

**PRELIMINARY INVENTORY
ACCESSION CA4878
WILLIAM STEPHENSON PAPERS**

This collection is available at The State Historical Society of Missouri, Research Center-Columbia. If you would like more information, please contact us at research@shsmo.org.

Dates: 1950s-1980s

Creator: Stephenson, William

Collection Size: 78.6 feet, 37 audio cassettes, 61 audio tapes, 12 video cassettes, 8 films, 1 roll of microfilm

Introduction

The papers of a journalism professor at the University of Missouri-Columbia, who developed the Q-methodology of measuring public opinion in advertising and communications. Includes correspondence, reports, studies, research files, publications, unpublished manuscripts, reprints, biographical materials, audiovisual material, and miscellaneous professional material.

NOTE: In addition to CA4878, this preliminary inventory also includes accession CA5088.

Series (CA4878)

- I. Correspondence [Box 1]
- II. Subject files [Box 1]
- III. Lecture and class files [Boxes 1-2]
- IV. Reports and miscellaneous files [Box 2]
- V. Advertising [Boxes 3-5]
- VI. Library study [Boxes 5-8]
- VII. Medical studies [Boxes 8-21]
- VIII. National Science Foundation: symposiums, grants, reports, proposals [Boxes 22-25]
- IX. Q Studies [Boxes 25-26]
- X. Publications [Boxes 27-33]
- XI. Research, A: Advertising [Boxes 47-53]
- XII. Research, B: News reading [Box 54]
- XII. Research, C: Communication Theory [Boxes 54-59]
- XIV. Research, D: Public Libraries and Readership [Box 59]
- XV. Research, E: Public Health [Boxes 60-61]
- XVI. Research, I: International Conflict [Boxes 61-62]
- XVII. Research, L: Quantum Theory of Subjectivity [Boxes 62-63]
- XVIII. Miscellaneous Manuscripts [Boxes 63-69, Package #1]

Box List

ACCESSION CA4878

Box 1

- Correspondence
 - Correspondence, 1966-1971
 - Correspondence, Miscellaneous

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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

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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

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Perseveration

Stein (Personality)

Miller (Louisville)

Miller (Bougey)

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*

21. *How Much News Could Be Science News?*

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

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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]
 - Metrecal
 - "Point of Interest"—speech, 2 audio tapes

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"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 Q-sort, 1-40 [4]
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

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Library—Enoch Pratt materials
Library—final report
Library—general documents
Library—general information clippings
Library—interview plan
Library—interview, 2nd
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

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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. Buessler, 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]
 4. Smithville [4]
 CRU and the Smithville study

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- 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

- 8. Rubey, Linda: *The Medical Pamphlet: A Study in Communication*
- 9. Cancer and smoking
 - Copy—test instructions
 - Copy—test of women
- 10. Pamphlet studies [5]
- 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

- 14a-16. M-jobs—paramedical careers [5]
- 17. CRU (empty)
- 18. Poll paper, *Application of Q to the Assessment of Public Opinion*, Stephenson, William
- 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

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- 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. Buessler—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

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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)
- 57. Health League, *A Proposal for Health Leagues* by Stephenson, William

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

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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

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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

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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

Technical Report

Box 17

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]

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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
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

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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

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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*
 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]
 1st symposium, 24-26 October, 1972—manuscript
 2nd Symposium, 9-11 January 1973 [2]
 2nd Symposium, 9-11 January 1973—manuscript
 3rd Symposium, 10-12 April 1973 [2]
 3rd Symposium, 10-12 April 1973—manuscript
 4th Symposium, 10-12 July 1973
 4th Symposium, 10-12 July 1973—manuscript
 5th Symposium, 11-13 November 1973 [2]
 5th Symposium, 11-13 November 1973—statements from participants
 6th Symposium
 6th Symposium—originals
 7th Symposium, 2 December 1974—seminars, Amana
 7th Symposium, 2 December 1974—Amana, Qs and forms
 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

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4. Report of Symposium, 24-26 October, 1972—graphic
 5. Report of Symposium, 24-26 October, 1972—verbal
 6. Report of Symposium, 9-11 September 1973—graphic
 7. Report of Symposium, 9-11 September 1973—verbal
 - 7a. Postal card enclosure for nos. 6 and 7 preceding
 8. Report of Symposium, 10-12 April, 1973—verbal
 9. Report of 4th Symposium, 10-12 July 1973—graphic
 10. Report of 4th Symposium, 10-12 July 1973—narrative
 12. Report of 5th Symposium, 11-13 November 1973—graphic
 13. Symposium series for editors, report 1973 (empty)
 14. An Occasional Paper, report on the 6th Symposium, 12-14 February, 1974—graphic
 15. Report on the 7th Symposium, 2 December 1974—graphic
 - 19a. Rogers, Kathy—clippings
 22. Science in Society: *pScience News*, notes of first 6 Symposia
 23. Report to NSF on 7th Symposium, 13 December 1974
 24. *Down to Earth Science News*: Demonstration with Free-Floating Reporters, December 1974
 25. Lake Ozark Symposium on Science News, Vol. I, 1972-1975
- 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

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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
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

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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

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Grinker, Roy R.
Group Psychology Branch Project Reports--Jan. 1947-Dec. 1954,
Jan. 1955-Dec. 1955 Office of Naval Research
Gulliksen S. 290 10
Gellman
302. Gengevelli
Goodeve-Operations
Goodeve, Sir Charles, Definition and Use in War
Gulliksen, Harold, Mental Tests
Gulliksen, Harold, Paired Comparisons and the Logic of Measurement
Gulliksen, Harold, Test Theory Bibliography
Haggard, Ernest A.
Hall, K.R.L.
Halstead, Ward C.
Hammond, K.R., Representative vs. Systematic Design in Clinical
Psychology
Hamlin, Hannibal
Hammond, W.H., Factorial Analysis in the Study of Types
Hart, Bernard
Hartley, Margaret
Q-Ray Hartley
Hartley, Raymond, Two Kinds of Factor Analysis
Heine, Ralph
Henderson, J.L.
Henrysson, Sten
Mrs. High
Hilden, Arnold H. (Washington Univ.)
Holley, J.W., Analysis of Variance in Aesthetic Judgement
Holzinger, Karl J.
Q--Huber, Family Life
Hunt, Howard F.
Industry, British and American
David Jackson and C.E. Bidwell, Modification of Q-Technique
Jackson, Mrs. L.
James, William, Psychology
Jenkins and Lorr
Jones, Maxwell, Group Psychotherapy
Jung Q-sample
Kantor, Psy. Method
Katona, George, Business Decisions
Kelly, E. Lowell, Fiske, Donald
Kepecs, Joseph, Neurotic Parachutists
Kerlinger, Fred, Q-study, Attitudes of Professors and Laymen
Kerlinger, Research Design and Analysis of Variance, A Manual for
Students of Education

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WILLIAM STEPHENSON PAPERS

Kerlinger
Fred Kerlinger, Manual for Education Scales I. II.
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.)
LeGulf, Jacques
Leveridge (Goddard)
Lieberman, A., Communism
Livson, Q.
Livson (California)
Loevinger (Q)

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.

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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
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

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WILLIAM STEPHENSON PAPERS

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
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
Thurstone, 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, Geoffery, 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.

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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 bundle 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

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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
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"
Paper Refused by B. J. Med. Psy., 1984
Nimmo Memorial Volume
"The Value Patterns of Democracy"

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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.

Research

Advertising
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

Advertising
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

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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
Degrading Competition in Ads
Dunn
Drug Stores, Reasons Why Consumers Buy There
DuPont, Ad Testing
Hair Styling
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

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WILLIAM STEPHENSON PAPERS

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"

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WILLIAM STEPHENSON PAPERS

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
Newspaper Ad, Love to a Woman
Q, Cigarettes
Kernan and Sommers
Advertising Campaigns, Syllabus, 1970

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

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"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

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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 Competiton
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

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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
Allpot, Vernon, Value Systems
Allpot, Value Studies
Allpot, 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
Pittsburg, 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

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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
322, 14
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-Method and Ad. Research, Paper, 1955
Q-Study, MA
Psych. of Lawn Mowers
Potters People of Plenty, Intro.
Taplan: Adv. Res.
Melly, Pop Art
National Conference of University Professors of Advertising
Unlabeled Folder
Cox, D., Keeping Informed

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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.
Unfolded Material
Wurfel, Greene
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

Research

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

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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)
Unfolded Material
Ad Age, TV Commercials
TV Commercials in Britain
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

New York Times, Moon Landing, 1969
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

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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
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Heideger, Martin
Thurstone

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Miscellaneous Manuscripts
Essays on Intensive Analysis
Chapter 1, Theory of Aesthetics
Introduction to Essays on Intensive Analysis

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The Concourse Theory of Communications (2 folders)
Quiddity College and Other Unpublished Manuscripts
Advertising Manuscripts
Quiddity College (3 folders)
Play Theory of Newspaper Reading
Computer Science
Ten Pillars of Q-Methodological Wisdom
Self as Operant Subjectivity
Computer pScience
Newton's Fifth Rule: An Exposition of Q Pro Re Theologica
Newton's Fifth Rule: Volume I, The Abduction of Sin
Newton's Fifth Rule: Volume II, Pro Re Scientia: Abduction of Common Sense
Q-Methodology and the Romanesque Concourse

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Newton's Fifth Rule: An Exposition of Q Pro Re Theologica
Volumes I, II, III
WS Unpublished Works
1-20, 1950-1963
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Factor Analysis

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Miscellaneous Manuscripts
Psychometrics, 1939
Duijker, Mss.
Letter to Editor BJP Bulletin, 1981
Theory and Methodology for Esthetics (2 copies)
2-Way Communication
Ulysses and Finnegans Wake: A Q-Methodological Look at Profundity
Part I: Ulysses
Part II: Finnegans Wake
Quantum Theory Media Research:
I, Reception Analysis
II, Intentionality and Acculturation
Political Psychology and 'Bridging For Peace'
The Science of Ethics (3 copies)
The Presentation of Self in Everyday Life: A Study of Erving Goffman's Thesis
Homo Ludens: The Royal Wedding (2 copies)
Regional Program in Science Communications
From Quiddity College (?) (incomplete manuscript)
Lake Ozark Symposia on Science News, Volume I: The Symposia
A Spectrum of Opinion on Science News
Newton's Fifth Rule: Volume I, The Abduction of Sin
The Value Patterns of Democracy
A Peripatric Educator
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Definitions of a University Science, 1970
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Chapter 1, Charges Against the Automobile Industry
The Phenomenology of Secular Science
An Operant Model for Michael Polanyi's Philosophy of Science
Second Thoughts
Science of Ethics
pScience
Lee Thayer, Communication Theory
General Theory of Communication
A General Theory of Mass Communication, Part I
Dora's Dream
Typology of Newspaper Readers
Chapter 4, Principles of Apperception
Thoughts on 4th Q Conference
Book Review, McKeown and Thomas, Q-Methodology
Information Science Paper
An Ethical Problem for Psychoanalytical Doctrine
Quantum Theory of Subjectivity
Testing Progress in Metaphysics

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Miscellaneous folders
Ablex Publishing Company [2]
Aitkin, Joan—Kansas
Aitkin, Joan—Louisiana
American Psychology Association
Ancizar, S.J.
Barchak [2]
Bennett
Birnbaum
Blaydon Secondary School
Brower, Martin
Burt, Sir Cyril
Carey
Castenada
Cavell, Marcia
Chadwick
Chang—credibility
Cooper, C.R.
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Dervin, Brenda
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Hill, William F.—California
Holley
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Illich [2]
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Kantor
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Letters from former students
Logan, Robert A.
MacQueen
Marshall, Capt. P.
McKeown
McKeown—religion
Meredith
Michey—William Stephenson
Mickey, T.
Monaghan, Robert
Morin, Alex—University of Chicago Press
Murphy, George—University of Kentucky
Myth
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Niebuhr, Reinhold
Nimmo
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O'Shea, Lynne
Patterson, Joye
Political Psychology and "Bridging for Peace"—article abstract
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Q—religion, Michey
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Q—Symposium
Rawlings, Mary Jane—obituary
Religion & Secularism—Jenkins
Research in aging—paper
Research—medical
Riesman, D.
Rogers, Wendy
Root
Ruben
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Science and Ethics, Chapter 11
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Stephenson, Charles
Surabhi, Usha
Thayer, Lee
The Million Club

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The Psychological Record

Thompson

Tillich—religion [2]

Torrance [2]

Vegelius, Jan

Vickers [2]

Weber-Nelson

Weil, S.—Israel

William James, Niels Bohr, and Complementarity: Schrödinger's Cat

Witherspoon [2]

Wozniak

Zaretsky

Package #1

Perception of Role of Psychology in Advertising

Psychology in Advertising, Journalism 322

Quiddity College Campaign, Ad Campaign, 1970, Karen A. Hunt

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Miscellaneous folders

402

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Good Health

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Programmed instruction

Programmed instruction—medical

WAVE—rmp

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Lasswell & International Communications

American College Testing program

Brenner Q Sample—patient/physician confidentiality

Diffusion—information [2]

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Hirsch & Leff

India study

Journalism Education

Bush—Newswriting

Medical

Tebbel

New Journalism—Wolfe etcetera

Mass Communication

Leighton & Opler

Punch joke

Rappaport, A. [2]

Stauffer

Winick, C.—TV controversy

Mauldin, C

Miscellaneous publications

Original prints of smoking pictures [3]

Play therapy—Long

Popper—*Open Society & Its' Enemies*

Prescription for a Public Health Image

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Research Study of Public Libraries, 1962-1964
Research Think Tank—English, Earl
Sheldon, Alan
Stephenson papers & articles
 Methodology of Single Case Studies [2]
 Miscellaneous medical
Ziskind, et al

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 406—Mythic Image [2]
 407
 Conference—Buffalo [8]
 Goldstein, David
 Hunt, Karen [3]
 Journalism School—Committee on Communications [3]
 Kohlberg
 Lecture—Iowa, 1974
 Pratt
 Purposes and functions of a university
 Q—Literature, original
 Rogers, Carl—In Retrospect [2]
 Stephenson, William
 Comment on a Comment
 Fifty Years of Exclusionary Psychometrics
 He Wore the Only Tied Hair in the Parish
 The Next 50 Years for Q
 The Story of Q—Columbia Daily Tribune
 Ten Pillars of Wisdom
 Zilst

Box 72

Assorted notebooks

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Box 1

Articles/Papers

An Ethical Problem for Psychoanalytic Doctrine
Attitudes Toward Medical and Public Health Services
Centroid and Principal Components Factor Analysis Comparative Use
Concourse Theory of Communication
Dissemination of Educative Information with Respect to Strokes
Foundations of Communication Theory
General Theory of Communication
Homo Ludens: The Royal Wedding, 1981
How To Make a Good Cup of Political Tea
Intentionality: Or How to Buy A Loaf of Bread
Let's Be Abductive, Not Hypothetico-deductive
Magic of the Mass Media [2]
National Science Foundation Project
Old Age Research
Peripatetic Educator
Phenomenology of Secular Science
Prescription for a Public Health Image
Q Factor Models
Quantum Theory and Schrödinger's Cat
Quiddity's Curriculum: Modus Operandi [2]
Science of Ethics
Secular Science
Secularization of Science News
Theory and Methodology for Esthetics

Box 2

Articles/Papers

Against Interpretation
Communication Yearbook # 4
Emblem [7]
General Theory of Communication
Methodology for Statements of Problems
Newton's 5th Rule and Q Methodology: Application to Psychoanalysis
Operant Subjectivity
Play Theory and Value
Play Theory of Mass Communication: Comment
Presentation of Self in Everyday Life: Study of Irving Goffman's Thesis
Principles of Selection of News Pictures
pScience in Society
Q Technique
Quantum Theory Media Research: Reception Analysis

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Quantum Theory of Subjectivity
Shame of Science
Ten Pillars of Q Methodological Wisdom, 1985
Theory of Education
Ulysses and Finnegan's Wake: A Q-Methodological Look at Profundity
Untitled
Interview—Thomas Danbury re Stephenson, 1961
Journals—Psychological Record
Proceedings
 Workshop—Challenges in Health Education, Columbia, Nov 9, 1965

Box 3

Research Notes and Studies
 Interbehaviorism in a Subjective Framework, 1986
 Dallas
 Man
 Lipset Study, 1970
 Graduate Student Study
 Charles, A.I.D.
 Surgeon/Nurse/Patient Q

Box 4

Missouri Regional Medical Program Projects, 1968 (2 folders)
Aesthetics
407: Information (B), February 1972/A Sample February 1969
Campbell-Ewald Company Advertising
How to Buy a Loaf of Bread: Boden's Q-Sorts (2 folders)
Reporting Q Sample
Hypertension, 1969

Box 5

Stephenson's Q Analysis Censort Method, 1986
Time, 1987
Value Study: Library Management Systems, 1969
MPI, 1967 and 1969 (3 folders)
Khrushchev Study (2 folders)
M-Jobs Manuscripts
Reich, *The New Yorker*: Corporate State
Photographs- Miscellaneous
Breast Cancer Manuscripts
Banking- Bohmeyer

Box 6

322: Fantasy Study, 1970
P Theory: Fantasy, 1971
322: Psychology in Advertisements, 1971

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AAAA- E. Scroggs, Levi Sample, 1971
Factor Analysis- Chicago
Teacher Study, West Babylon, NY
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Iowa University, 1977
"Marcia" Film Study, 1971
Brian Goodall's Study, 1971

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\$2000 Problem
Ode #2, 1971
Sommers Study, 1971
Political Platform, 1972
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"Smoke Screen" Film, 1971
Simone Weil
Lung Center Proposal- Q Sort of Directors, 1974
Orlando
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Southwest Bell
322: Values, 1970
Nuclear
Self-Perception in the University
Q Sample (P)
"It's Raining," 1976
Chairs, 1970

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British Army Psychological Testing, WWII

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Keat's Ode
Kamin, Burt, and Hyperbole
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Box 10

Kohlberg (Self)
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Perspectives in Q Methodology
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A. Talbott (Iowa)

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AAPOR, 1968
Akron Psychology Archives Policy, 1982
Alfred M. Freedman (2 folders)
American Psychologist (2 folders)
Blackwells
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Calvin Communications
Common Cause
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Drake
Economist
Eisberg and Resnick (Quantum Physics)
Fife Clark
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Forman
Fred Alan Wolf
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General Theory of Communication (Amsterdam)
Graduate School
Griffen, etc.- Process Philosophy
Harrap G. (London)
Henry Waltz
Humanistic
James Ward (Time)
John Shlien
Keith Sanders
Kerlinger
Knight (Oklahoma)
Lecture, "Institute," 1987
Library Photos
Longman
Lydia Jackson
Mystical 7
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Oxford (Institute)
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Problems
R. Worthington
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USIA
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Box 11 [VACANT—returned to donor]

Box 12

Slides, Negatives, Prints, Films- examples of advertising
Dissertation on B and Q Techniques, 1957 (Microfilm)
Symposium III (4 audio tapes)

Box 13

Audio Tapes
406: Advanced Theory, 1968 (4)
Alls Things Considered- A Harold Lynch Spectacular, 1972
Barron on Eagleton
Bernstein
Burch/Duffy
C. Stawski
CHP 2nd Try
CHP Trials
Danel Ripplemeyer
Debby Vie/Mary Doherty
F.W. Rucker: Missourian Organization, 1963
February Classes
Garvey's Kansas City Voice/Phil Blumenstein's Narrative
Hazards of Microwave Ovens, 1972
Hubbard
INGAA
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Man on Street/Fred McKinney
NSF Fall Symposium- Heads Out (4)
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Stephenson interviewing E.F. Campbell- Gas Ads
Student Interviews/Early Phil Blumenstein
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Articles/Papers/Publications
Advertising—Copy testing, 1967
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Lake Ozark Symposia on Science News, 1976
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Newton's 5th Rule: An Exposition of Q Pro Re Theologica, 1975
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Pre-selection of Ads in Magazine Reading
Proposal: New Journalism Education Program
Proposal: Robert Wood Johnson Foundation, 1975
Proposed Mid-America Science Communication Program
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Quantum Theory of Advertising
Quiddity College: Thomas Jefferson's Legacy, 1970-1980
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Ten Pillars of Q-Methodological Wisdom
Thoughts on the 4th Conference
Two-Way Communication in Management
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Photographs
Reviews/Rebuttals
 Commitment and Enjoyment
 Problems of Historical Psychology
 Structure of Personality
Symposium Series for Editors—Report, 1973
 Study of Behavior
 Truth—Value and Reality

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Q Samples (3 volumes)

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“pScience: Symposium Series for Editors...Report 1973”
Q statements, samples, forms, etc. (64)

Box 16 (gray—partially full)

Photographs
Columbia Daily Tribune: An Analysis
Biographical info on Stephenson
Article reprints
pScience
“Thoughts on the 4th International Conference on Q,” Oct. 1989
Papers on Q Method

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Audio Cassettes (Location: Unprocessed A/V)

Public Understanding of Science- AAAS and Phone Conversation with Jules
Bergman, 3/20/73
NSF Symposium, July 1973 (5)
NSF Symposium, November 1973 (5)
NSF Symposium, July 1974 (3)
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W.S. Q Conference, 1986 (2)
ISPP- Wolf, Freedman, Brown, 1988
Blaydon School Trans-Atlantic Link, n.d.
R.Baker, n.d.
Unidentified (5)

Films (Location: Unprocessed A/V)

“Three Faces” (2 copies)

Video Cassettes (Location: Unprocessed A/V)

Lecture, Dr. William Stephenson, April 18, 1980 (2)
Dr. William Stephenson, Nov. 13, 1987 (3)
Williams Stephenson, March 17, 1986
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Stephenson: Unedited/Consolidated Second Copy