

# Contents

About the authors	vi
Acknowledgements	vii
List of figures and tables	viii
<b>Section 1: Theory</b>	<b>1</b>
1 Introducing Q methodology: the inverted factor technique	3
2 Theory and Q methodology: from Stephenson to constructionism	24
<b>Section 2: Method</b>	<b>47</b>
3 Basic design issues: research questions and Q sets	49
4 Doing the fieldwork: participants, materials and procedure	69
5 Understanding the analytic process (1): factor extraction	91
6 <i>Understanding the analytic process (2): factor rotation and the preparation of factor arrays</i>	113
<b>Section 3: Interpretation</b>	<b>145</b>
7 Factor interpretation	147
8 Writing and publishing Q methodological papers	169
<b>Appendices</b>	
1 General instructions for completing a Q methodological study	189
2 Conducting an analysis using PQ Method: a step-by-step guide (plus an explanation of the PQ Method output or .lis file)	195
3 First draft crib sheets (for study factors 2, 3, 4 and 5)	219
References	225
Index	236