

# Review of: "Methodological principles of research of social communication processes"

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The author is apparently unaware of the life-works of William Stephenson (1902–1989) who held doctorates in both physics and psychology and was the last student of Charles Spearman, the inventor of factor analysis, who referred to Stephenson as the most creative statistician in contemporary psychology. As distinguished professor in the world's first and foremost School of Journalism at the University of Missouri, Stephenson (1969) distinguished between information (objective) and communication (subjective), which this article's author does not, and advanced a general theory of communication (1980). He also wrote extensively about the parallels between subjectivity and quantum mechanics in a series of five articles (1986–1988) with the general title "William James, Niels Bohr, and Complementarity" and including several others (e.g., Stephenson, 1989, 2018 [posthumous]), and left behind several laws of subjectivity (Banks-VanAllen et al., forthcoming). There are commonalities between the author's and Stephenson's approaches, e.g., the emphasis on *holism* (referred to as *non-fractional* in Stephenson's writings); however, there are also considerable differences, such as the author's reliance on induction and deduction vs. Stephenson's emphasis on abduction.

Cultural differences may have created semantic obstacles between the author and myself since I found several passages difficult to understand. I do not diminish commitment to spiritualism, for example, but doubt it is necessary to include under the umbrella of holism and likewise doubt its relevance to quantum theory, other than as a mere metaphor.

## **References**

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