collection of Ads by W.S.
322, 5A (2 folders)
Interviews, Depth
Examples of Depth Type Interviews
Pittsburgh, Depth Interviews
602, 17
Interviews
Interviewing
322, TV Children
322, Needs
322, 16, Subjective Approach
322, 12, Wants, etc.
322, 15
MO - NO
322, 22 (empty)
McLuhan
Needs, Katz
Unlabeled Folder
Wants
Knight
Wants, Needs, Drives
W. Taplin
Boddewyn
488, 7, Projection
Ad, Riesman on Automobiles
Bloodwath, Eye of Dragon
322, 8, Social Character
LaPiere, Social Control
Riesman, Kohlberg
Riesman, Marketing
Social Character, SE Post
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Riesman, Lonely Crowd
Riesman, Individualism Reconsidered
Social Character, American
American Image, Confused

Box 51
Research
A: Advertising
324, Creative Ads
Communication in Industry
Cinema, Film Art
Corporate Image
Ford Car Campaigns
Car Images
Over commercialization
Criticism
Credit Buying
Columbia as Test Market
Ads, Cosmetics
Automobiles (different makes of cars, 28 folders)
Sterba, Some Psychological Factors in Advertising
Interviews
6, Copy Testing (2 folders)
7, TAT
AAAA, Ad Study
TAT
322, Psychology of Advertising
324, A, Syllabus
Methodology of MR
Q-Study, MA
Psych. of Lawn Mowers
Potters People of Plenty, Intro.
Melly, Pop Art
National Conference of University Professors of Advertising
Unlabeled Folder
Cox, D., Keeping Informed
Texas Comm, RMP
Argyris
McCardy, Packaging, etc.
Federal Institute for Advertising
322, 6A
Introductory Advertising Course
Cues on Q-Technique
Szasz, Advertising Identification
Cox, 1-b, Information
Parker, et.al., Adv. Theory
322, 1-4, 1971 (7 folders)
406, 11A, Corporate State (3 folders)
406, 10, Greene Study (2 folders)
China, Greene, etc.
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F. Greene
Unlabeled Folder
406, 11, Corporate State
I, II, III, Compared (4 folders)
Reich, II
Corporate State
322, 9, Convergent Selectivity
Unlabeled Folder
Theory
Moonshot, Play Theory
Play Theory and Value (2 folders)
Cox, Feast of Fools
Pro-Seminar, Play
Play Theory of Value
324, Q-Sample, Attitude to Work-Leisure
Q-Sample on Economic Conditions
Dream Mechanisms
AAAA Application

Box 52
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Advertising
Student Preconceptions About Advertising
322, General Factor
Factors, Preconceptions
Q-Sample B, for Earl English
Interpretations
Ad, Q
Factor I, Preconceptions
Factor II, Preconceptions
Discriminations
Assignments, Advisory and Research
324, Convergent Selectivity (2 volumes)
“Quantum Theory of Advertising”, 1985
Rationale
Schreiber, Motor-Cycle Studies and Advertisements
Jack Stauflebaum
Ad. Syllabus, Michigan State University
322, Misc. Papers
324 - Telephone Study
The Yankelovich Report, A Media Research Program
324 - Yankelovich
Wiebe, Sampling and MR Research
MR Paper, Utilities
Sears Ads
Standard Oil Ads
Standard Reports, Misc.
Buying Patterns at Service Stations
Schwerin Testing
Standard, Reports I, II, III
Interview Plan, Men's Shampoo (2 folders)
Men's Shampoo (2 folders)
Unfoldered Material
Ad Age, TV Commercials
TV Commercials in Britain

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An Interview Utilizing the Graphic Projection Technique
TAT Sentence Completion Test
TAT
Pamphlets
Packaging Theories and Practices
Publishers, Interview Questions
Planning Ads
Photo Journalism
Perfumes
Advertisements About Perfume

Box 53
Research
News Reading
Lewis Mumford, Megamachines
Research in Journalism
Ludenic Theory, Gay Talese, Play Theory
LIN, Understanding News, 1980
"Audience Size and Major News Events"
Brunner
"The Meanings of Watergate"
All in the Family, Play Theory
Newspaper, Underground Press
406, New Journalism? or Underground Press?
New Directions in News, Jean Gaddy Wilson
Introduction to Ozark Symposia
Charges Against Automobile Industry
Methodology of MR
Polling, Wayward Press, Methodology
W. Reich
Excerpts from M.A. Theses, Cornetta, Danbury, Ross, Crumley
Kriesberg, N.Y. Times, Play Theory
Henry, Wm. and Warner, Radio
Hazard, Entertainment
Journalism Education, Articles by Authorities, MacLean, etc.
Unfolded Material
J School, Philosophy and Position Papers
Copies of ISSUE, Underground Press
Merrill
New Journalism Education
Markel Foundation, Working Copy
"Do People Really Care About What They Read?"
Identifications of J-Students
Novel Reading
Secularization of Science
"Introductory Talk on Comprehensive Health Planning"
"A Spectrum of Opinion on Science News"
The Columbia Tribune
Theory, Newspaper Reading
Magazine Reading
Gatekeeping, News
Research Proposal, Access to Mass Media
TV Distorts Politics and Olympics Too
Hyping of Fantasies
Secularization of Science News
New Journalism Education, Two Degrees in Five Years
Identifications of J-Students with Newspapers
Context Theory of Journalism
Talbott, Albert D., Q Technique and Its Methodology
Newspapers, Blumberg, San Francisco Guardian
"The Magic of Mass Media"
Danbury, Attitude Sheets
402, Mass Communication, Manning White
Underground Press
International J. Organizations
Rivers, IBM, Newspapers and TV
Q-Sample, Newsreading
324, Notebook, Retention of Ads by Students After 'Reading' LIFE Magazine, 1964
488, Greenberg, TV for Children
Columbia Daily Tribune, 1973 (2 folders)

C: Communication Theory
"Foundations of Communication Theory", 1971
Photographs of Houses in Kansas City, Part of the Wayne Minor Study

Box 54
Research
C: Communication Theory
The Cuban Crisis
402, Blumer
Questions by Students about Theory of Communications, 1970
Berlo, Theory of Communication, 1980
Bronowski, Ascent of Man
Hyman
406, All in the Family
Thoreau, John Merrill, 1961
"Communication and Research Productivity in an Interdisciplinary Behavioral Science Research Area"
LOOK Magazine, 1968
Vygotski, Soviet Psychology, Communication Theory
Communications, Ad, 407, J.Q. Analysis, 1964
Lenneberg, Explaining Language
322, Convergencies, Harvard Studies
Canoll
Ruesch and Bateson
Communications Theory and Methods, Syllabus
American TV Imperialism, 1971
Art and Science Communication
Pugwash Conferences
Kuhn
Goodell, Visible Scientists
Kennan's Democracy and the Student Left (2 folders)
The First World War in Posters
402, Sevareid, Eric, Television
Movie, Q-Paper
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406, Notes on Black Movies
406, TV Violence, 1972
Films, References
406, Rise of American Film, 1971
Mss. Movies
Q-Sort on Films, Wayne Miner
"Immediate Experience of Movies"
406, Films, Movies
TV, CBS News
J. Ad. TV Studies
Bronowski, 1975
Education, Film, High School, The Last Bell
Peter Schrag, Science
TIME-LIFE Multimedia, Film and Video Catalog, 1976-1977
The Million Club
Grierson, Documentary
Documentary, S/R, 1972
Movies
TV Violence
NSF, Misc., TV
Perception
16mm Films, NSF
To Speak or Not to Speak, Film
Bonnie and Clyde
Original Skin, Films
Films, General Ref.
Documentary
John Lennon, Beatles
Skinner, Verbal Behavior
"Abridged Report of the President's Committee on
Communication, University of Missouri, 1968"
Communication Theory, Cartwright
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