

NON-FARM AUDIENCE
AWARENESS OF, AND NEEDS FOR,
UNIVERSITY OF NEBRASKA
COLLEGE OF AGRICULTURE PUBLICATIONS

by

Jay Philip Holman

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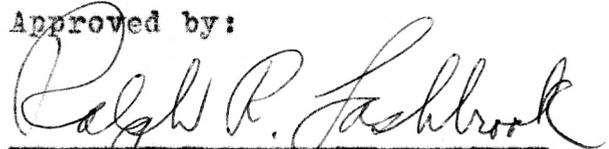
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CHAPTER I

INTRODUCTION

The University of Nebraska, as a tax supported institution, must serve the entire state of Nebraska.

The programs of the University of Nebraska Cooperative Extension Service are aimed primarily at a rural audience.

Yet, United States Census figures for the state show that as each year passes, the number of farm families becomes smaller. Figures for 1959 show that farm operators totaled 90,223, as against 107,183 in 1950 and 121,062 in 1940.¹

The urban audience, on the other hand, is growing larger. A comparison of census figures of people employed in agricultural and non-agricultural jobs shows this trend.

TABLE 1
PERSONS EMPLOYED IN AGRICULTURAL,
NON-AGRICULTURAL JOBS.^a

	1940	1950	1960
Ag	162,144	151,368	111,301
Non Ag	269,583	360,047	414,637

^aUnited States Census of Population, 1960, Nebr PC(L), pp. 29-156, Table 56.

¹U. S. Census of Agriculture, 1959, Nebraska Counties, Vol. 1. U. S. Government Printing Office, Washington, D. C., 1960. Pt. 20, p. 6.

This decrease in rural population and corresponding increase in urban population, plus the fact that the University is a tax supported institution and has a responsibility to the entire state, brings into focus a problem of ever increasing importance to the University and the Cooperative Extension Service--its relationship with non-farm people.

One of these relationships is in the field of publications--a vital part of the Extension program. There is a need to better understand and better serve the growing urban audience, its problem areas and publication needs.

The Role of the University

The Land-Grant system of education, of which the University of Nebraska is a part, came into existence with the signing of the Morrill Act by President Lincoln in 1862.

The Land-Grant college movement, inaugurated and given definite form with the enactment of the Morrill Act, is now accepted as the major compelling force which extended the purpose of higher education to include such "practical" pursuits as agriculture and "the mechanic arts" and which also extended participation in higher education to increased thousands of people.

Justin S. Morrill, senator from Vermont who introduced the first bill for a federal grant of land to

each state, said as one of his reasons for backing the Land-Grant educational institutions:

. . . that most of the existing collegiate institutions were based upon the classic plan of teaching those only destined to pursue the so-called learned professions, leaving farmers and mechanics and all those who must win their bread by labor to the haphazard of being self-taught or not scientifically taught at all, and restricting the number of those who might be supposed to be qualified to fill places of high consideration in private or public employments to the limited number of the graduates of literary institutions. The thoroughly educated, being most sure to educate their sons, appeared to be perpetuating a monopoly of education inconsistent with the welfare and complete prosperity of American institutions.²

These lands that were embodied in the Morrill Act were initially parceled out to the states at the rate of 30,000 acres for each senator and representative the state had in Congress and were used as endowments for the Land-Grant Universities.

Nebraska was a ready subscriber to the Land-Grant program. The state needed all of the free Federal land it could get to help finance the establishment of the University. In fact, the 1869 Legislature subscribed to the terms of the Morrill Act two days before it chartered the University on February 15.

The statement of the University's purpose in the charter act stands by itself as the general direction the

²R. P. Crawford, These Fifty Years. University of Nebraska College of Agriculture Experiment Station Circular 26, 1925, p. 5.

Legislature gave to describe the kind of an institution the University of Nebraska should be.

Section 1. Be it enacted by the Legislature of the State of Nebraska, That there shall be established in this State an institution under the name and style of, "The University of Nebraska."

Section 2. The object of such institution shall be to afford to the inhabitants of this State, the means of acquiring a thorough knowledge of the various branches of literature, science and the arts.

Section 3. The general government of the University shall be vested in a Board of Regents, which shall consist of the Governor, the Superintendent of Public Instruction, the Chancellor of the University, all of whom shall be members by virtue of their offices. . . .³

Besides participating in the Land-Grant program and stating that Nebraska would meet the terms of the Morrill Act, the charter declared that the University would serve the "inhabitants" of the state, a choice of words giving a much broader field of operation than "youth" or even "youth and citizens." And, instead of specifics, it used the broad-brush strokes implied by these words, "knowledge of the various branches of literature, science and arts."⁴

Thus, then, was set the stage for an ever broadening concept of education in the state of Nebraska which is now implied in the statement: "The boundaries of the University are the boundaries of the state."

³University Report, Centennial Ahead: An Opportune Time for Review. Published by the University of Nebraska, Autumn, 1960, p. 5.

⁴Ibid.

The Role of Extension

What is now called Cooperative Extension Work was established officially by Congress when it passed the Smith-Lever Act in 1914. This Act set up a cooperative program with the Land-Grant Colleges in each state in which the state legislature would accept the offer and provide some state funds.

The Nebraska Legislature accepted the provisions and delegated the administration of the state and federal funds to the University. The purpose behind the Smith-Lever Act was to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same. Agricultural leaders wanted more benefits of the research work extended to the farmers and homemakers who were not on the campus.

Specific wording of the Act is of interest, particularly the part stating the purpose "to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics and to encourage the application of the same."⁵

⁵Joint Committee Report, The Cooperative Extension Service . . . Today. Joint Committee Report on Extension Programs, Policies and Goals, U. S. Department of Agriculture, Cooperative Extension, Washington, D. C., August, 1958.

The following extracts of the Smith-Lever Act are important in defining the scope and responsibility of Cooperative Extension to the people of Nebraska.⁶

First, that the purpose of the Act is to "aid in diffusing among the people of the United States. . . ." The Act does not say farm people or rural people. It can include work with town and city people as well as those in the country.

Second, "Useful and practical information on subjects relating to agriculture and home economics. . . ." This means that Extension is to translate scientific research and theoretical ideas into terms that apply to farming and homemaking rather than with those that may be of interest to farmers and homemaker citizens but which look to places other than the College of Agriculture for authentic sources of information.

Third, the definition, "Cooperative Extension work shall consist of the giving of instruction and practical demonstrations in agriculture and home economics to persons not attending or resident in said colleges in the several communities, and imparting to such persons information on said subjects through practical demonstrations, publications, and otherwise. . . ." This emphasizes again the use of practical demonstrations and is the reason Extension workers do not teach college classes in subject matter departments.

⁶University of Nebraska Extension Service, Induction Training Guide. University of Nebraska College of Agriculture, 1956.

We have seen that both the University of Nebraska and the Cooperative Extension Service are not limited by law or act to serving any specific audience, but rather have the mandate to serve all of the people in the state.

The traditional orientation of Land-Grant institutions and the Extension Service has been to the rural population. Significant changes in our population patterns are taking place. At the time the Land-Grant Act was signed, "there were fewer than 32 million Americans then, one-sixth of the population a century later. About 7 million farmworkers produced the food for themselves and the others, a ratio roughly of 1-5; a century later it was about 1-26."⁷ Total population has been increasing rapidly and is expected to increase approximately another 15 percent by 1975.

Farm population, however, is declining. In Nebraska, for example, census figures for 1920 show a total population of 1,296,372. Of those people, 582,738 (44.9 percent) were on the farm. In 1960 the picture had changed. Of a total population of 1,411,330, just 308,759 (21.9 percent) were on the farm.⁸

⁷The Yearbook of Agriculture, 1962, After a Hundred Years. The U. S. Government Printing Office, the U. S. Department of Agriculture, Washington, D. C., 1962, p. 2.

⁸U. S. Census of Population, 1960, General Population Characteristics, Nebraska. Final Report PC (1)-29C. U. S. Government Printing Office, Washington, D. C., 1961. Table 37, p. 144.

This trend is expected to continue at a moderate rate, while the rural non-farm population will continue to increase.

Associated with these population trends are changing community patterns. More farm residents are finding employment in urban centers, with many of them farming on a part-time basis or not at all. Approximately one-third of farmers' total income now comes from non-farm sources.⁹ Many industrial workers are migrating to rural areas to establish their homes and rear their families, although continuing their urban employment. More homemakers, both farm and non-farm, are employed outside the home.

These significant population trends create both a greater total demand and a constantly broadening demand for Extension help.

The Land-Grant universities concept and operations are inseparable from the society they serve. Thus, the social, economic, and political forces remaking America, are, simultaneoulsy, pressures on the Land-Grant system.

Moreover, "the whole course of higher adult education, in all its aspects, will be influenced by the events which take place on Land-Grant college campuses in the next few years."¹⁰

⁹The Yearbook of Agriculture, 1962, op. cit.

¹⁰C. O. Houle, Major Trends in Higher Adult Education. Center for the Study of Liberal Education for Adults, Chicago 15, Illinois, p. 20.

The future of the Land-Grant institutions with respect to resident teaching and departmental research is comparatively easy to estimate. At least its scope is clear. State colleges are becoming state universities, with a concomitant expansion of the A & M college's once traditional vocational curriculum.

Cooperative Extension, on the other hand, is in a transition from its prior almost exclusive concern with agriculture, home economics and rural welfare. The number of farm families has been steadily cut by urbanization and rising agricultural production. And with this transition of rural America, Cooperative Extension has been forced to go beyond the narrow interests of its constituency and examine some of the complex and diverse forces remaking America.

That Extension recognizes this transition is evident from Extension's statement of scope and responsibility today. This report takes into consideration the trends in population, educational levels, family living and use of natural resources--points out the significance of each to Extension--then outlines the general direction that Extension must go in the years to come.¹¹

For example, the report, in dealing with community improvement and resource development says that Extension has a responsibility to render appropriate educational

¹¹Joint Committee Report, The Cooperative Extension Service . . . Today, op. cit.

assistance in helping people to understand such matters as joint concern and the responsibilities of rural and urban people for community problems which occur where city and country meet.

In addition, the report continues, Extension has a responsibility to provide educational and leadership assistance to people on a county-wide or area basis in developing organized programs of benefit to both farm and non-farm residents.

Extension can and should cooperate with local people, other public agencies, and lay organizations in efforts to improve agriculture, promote non-farm employment opportunities, strengthen community services and institutions and in other ways encourage the optimum development and utilization of all local resources. Extension is now engaged in organized cooperative activities that encourage such joint action between rural and urban residents and between farmers, industrialists, and other businessmen, and public officials. Such efforts are resulting in the improved welfare of both farm and urban residents, and should be expanded as widely and as rapidly as is feasible.¹²

Over the years Extension has been called upon to provide educational assistance to a much broader audience than the rural audience. No one can legitimately question that Extension's first responsibility is to farm families. However, others cannot be ignored.

If the principle that Extensions' responsibilities are to farm families first, but not to them alone, is accepted, then Extension can move ahead into the future.

¹²Ibid.

CHAPTER II

THE PROBLEM

Introduction

Publications are a vital part of the overall educational effort of the University of Nebraska Cooperative Extension Service.

As with the overall Extension program, the publications program has been aimed primarily at a rural audience. Two years ago, in an attempt to define the rural publication audience, a statewide survey was conducted to determine awareness and needs.¹³

This study showed that the rural people of the state were solidly behind Extension's publication program and pinpointed certain areas in which new publications were needed.

A recent Arizona study sought information which would be helpful in guiding Extension programs and policies for the future.¹⁴

¹³J. P. Holman, D. B. Lutz, and Lloyd E. Peterson, How Nebraskans Feel About University of Nebraska Farm and Home Publications. Department of Information Report No. 1, University of Nebraska, 1959.

¹⁴Institute for Extension Personnel Development, Michigan Review of Extension Research. Michigan State University, East Lansing, Michigan, Volume 2, August, 1961.

A study of the concerns and issues as seen by 294 Yuma County, Arizona, citizens, as well as their attitudes on whether or not the Extension Service should be working on these problems was conducted.

More than 90 percent of the concerns mentioned by citizens were in the general area of community needs or public affairs applying to both urban and rural people.

Nine in ten of those having definite opinions approved having County Agents working on such concerns. Implications of this study are that people are desirous of Extension help in meeting problems and needs which normally have been beyond Extension's scope of offering.

In keeping then, with the above study and as a companion to the first Nebraska study on publications awareness and needs of the rural audience, this study is proposed--to define the non-farm audience and to determine the non-farm audience's awareness of, and needs for, College of Agriculture publications.

Purpose of the Study

"To define the non-farm audience and to determine the non-farm audience's awareness of, and needs for, College of Agriculture publications" is the stated purpose of this study.

Objectives of the Study

With the basic purpose of the study in mind, data are needed to fulfill the following objectives:

- (1) To define the non-farm audience.
- (2) To determine the extent to which Nebraska non-farm connected men and women are aware of College of Agriculture publications.
- (3) To determine the extent to which the non-farm connected audience feels a need for College of Agriculture publications.

Hypotheses

After examining the basic purpose of this study and the objectives, the major hypotheses are:

- (1) Less than 50 percent of the non-farm audience knows that the College of Agriculture prepares and distributes free publications.
- (2) More than 50 percent of the non-farm audience has a need for College of Agriculture publications in certain areas of subject matter.

CHAPTER III

REVIEW OF LITERATURE

Introduction

"Audience research--the study of how many of what kinds of people attend to a given communications message or medium--is, historically, the earliest division of mass media research, and still is the most prolific."¹⁵

We view the audience study as a basic and vital type of research if we are to understand the dynamics of an audience--in this instance a publications audience. This chapter will explore some of the methodology of publication audience studies which have been done and state a few of the findings which seem relevant to this non-farm audience study.

University of Nebraska Study

In the summer of 1960 Holman, Lutz and Peterson¹⁶ surveyed the rural audience in Nebraska to (1) determine

¹⁵Elihu Katz and Paul F. Lazarsfeld, Personal Influence. A report of the Bureau of Applied Social Research, Columbia University. Glencoe, Illinois: The Free Press, 1955, p. 17.

¹⁶J. P. Holman, D. B. Lutz and L. E. Peterson, How Nebraskans Feel About University of Nebraska Farm and Home Publications, op. cit.

the extent to which Nebraska farmers and homemakers were aware of College of Agriculture publications, (2) determine how publications were obtained, (3) determine if farmers and homemakers of Nebraska felt that the publications were of value, (4) determine what subject matter areas need more publications emphasis, (5) determine if farmers and homemakers would be willing to pay for College of Agriculture publications.

This survey, conducted by mail in randomly selected areas of Nebraska, showed that a majority of both male and female respondents were aware that the College of Agriculture distributed general farming publications.

The three top sources for obtaining publications, as indicated by male respondents, were (1) county agent and home agent, (2) newspaper, radio and TV, (3) direct from the College. Homemakers also listed the county agent and home agent as the top source for publications, but ranked club meetings second, with newspapers, radio and TV third.

An overwhelming majority of the respondents indicated they wanted the College of Agriculture to continue to prepare publications for them.

Respondents also listed subject matter areas in which they were particularly interested and areas in which they wanted more written information.

The majority of respondents indicated they would be willing to pay for the publications they received.

The findings of this study were significant in defining the farm audience and indicating areas in which publications could help in the dissemination of farm information.

The study also concluded that further research was needed in defining the non-farm audience and the extent to which the Extension Service and the College of Agriculture should be concerned.

University of Kentucky Study

Donahue¹⁷ questioned 50 homemakers in Lexington, Kentucky to determine Extension subjects of interest to them, the degree of their interest, how home economics information could be made available to them most readily, and what should be the components of an urban program.

Donahue used open end questions to learn homemakers' likes and dislikes about homemaking, and the topics on which they wanted more information or help. She asked their preferred sources of information and time and manner of meetings or other Extension functions.

The sampling was not representative, consisting largely of young, middle-class, beginning family homemakers

¹⁷ E. Donahue, Working With Urban Women in Extension Service. Unpublished Master's Thesis, University of Kentucky, 1957, p. 44.

with better than average education, but their suggestions help identify needs of urban homemakers.

The author concludes that urban homemakers would be most receptive to information about buying, sewing, meal planning, entertaining, home decorating, landscaping, and time management. They would prefer to attend meetings at night and would like their mass media contacts to be via the newspaper, although an afternoon television program would appeal to some of them.

Cornell University Study

In this research Thompson,¹⁸ a county agent in one of the more urban counties in New York, desired to know how he could continue to serve his farmer clients and still meet the growing demands for service by urban residents and non-farmer rural residents.

In an effort to learn what county executive committeemen, agents, and state leaders consider to be agent responsibilities to clients in these expanding categories, he conducted a survey in 17 of the most urban counties in New York state during the spring of 1960. Persons asked to answer the mail questionnaire were the county executive committeemen, the agricultural agents, and the state leaders for these counties.

¹⁸D. A. Thompson, Views of Executive Committeemen, Agents and State Leaders Toward Ag Extension Work in 17 Urban Counties of New York, Cornell University, 1960.

The answers supplied information to help him assess their ideas on (1) the overall functions of agricultural extension, (2) how much agricultural Extension should work with farmers, public agencies, agricultural associations and non-farmers, (3) how much agricultural Extension should work with non-farm audiences, (4) how much people in these non-farm audiences should be included in membership and organizational phases of agricultural Extension, and (5) county-by-county differences in thinking among the respondent groups.

Comparisons were made among the three categories of respondents collectively and then by counties.

Respondents rated four major agent functions on a 4-point importance scale. Following are average scores assigned by committeemen, agents, and state leaders, respectively, for each function:

(1) Provide information on specific agricultural practices, 3.7, 3.6, 3.7.

(2) Teach the underlying principles of agricultural practices, 3.1, 3.6, 3.6.

(3) Counsel and help people analyze their total businesses, 3.0, 3.6, 3.4.

(4) Provide information and leadership for community service and activities, 2.5, 2.7, 2.7.

The author found increasing numbers of disagreements as the resident categories became more urban, i.e.,

respondents could not agree on the role of Extension pertaining to non-farm audiences.

University of Vermont Study

In this study the authors¹⁹ wanted information to answer two questions: (1) Are we providing the right publications? (2) How well read and used are the publications we provide?

To find the recognized needs of the public for information, each Vermont county staff member kept a record of the questions asked through correspondence, office calls, telephone calls, meetings and farm and home visits. This was done one day a week during the year July 19, 1960 to July 15, 1961. Each question was typed on a 3" by 5" card and classified.

Two methods were used to determine readership and use of publications. One was a personal interview with a random sample of respondents in four Vermont counties. The second was a mail survey of persons who had requested publications or who were given publications in answer to a request for information.

The authors drew these implications from their data:

(1) The public needs to know publications exist; many people are unaware of them. Newspapers, radio, and

¹⁹B. Phifer, B. Judkins and F. Frutchey, The Vermont Publications Study, a Report on Selected Extension Publications. USDA Federal Extension Service Circular 536, Washington, D. C., 1961.

magazines are good channels for announcing new publications.

(2) If people ask for a publication, they are more likely to read it than if it is sent to them unrequested.

(3) Editors and authors must find out what information readers need--needs they are aware of and needs they are unaware of. A classified list of questions people ask will indicate the needs they are aware of.

(4) The public is interested in gaining a better understanding of problems, as well as in learning new skills.

(5) Readership can be forecast by knowing the interests of people.

(6) People with at least a high school education are more likely to be aware of extension publications and are more likely to have received them. However, education makes little difference as to whether or not people read them or use the information.

(7) Most people are willing to pay a nominal fee for publications they want.

(8) A mail survey is a practical method of making objective estimates of readership and use of Extension publications.

Oklahoma State University Study

Scarborough²⁰ sampled by mail a random selection of people receiving the Oklahoma Extension News. He obtained data on (1) readers who farmed and who did not farm, (2) the number of other farm publications received by the readers, in relation to the reading of Extension News, (3) size of farm operation, in relation to reading the News, (4) percentage of readers of the News in relation to sex, maturity and 4-H membership, and (5) readership of the News by farm and non-farm persons, in relation to age.

Survey results showed that 66.7 percent of all respondents were members of farm families and that there was a high readership of Extension News by both farm and non-farm respondents.

Results also showed that adults were the main readers of Extension News. The non-farm group had a slight increase in percentage of regular readership as age increased.

²⁰J. Scarborough, A Readership Survey of Oklahoma Extension News, Oklahoma State University, P-364, 1960.
8 pp.

Oklahoma State University Study

Sharpe's²¹ study on the readership-use of Oklahoma Extension circulars was initiated to determine whether Oklahoma Extension circulars were fulfilling the needs of audiences by: determining the actual use and application of Extension publications and by defining and analyzing the audience using the material.

Sharpe recognized that one of the problems facing Extension publication editors and specialists was to meet the needs of a changing audience.

Nine circulars were used in the study. Publications were selected on the basis of demand over a six-month period, in order to provide an ample audience for the mail survey. The nine publications were grouped into three general classifications: (1) Those pertaining to the home and homemaking designed to appeal to women, (2) those pertaining to better family living appealing to both men and women, and (3) those directed toward the farmer or persons interested in farm operations.

A questionnaire was prepared for each circular used in the survey. These were sent to people who had either requested one or more of the nine selected publications or had been sent a copy of the publication in answer to a general request.

²¹M. L. Sharpe, A Readership-Use Study of Nine Oklahoma Extension Circulars, Oklahoma State University, Series P-424, Stillwater, Oklahoma, 1962, 25 pp.

Data collected from 648 returned questionnaires (35 percent) showed that:

(1) Urban residents make up a big part of today's audience.

(2) Circulars are reaching a wide variety of interest groups.

(3) Those who request publications read them and most readers use the information.

(4) The publications are meeting most of the readers' needs.

(5) The public needs to be informed that the publications exist.

The author concluded that most of today's readers are urban residents and that nearly all readers have completed high school and many have college degrees. This emphasizes the increasing importance of the urban reader as a part of the Extension circular audience and indicates an increasing demand to fulfill the needs of this audience in the Extension publication program.

University of Rhode Island Study

Gavitt²² asks the question: "Who Asks for Rhode Island Extension Service Publications?" More than 100,000 publications are distributed annually in many ways by the

²²A. R. Gavitt, Jr., Who Asks for Rhode Island Extension Service Publications? Mimeo, University of Rhode Island, 1960.

Rhode Island Cooperative Extension Service. Among the methods used are farm and home visits, direct mail, county and statewide meetings, field days, fairs, and requests resulting from publication in newspapers and announcements on radio and television.

The author found that about five percent of the publications were distributed in answer to requests as a result of items in the mass media. His survey analyzed the kinds of information residents in Rhode Island and elsewhere are requesting by mail and emphasizes the role that mass media--particularly radio, television and newspapers--play once publications are made available to the public.

Every mail request received by the Agricultural Information office was recorded during a period of six months.

Results showed that about three-fifths of the requests were on agricultural subjects and two-fifths on homemaking topics.

More men than women wrote requesting publications. The higher proportion of the requests came from residents living in urban and suburban areas.

The mail survey had the limitation of not including the thousands of requests received for USDA popular publications, Federal Farmers' Bulletins, and those filled by state and county Extension workers.

The survey does indicate that the mass media plays a vital role in helping the Rhode Island Extension Service carry out its educational program of providing helpful, non-influenced information.

Problems and needs of various segments of the population are indicated. And some determination of publication needs can be made from analyzing requests.

Boston University Study

A team of communication researchers from Boston University²³ surveyed 400 men and women, most of whom were home owners in suburban Middlesex County, in the Greater Boston area. Purpose of the study was to relate certain characteristics of the suburban population to interest in, knowledge of, and attitudes toward agricultural agencies.

They found that nearly 9 persons in 10 in the sample had never heard of the State Extension Service, and 8 in 10 were not familiar with the county Extension office. When interviewers asked about familiarity with specific agents, only four percent indicated they were familiar with the agricultural agent, two percent with the home agent, and three percent with the 4-H agent.

²³F. E. Barcus, The Role of Agricultural Extension in the Suburban Community, Report No. 6, Communications Research Center, University of Massachusetts, August, 1962, p. 149.

About three-fourths of the respondents could be classified as in no way familiar with either county or State Extension Service offices or could not correctly locate these offices.

Women were more likely to be familiar with Extension than men, and the most commonly listed contact was for information on horticultural and home economics topics.

Investigators made these recommendations:

(1) Level of knowledge of Extension and other information sources should be raised, so people know whom to contact for what information.

(2) Cooperative Extension should be better identified with needs of the suburban population.

(3) Information should be disseminated according to knowledge of channels of information flow and sources which people most often utilize.

(4) Media activities of Extension should be re-examined.

Michigan State University Study

Hazlitt,²⁴ sought information which would be helpful in guiding Extension programs and policies for the future.

²⁴J. R. Hazlitt, A Study Indicating the Future Direction of the Cooperative Extension Service in Order to Meet the Problems and Needs of the People. Michigan State University, Extension Research, Vol. 2, 1961.

He states that Extension work grows out of a situation. It has come to be a system of service and education designed to meet the needs of people. Recognizing that the speed of change has become an established pattern in our present society, Hazlitt says that it is increasingly important that the Cooperative Extension Service continually evaluate its program offerings to meet the changing needs of the people.

The purpose of the study was to seek information which would be helpful in guiding Extension programs and policies for the future. A study of the concerns and issues as seen by 294 Yuma County, Arizona citizens as well as their attitudes on whether or not the Extension Service should be working on these problems was conducted.

The sample was obtained from a complete up-to-date list of names and addresses of families in Yuma County. Using random sampling methods, every nth address was selected. This provided for a uniform distribution of men and women in approximately equal numbers.

Over 90 percent of the concerns mentioned by respondents were in the general area of community needs or public affairs. Sixty-three percent of these concerns were in the categories of schools, employment and industry, community physical upkeep, recreation and water. The study showed that such concerns applied to both urban and rural people.

When asked if they would approve or disapprove of County Agents working on such concerns, nine in ten of those having definite opinions approved. Of the total group interviewed, 68 percent approved of Extension Agents working on their problems and concerns, less than nine percent disapproved and about 22 percent did not express themselves one way or another.

Over four-fifths of the interviewees residing in rural areas in relation to less than 65 percent of those residing in urban areas approved of agents working on public affairs educational programs.

Implications of this study are that the people are desirous of Cooperative Extension's help in meeting their problems and needs which normally have been beyond Extension's scope or offering; and that if Extension is to meet these needs, it must broaden the scope of its program offerings.

Summary of Literature Review

It is evident from the research studies summarized here that Extension is becoming more and more interested in its future--the direction its programs must take and its continuing role in the lives of citizens of both rural and urban areas.

As one part of a program to help answer some of the questions more and more attention is being focused

on the urban audience, its needs and awareness of programs sponsored by the Extension Service.

Researchers are finding that as the population changes from rural to urban, different program needs arise. Vermont researchers found that in the field of publications, more attention needs to be given to letting the audience know that these publications are available.

Oklahoma research points out that urban residents make up a big part of today's audience and that this indicates an increasing demand on Extension to fulfill the needs of this audience in the Extension publication program.

Rhode Island investigators emphasize this point by showing that the highest proportion of requests for Rhode Island publications came from residents living in urban and suburban areas.

At Boston University, researchers found that only one out of ten persons living in suburban areas were aware of the State Extension Service. One of their recommendations was that Cooperative Extension should be better identified with the needs of the suburban audience.

Hazlitt, in his Michigan State research study, found that members of the urban audience, almost unanimously, were in favor of having the Extension Service work on problems and concerns dealing with community problems. This is the first real indication that the urban audience will accept and welcome help from Extension.

On the other hand, Cornell University research found that within the Extension family--county executive committeemen, agents and State leaders--there was an increasing degree of disagreement on programs as they left the rural problems and focused on more urban problems.

This indicates that one of the major stumbling blocks to developing a well-rounded Extension policy that contributes both to rural and urban audiences, is in Extension itself. No one seems to have a really good idea of what Extension's purpose and goals should be in our changing world. However, Extension is aware of this problem and is studying alternative courses of action.

The study being reported herein is an effort to clarify some of the questions of program and policy by defining the non-farm audience and answering some of the questions as to non-farm audience awareness of and needs for College of Agriculture publications.

CHAPTER IV

DESIGN OF THE STUDY

The conception of any scientific research study results from a theory or an idea, sometimes new and untested, sometimes an established theory requiring further validation.

From this basic theory, the researcher makes certain assumptions, which in the course of applying the scientific method may be proven valid or invalid.

At the conception of this study, the author had some theories or speculations about the role of publications with a non-farm audience. These theories were:

(1) College of Agriculture publications, in certain subject matter areas, are just as valuable to the non-farm audience as to the farm audience.

(2) The level of awareness of College of Agriculture publications is low in the non-farm audience.

This study was initiated to test the validity of these theories and to determine the relationship of the non-farm audience characteristics to awareness and need for College of Agriculture publications.

The research design of this study utilizes a non-farm audience survey, with mail questionnaires as the

data-gathering device. Data gathered will lend itself to descriptive and analytical examination.

It was necessary to define non-farm audience in terms of population so that a statistically valid sampling procedure could be outlined.

This was done by defining the non-farm audience as consisting of those people residing in towns of 5,000 population up to 100,000 population.

This excluded two metropolitan centers in Nebraska, Omaha and Lincoln. It was felt that these two towns would not be representative if included in the sample and should be sampled separately.

Latest (1960) Census figures were used to find the towns in Nebraska within the population limits defined above. Twenty-two towns in Nebraska fit into the 5,000 to 100,000 category. Distribution of towns and population figures are shown in Figure 1.

It was felt that the population range and geographical stratification of the 22 towns was sufficient to lend validity to the survey.

Once the decision was made to sample in each of the 22 towns, it became evident that the distances involved and the manpower available precluded personal interviews. It was therefore decided to conduct the survey by mail.

Before surveying a large population good methodology includes pre-testing the questionnaire and methodology used. This study deals with the pre-test in two cities, Beatrice and Fremont, Nebraska.

NEBRASKA

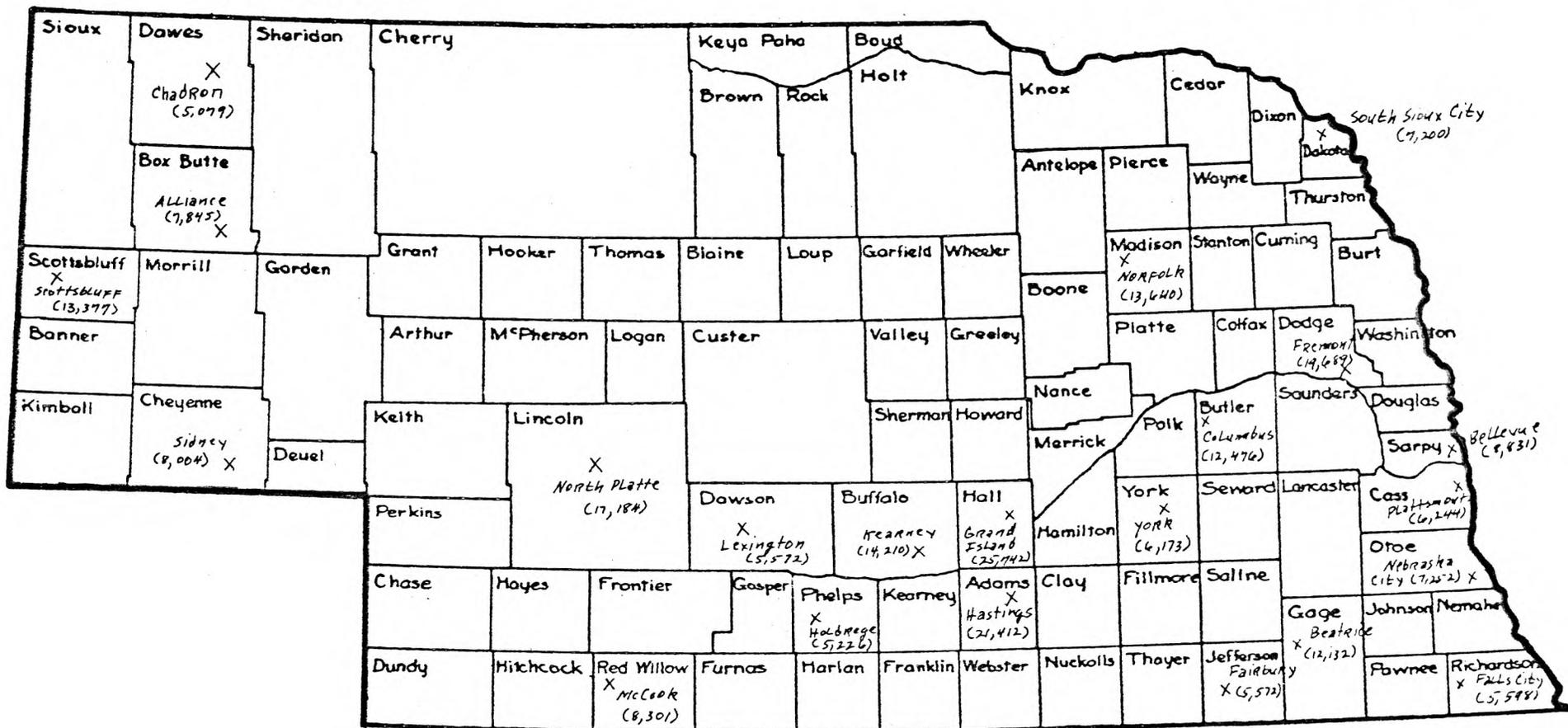


Figure 1
Location and Population of Towns (1960 census)

Pretesting is a way of determining the intended audience's reception and interpretation of a message. Based on the pretest, the researcher can adjust the questionnaire content and treatment to take into account the audiences' level of understanding.

Preparation of the Questionnaire

The key to a successful mail questionnaire is in its construction. It must be designed and worded so that the intended audiences' perception and interpretation of content and message are the same as the author's. The questionnaire was designed so that all answers could be given by merely checking a blank.

As this survey was to be the basis for more specialized research in the future, the questionnaire was designed so that data could be stored on IBM cards for processing and tabulation.

The questionnaire itself was divided into two main parts: The front page, containing general information, to be filled out jointly by husband and wife; and the body of the questionnaire with questions to be answered separately by husband and wife. For a copy of the survey form, see Appendix A.

Sampling Procedure

The two towns sampled for the pre-test were picked with no regard to location. Size was taken into consideration since both towns were to be sampled later in the main survey. For this reason cities of more than 10,000 population were chosen so that the probability of bias would be reduced.

Four hundred questionnaires were mailed to persons selected at random in both towns. The number of questionnaires to be sent to each town was decided on a population proportion basis.

Names of persons to whom the questionnaire was sent were determined by use of the Polk City Directories for each town and Table of Random Numbers.²⁵

Mailing procedure was as follows:

(1) A letter was sent to each person in the sample three days prior to mailing of the questionnaire. This letter indicated that the person had been selected to participate in the survey and asked his cooperation. For copy of letter see Appendix B.

(2) The questionnaire was mailed so as to reach homes of respondents on the weekend. This was done so that both husband and wife would be home to work on the questionnaire together.

²⁵R. G. D. Steele and J. H. Torrie, Principles and Procedures of Statistics, McGraw-Hill, New York, 1960, p. 9.

(3) Two weeks following the first mailing another copy of the questionnaire plus a letter asking them to send in the completed form, was mailed to those who had not returned the first one.

(4) Two weeks following the second mailing personal interviews were made in each town with approximately four percent of the non-respondents. The purpose of this was to check to see if non-respondents differed from respondents in their answers to the questionnaire and to see if the sampling procedure was valid.

(5) Questionnaires were tabulated on IBM and data collected and analyzed.

CHAPTER V

PRESENTATION AND DISCUSSION OF DATA

To reach a decision about the hypotheses of this study, to accept or reject them, an objective evaluation of the data is needed. Two main steps in analysis will be used:

- (1) Frequency distributions of the data.

- (2) Examining relationships among variables with contingency X^2 . Data will be presented in three sections, to:

- (1) Define the non-farm audience.

- (2) Determine the extent to which non-farm connected men and women are aware of College of Agriculture publications.

- (3) Determine the extent to which the non-farm connected audience feels a need for College of Agriculture publications.

A discussion of the data will be included at the end of each section.

Frequency Distributions of the Data

In this section the actual distributions of data will be presented. To give a more graphic view of the results, charts and tables, as well as text, will be utilized.

It is important to remember that the results cannot be projected further than the sub-population sampled. The sample was too small to allow projection across the entire population. Results can only be applied to the towns actually sampled, Beatrice and Fremont, Nebraska.

Defining the Non-Farm Audience

In publications work one of the problem areas is knowledge of the audience for whom the publication is intended. Therefore, the defining of an audience is important.

In this study the non-farm audience was defined through use of questions on marital status, size of family, membership in organizations, home ownership, age, education, and family income.

Relationships between these audience defining characteristics and awareness of and needs for College of Agriculture publications will be presented later in this chapter.

Marital Status

Seventy-five percent of the 100 respondents were married, 14 percent single, and 11 percent widowed.

Size of Family

Ninety-one percent of the 100 respondents had children ranging in age from 1 to 18 years. The age groupings were very similar, with 21 (23.0 percent) of the respondents having children from 1 to 4 years of age; 22 (24.2 percent) of the respondents having children from 5 to 8 years of age; 22 (24.2 percent) of the respondents having children from 9 to 12 years of age; and 26 (28.6 percent) of the respondents having children from 13 to 18 years of age.

Census figures for 1960²⁶ show that for both Beatrice and Fremont 85.5 percent of the families have children ranging in age from 1 to 18 years. This figure is near enough to the 91 percent found in the survey that the difference is likely due to chance.

Age groupings also are similar to census figures²⁷ with the census showing 29.7 percent of families having

²⁶U. S. Bureau of Census. Census of Population: 1960 Final Report PC (1)-29 C General Social and Economic Characteristics, Nebraska. U. S. Government Printing Office, Washington, D. C. 1961. Table 72.

²⁷Bureau of Census. U. S. Census of Population: 1960. General Population Characteristics of Nebraska. Final Report PC (1)-29B. U. S. Government Printing Office, Washington, D. C. 1961. Table 20.

children from 1 to 4 years of age; 23.1 percent of families having children from 5 to 8 years of age; 20.7 percent of the families having children from 9 to 12 years of age; and 26.5 percent of the families having children from 13 to 18 years of age.

Membership in Organizations

Respondents listed membership in 59 different civic and professional organizations, with the Parent-Teachers' Association leading the way with 31 percent of the respondents listing membership in that organization.

Since 91 percent of the respondent families have school age children this may explain the high membership in the PTA.

Status of Home Ownership

Out of 100 respondents, 32 percent own their own home debt free, 21 percent rent their home, and 47 percent are making payments on the home in which they live. See Figure 2.

A comparison of these percentages was made with the 1960 census figures.²⁸ The census has only two major breakdowns--owner, and renter. Census figures show that for both Beatrice and Fremont 65.1 percent of the people either own their home outright or are making

²⁸ U. S. Bureau of the Census. U. S. Census of Housing: 1960. Volume I, State and Small Areas, Nebraska. Final Report HC (1)-29. U. S. Government Printing Office, Washington, D. C., 1961. Table 1.

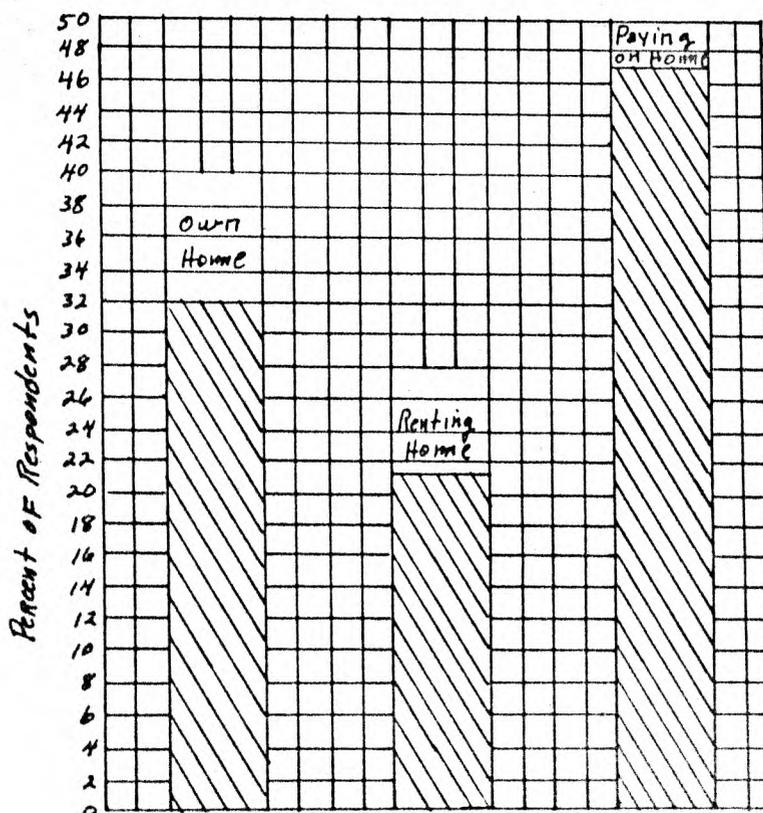


Figure 2--Status of home ownership, 100 respondents.

payments on the home in which they live. This compares to 79 percent of the survey respondents in similar situations.

The author has no answer as to the reason for the difference in the respondent's answers and the census figures.

Age of Respondents

Of 78 male respondents, 8 (10.2 percent) were 25 years of age or under; 17 (21.8 percent) were 25-34 years of age; 22 (28.2 percent) were 35-44 years of age; 16

(20.6 percent) were 45-54 years of age; 9 (11.5 percent) were 55-64 years of age; and 6 (7.7 percent) were 65 years of age or older. See Figure 3.

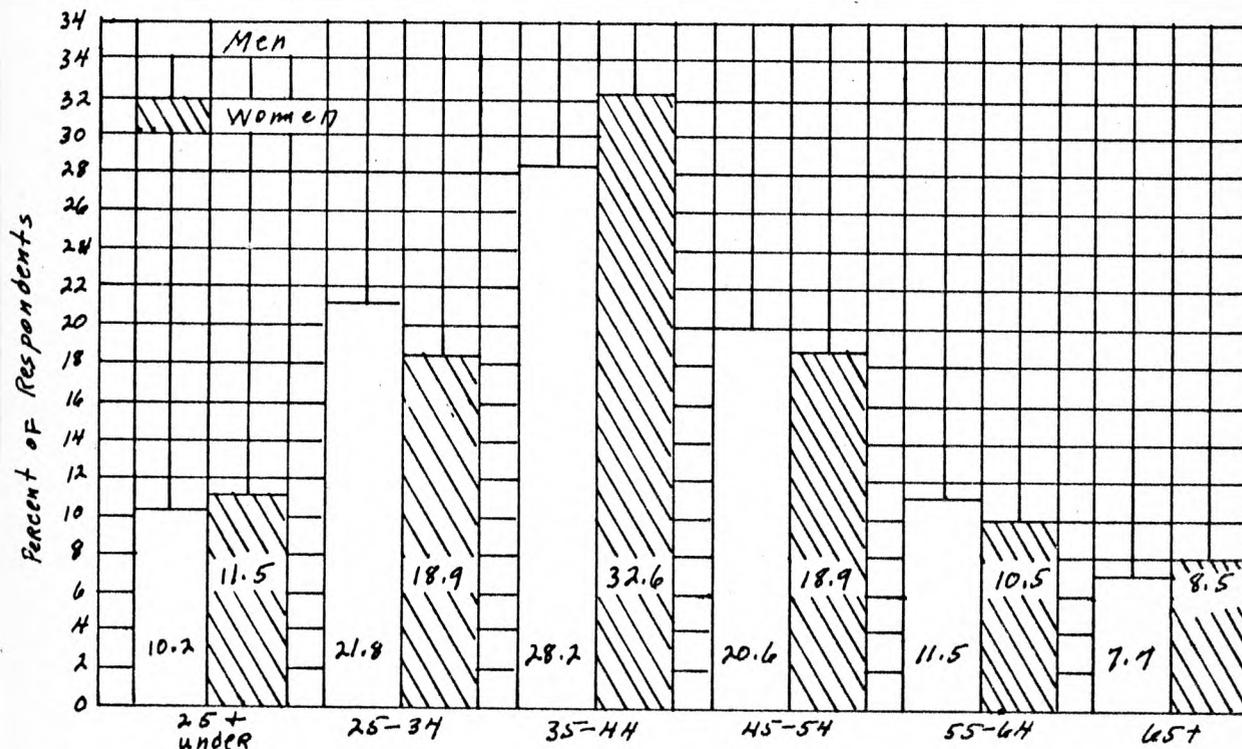


Figure 3--Distribution of age, 78 male,
95 female respondents.

For 95 female respondents, 11 (11.5 percent) were 25 years old or under; 18 (18.9 percent) were 25-34 years of age; 31 (32.6 percent) were 35-44 years of age; 17 (18.9 percent) were 45-54 years of age; 10 (10.5 percent) were

55-64 years of age; and 8 (8.5 percent) were 65 years of age or older. See Figure 3.

Education of Respondents

In educational achievement women generally ranked highest in years of education. For men, 16 (20 percent) of the 80 who responded had an eighth grade education or less. For women, five of the 95 (5.3 percent) had an eighth grade education or less.

Nine of the men (11.2 percent) had finished one to three years of high school, while 13 women (13.7 percent) had completed the same amount of formal education.

High school graduates totaled 37 (46.2 percent) for men and 52 (54.7 percent) for women.

Ten men (12.5 percent) had one to three years of college, while 20 women (21.0 percent) had completed the same.

College graduates totaled 8 men (10 percent) and 5 women (5.3 percent). This was the only educational category in which men outranked women. See Figure 4.

Income of Respondents

There were 94 responses to the question on total gross family income for the last year. These are broken down into the following categories:

Five families (5.3 percent) reported gross income of \$1,200 or less; nine families (9.6 percent) income of \$1,201 to \$2,499; 18 families (19.1 percent) income of

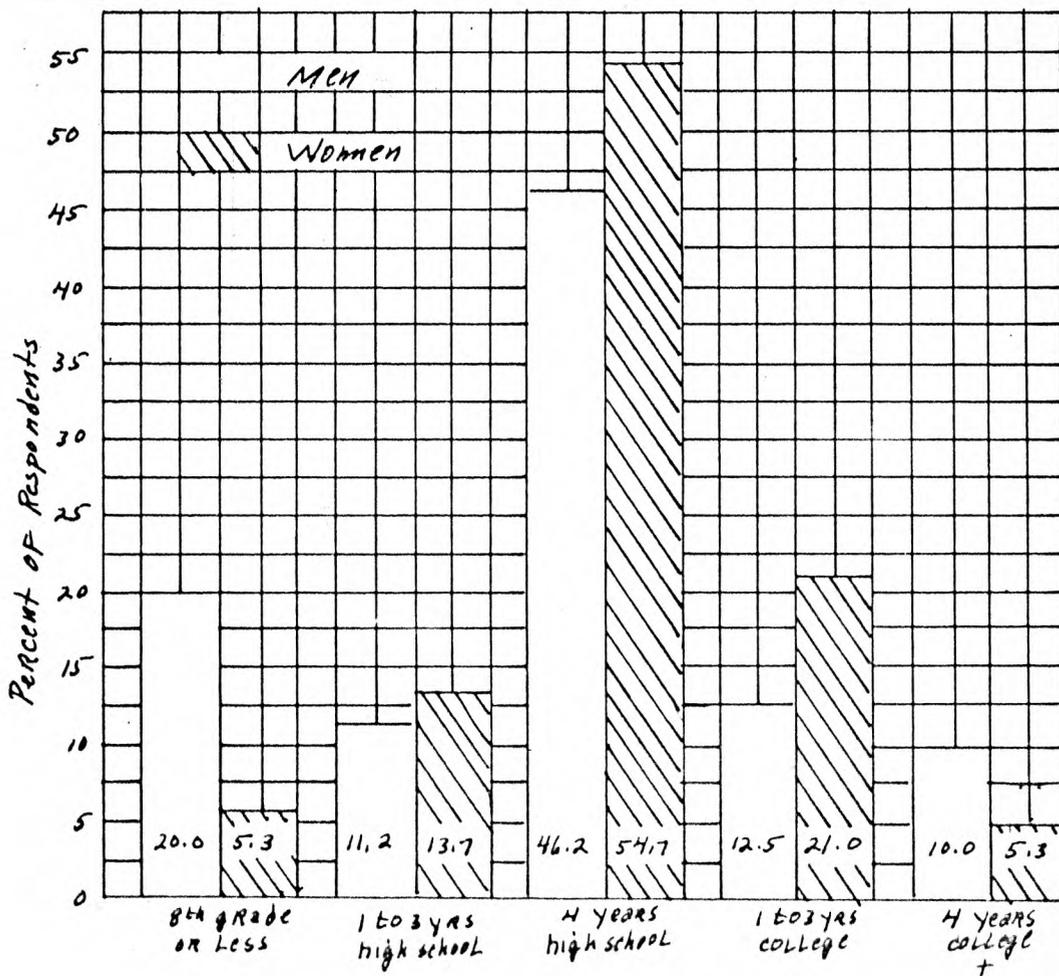


Figure 4--Educational achievements,
80 male, 95 female respondents.

\$2,500-\$4,999; 14 families (14.9 percent) income of \$5,000-\$5,999; 22 families (23.4 percent) income of \$6,000-\$7,499; 15 families (15.5 percent) income of \$7,500-\$9,999; nine families (9.6 percent) income of \$10,000-\$24,999; and two families (2.1 percent) income of \$25,000 or greater. See Figure 5.

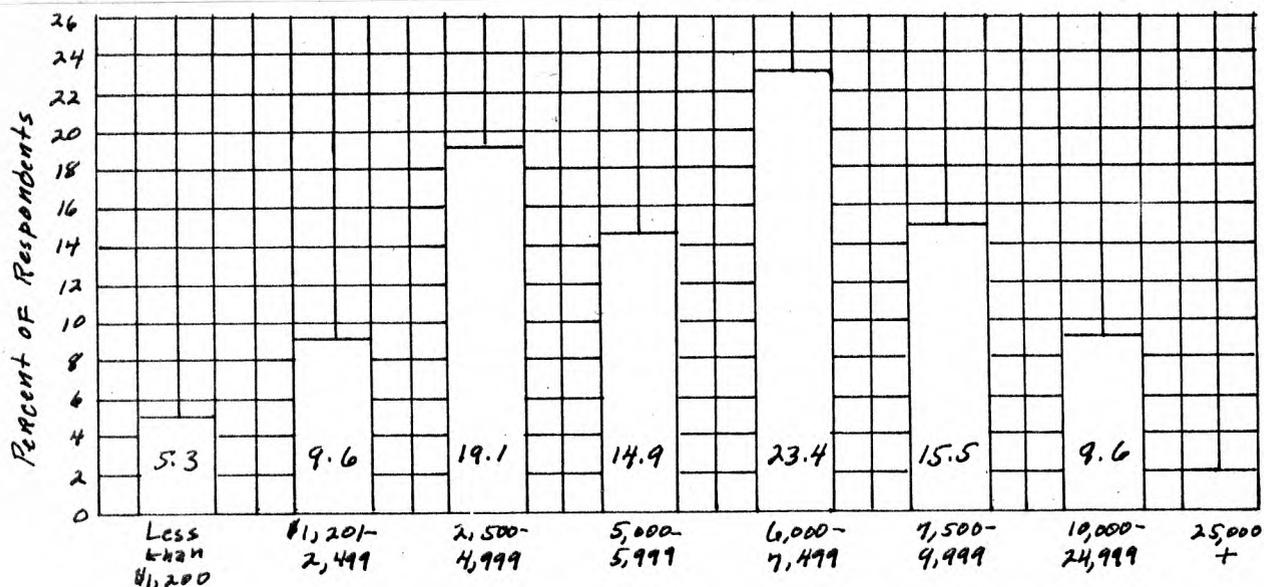


Figure 5--Distribution of income, 94 respondents.

Summary of Audience Characteristics

From the distribution counts it is possible to project a picture of the characteristics of the audience sampled. Based on the factors examined the majority of respondents in Beatrice and Fremont, Nebraska, are:

- (1) Married
- (2) Parents of from one to three children between the ages of 1 and 18.
- (3) Members of various civic groups, with particular interest in the Parent Teacher's Association.
- (4) Paying for their home or renting their home.
- (5) Between the ages of 25 and 54.

(6) Graduates of high school.

(7) Receiving an income ranging from \$2,500 to \$9,990.

Awareness of College of Agriculture Publications

'Availability' of publications

To check the awareness of the non-farm audience to College of Agriculture publications respondents were asked to check the "availability" of publications in certain subject matter areas. Respondents could check if they were sure these publications were available, if they were uncertain that the publications were available or if they were certain that the publications were not available.

For the total list of subjects 30 percent of the male respondents were certain that publications were available, 63.6 percent were uncertain as to the availability; and 6.4 percent were certain that no publications were available.

In only two subject matter areas were more men aware of the availability of publications than were uncertain or certain no publications existed. These areas both dealt with lawn care. See Table 2.

A slightly higher percentage of women respondents indicated an awareness of availability of College of Agriculture publications in certain subject matter areas. Of women respondents, 37.5 percent were certain that publications were available; 60.1 percent were uncertain;

TABLE 2

NUMBER OF RESPONDENTS AND PERCENT AWARENESS AMONG
MALE RESPONDENTS, FOR COLLEGE OF AGRICULTURE
PUBLICATIONS, 1285 RESPONSES

Subject Area	Availability of Publications					
	No. Yes	Pct.	No. Uncertain	Pct.	No. No	Pct.
Home Repair	23	35.4	38	58.4	4	6.2
Auto Repair	14	22.6	41	66.1	7	11.3
House Pets	14	21.8	45	70.4	5	7.8
Woodworking	18	28.5	40	63.5	5	8.0
Photography	13	20.9	43	69.4	6	9.7
Nebr. Tax Situation	22	34.4	37	59.4	5	7.2
Your Investments	14	22.9	42	68.9	5	8.1
How to Make a Will	14	22.2	42	66.6	7	11.2
Retirement Planning	12	19.3	45	72.6	5	8.1
Watering, Fer- tilizing Lawns	36	51.4	33	47.2	1	1.4
Home Safety	25	38.5	37	56.9	3	4.6
Protect Your Family From Poisoning	17	26.1	44	67.7	4	6.2
Dwelling Hazards	11	17.7	47	75.8	4	6.5
First Aid Guide	23	36.5	37	58.7	3	4.8
Termite Control	24	35.3	42	61.8	2	2.9
Control Household Insects	23	35.4	40	61.5	2	3.1
Lawn Diseases	36	52.9	31	45.7	1	1.4
Suburban Vegetable Gardens	28	41.8	36	53.7	3	4.5
Dog Care	11	17.5	48	76.2	4	6.3
How to Build a Barbeque Oven	9	14.5	47	75.8	6	9.7

and 2.4 percent were certain that no publications were available.

In four subject matter areas more women were aware of the availability of publications than were uncertain or certain that no publications existed. These areas were

sewing, baking bread, selection of meat, and growing flowers. See Table 3.

TABLE 3

NUMBER OF RESPONDENTS AND PERCENT AWARENESS AMONG
FEMALE RESPONDENTS, FOR COLLEGE OF AGRICULTURE
PUBLICATIONS, 1330 RESPONSES

Subject Area	Availability of Publications					
	No. Yes	Pct.	No. Uncertain	Pct.	No. No	Pct.
Sewing	41	55.4	31	41.9	2	2.7
Making Children's Clothes	27	40.9	38	57.6	1	1.5
Fabrics--Buying, Sewing, Laundering	34	47.2	37	51.4	1	1.4
Outdoor Cooking	28	39.4	41	57.7	2	2.9
Baking Bread	40	54.0	33	44.6	1	1.4
Meat--Selection, Care, Cooking	47	62.7	28	37.3	0	0.0
Cake Decorating	18	26.5	49	72.0	1	1.5
Candy Making	24	35.8	42	62.7	1	1.5
Refinishing Furniture	29	38.7	44	58.7	2	2.6
Ironing the Easy Way	18	25.7	49	70.0	3	4.3
Making Draperies	26	37.7	42	60.9	1	1.4
Home Laundry	28	40.6	39	56.5	2	2.9
Adolescence	8	12.7	53	84.1	2	3.2
Christmas Wraps and Trims	21	30.9	45	66.2	2	2.9
Growing Flowers	36	52.2	33	47.8	0	0.0
Handicraft at Home	25	35.2	43	60.6	3	4.2
Flower Arrangement	20	29.9	46	68.6	1	1.5
Care of the Hair	15	21.7	50	72.5	4	5.8
You and Your Doctor	14	19.2	56	76.7	3	4.1

Receipt of College of Agriculture Publications

Respondents were asked whether they had received any College of Agriculture publications in the last year.

Of 76 male responses, 7 (9.2 percent) said they had received publications; 60 (78.9 percent) said they hadn't; and 9 (11.9 percent) were uncertain whether they had received publications.

Of 92 female respondents, 16 (17.4 percent) said they had received publications; 66 (71.7 percent) said they had not; and 10 (10.9 percent) were uncertain whether they had received publications. See Figure 6.

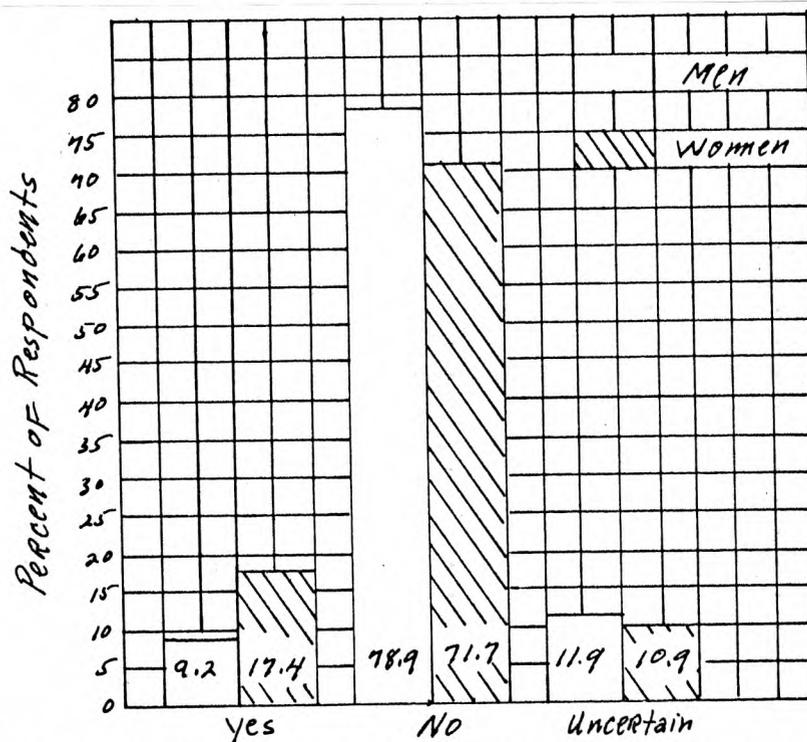


Figure 6--Receipt of College of Agriculture Publications within past year, 76 male respondents, 92 female respondents.

Sources From Which Respondents Obtained Information

Respondents were asked to indicate the sources from which they obtained the information they had been looking for. Top three sources for male respondents were newspapers (21.5 percent), nursery (14.9 percent), and neighbors (12.3 percent). The College of Agriculture as a source, ranked at the bottom of the list (2.5 percent). See Figure 7.

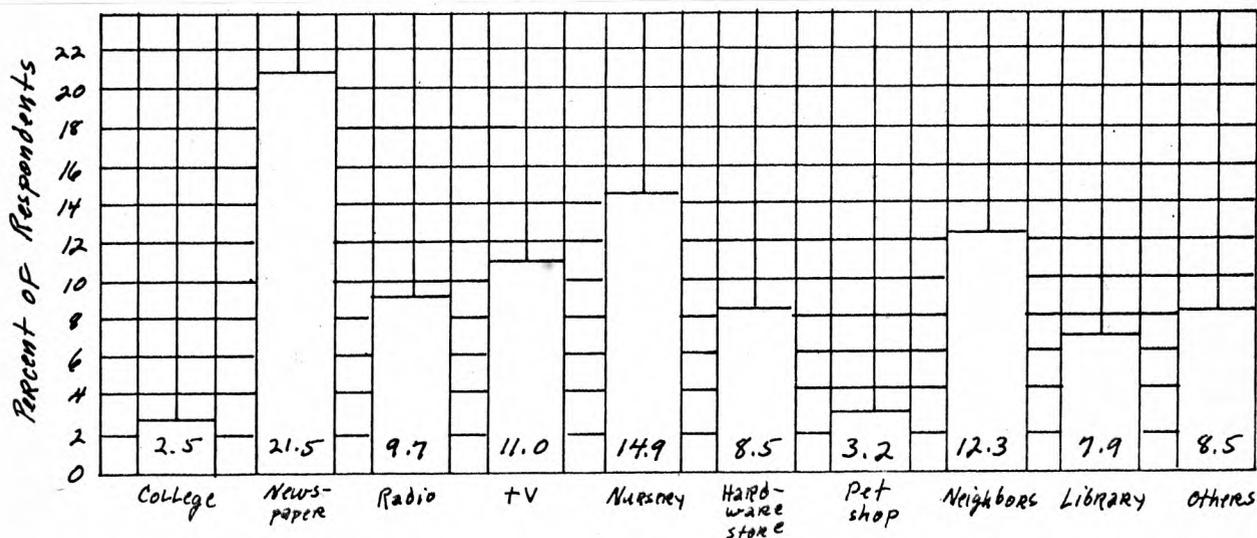


Figure 7--Sources from which male respondents obtained information, 154 responses.

Top three sources for women respondents were women's magazines (24.3 percent); newspapers (19.9 percent); and television (12.6 percent). The College of Agriculture ranked second from the bottom of the list

(7.8 percent) with the local library (4.3 percent) the only source ranked lower. See Figure 8.

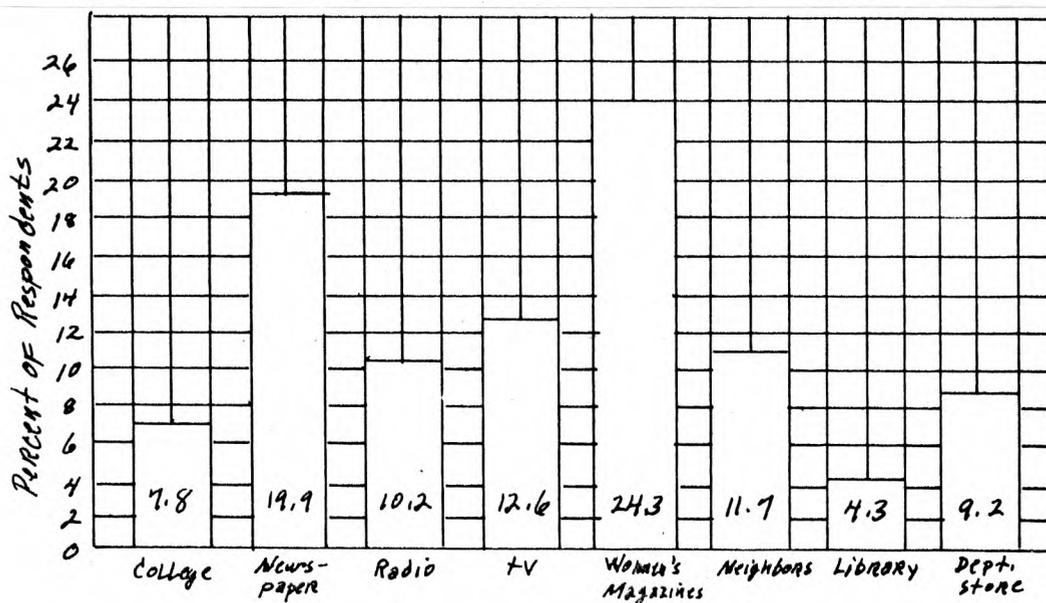


Figure 8--Sources from which female respondents obtained information, 206 responses.

Discussion of Awareness of College of Agriculture Publications

Data indicate that less than 50 percent of the non-farm audience is aware of the availability of College of Agriculture publications.

Of male respondents 70 percent indicated that they either were uncertain as to the availability of publications or were certain that no publications were available.

The two subject matter areas in which men were more aware of the availability of publications both dealt with the care of lawns. Since the questionnaire was answered

in the spring the time of year may have biased their answers.

In the case of female respondents the data indicate that less than 50 percent of the non-farm audience is aware of the availability of College of Agriculture publications.

However, responses indicated that women had more of an exposure to College of Agriculture publications than did men. Thirty-seven and a half percent of the women, as compared to 30 percent of the men, were aware of the availability of publications. This might be attributed to the fact that rural and non-farm women have similar problems and that there are more Home Extension Club programs for non-farm women.

Combining data for both men and women indicates that 66.2 percent of the respondents were not aware, or were uncertain, that publications in various subject matter areas were available.

As a companion to the awareness of publications question, respondents were asked about receipt of College of Agriculture publications. Of male respondents, 78.9 percent said they had not received publications; and 71.7 percent of the women indicated the same.

Other data to support the hypothesis were indicated in answers to questions regarding sources from which respondents obtained the information they needed in various

subject matter areas.

Top three sources for male respondents were newspapers (21.5 percent), nursery (14.9 percent), and neighbors (12.3 percent). The College of Agriculture ranked at the bottom of the list (2.5 percent).

Top three sources for female respondents were women's magazines (24.3 percent), newspapers (19.9 percent), and television (12.6 percent). The College of Agriculture was next to the lowest (7.8 percent), with the local library, (4.3 percent) last.

Non-Farm Audience Needs for College of Agriculture Publications

To attempt to define the non-farm audience's need for College of Agriculture publications, a series of questions were asked.

Subjects About Which Respondents Sought Information

Men and women respondents were asked to indicate subjects for which they had tried to find information during the past year. The same list of subject matter areas was used in this questionnaire as was used in determining awareness.

Male respondents to this question indicated that 24.8 percent of them had looked for information about the various subject matter areas listed.

Female respondents indicated that 26 percent of them had looked for information about the various subject matter areas listed.

Male respondents indicated as their three top subjects of interest, home repair, lawn care and lawn diseases, respectively. See Table 4.

Female respondents indicated as their three top subjects of interest, sewing, outdoor cooking and meat selection, respectively. See Table 5.

Valuation of Sources of Information

To determine respondent's valuation of sources for credibility, this question was asked: "Which of these sources would you believe in case different answers to your questions were given by different sources?"

Male response to this question showed that the College of Agriculture (31.4 percent), nursery (18.2 percent) and library (17.4 percent) were the three sources of information rated highest in credibility. See Figure 9.

Women respondents, asked the same question, indicated that the College of Agriculture (31.5 percent), women's magazines (18.5 percent), and the library (17.9 percent) were the top three sources in ranking of credibility. See Figure 10.

It is interesting to note that while both men and women ranked neighbors within the top four as far as sources of information are concerned, they also ranked them at the bottom of the scale as far as credibility goes.

TABLE 4

SUBJECT MATTER FOR WHICH MALE RESPONDENTS HAVE
 SOUGHT INFORMATION WITHIN THE PAST YEAR, 887 RESPONSES

Subject Area	Has Information Been Sought?			
	Yes	Pct.	No	Pct.
Home Repair	25	51.1	24	48.9
Auto Repair	12	29.3	29	70.7
House Pets	6	15.0	34	85.0
Woodworking	15	32.7	31	67.3
Photography	8	19.5	33	80.5
Nebr. Tax Situation	16	32.6	33	67.4
Your Investments	11	26.2	31	73.8
How to Make a Will	8	19.5	33	80.5
Retirement Planning	13	27.6	34	72.4
Watering, Fertilizing Lawns	24	48.0	26	52.0
Home Safety	4	10.0	36	90.0
Protect Your Family From Poisoning	3	7.7	36	92.3
Dwelling Hazards	6	15.4	33	84.6
First Aid Guide	3	7.9	35	92.1
Termite Control	6	14.6	35	85.4
Control Household Insects	15	34.9	28	65.1
Lawn Diseases	22	44.9	27	55.1
Suburban Vegetable Gardens	9	21.4	33	78.6
Dog Care	6	15.0	34	85.0
How to Build a Barbeque Oven	5	12.2	36	87.8
Other	4	21.1	15	78.9

TABLE 5

SUBJECT MATTER FOR WHICH FEMALE RESPONDENTS HAVE SOUGHT
INFORMATION WITHIN THE PAST YEAR, 1015 RESPONSES

Subject Area	Has Information Been Sought?			
	Yes	Pct.	No	Pct.
Sewing	24	42.1	33	57.9
Making Children's Clothes	13	24.5	40	75.5
Fabrics--Buying, Sewing, Laundering	17	33.3	34	66.7
Outdoor Cooking	21	37.5	35	62.5
Baking Bread	15	27.8	39	72.2
Meat--Selection, Care, Cooking	19	36.5	33	63.5
Cake Decorating	8	16.3	41	83.7
Candy Making	12	24.5	37	75.5
Refinishing Furniture	13	22.8	44	77.2
Ironing the Easy Way	6	12.0	44	88.0
Making Draperies	9	17.8	42	82.2
Home Laundry	13	25.0	39	75.0
Adolescence	4	8.7	42	91.3
Christmas Wraps and Trims	15	28.8	37	71.2
Growing Flowers	17	32.1	36	67.9
Handicraft at Home	16	28.1	41	71.9
Flower Arrangement	10	21.0	39	79.0
Care of the Hair	14	25.9	40	74.1
You and Your Doctor	13	23.2	43	76.8
Other	5	29.5	12	70.5

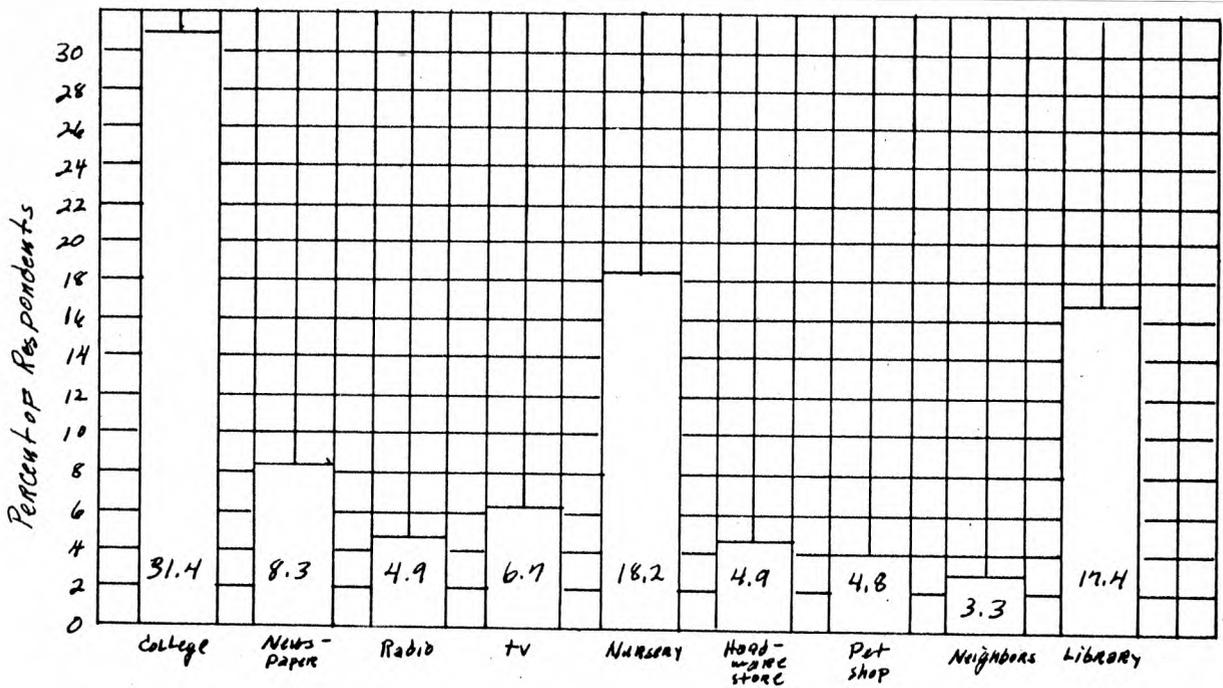


Figure 9--Sources male respondents indicated they would believe first in case of conflicting answers to the same question, 121 responses.

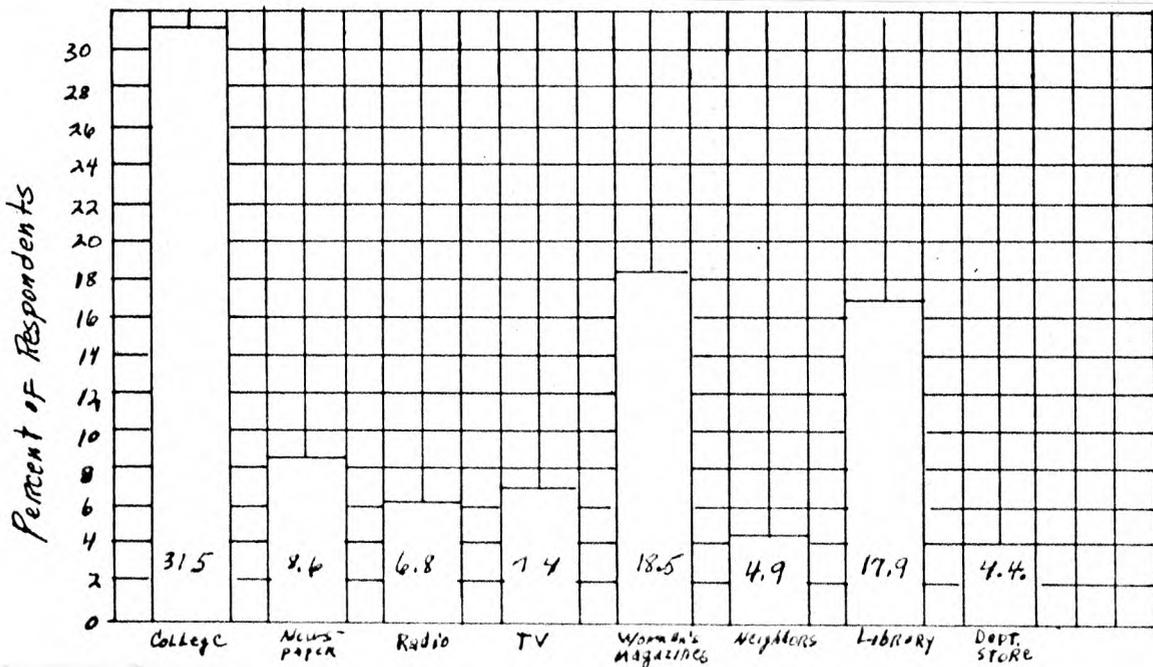


Figure 10--Sources female respondents indicated they would believe first in case of conflicting answers to the same question, 162 responses.

Should the College Prepare Publications for Non-Farm Audience?

Respondents were asked if they would like the College of Agriculture to prepare publications for them. Of 67 male responses to this question, 37 (55.3 percent) said yes; 26 (38.8 percent) said they were uncertain, and 4 (5.9 percent) said no.

Of 83 women respondents to this question 47 (56.6 percent) said yes; 27 (32.5 percent) said they were uncertain, and 9 (10.9 percent) said no. See Figure 11.

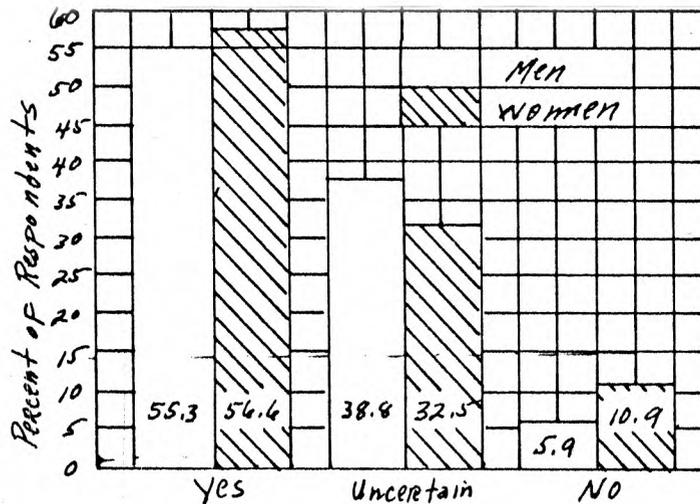


Figure 11--Respondents attitude toward College preparation of bulletins, 67 male responses, 83 female responses.

Payment for Publications

To determine whether respondents were willing to pay for College of Agriculture publications they were asked if they would pay 25 cents or less for the publications.

Of 64 male responses 31 (48.8 percent) said yes; 22 (34.3 percent) were uncertain; and 11 (17.3 percent) said no. Of 80 women respondents 48 (60 percent) said yes; 21 (26.3 percent) said they were uncertain; and 11 (13.7 percent) said no. See Figure 12.

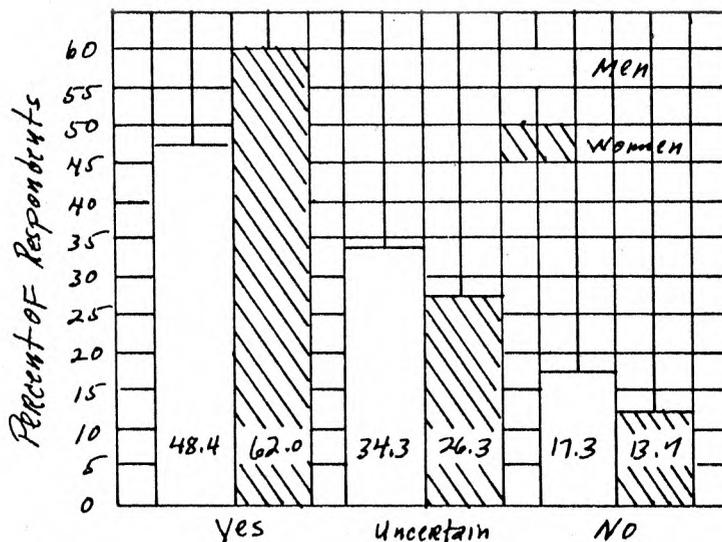


Figure 12--Respondents attitude toward payment for College of Agriculture publications, 64 male responses, 80 female responses.

Areas in Which Respondents Want Written Material

To determine subject matter areas in which respondents were interested and in which they would like written information made available they were asked to indicate by a check mark subject matter areas in which they were interested.

There were 39 subjects listed, all of which were checked by one or more respondents. A complete breakdown by number of respondents is shown in Figures 13 and 14.

Main areas in which male respondents wished information were lawn care, home repair and lawn diseases, respectively. Women ranked information on sewing, growing flowers and Christmas wraps and trims first, second and third, respectively.

Discussion of Audience Needs for College Publications

Based on the subject matter areas used in the questionnaire, male respondents indicated that during the past year 24.8 percent of them had needed and looked for information. The percentages ranged on individual subjects from a low of 7.7 percent for the subject "Protect Your Family from Poisoning" to 51.1 percent for the subject "Home Repair."

Women respondents indicated that 26 percent of them had needed and looked for information in the various areas listed in the questionnaire. Their replies ranged from 8.7 percent for information on "Adolescence" to 42.1 percent for information on "Sewing."

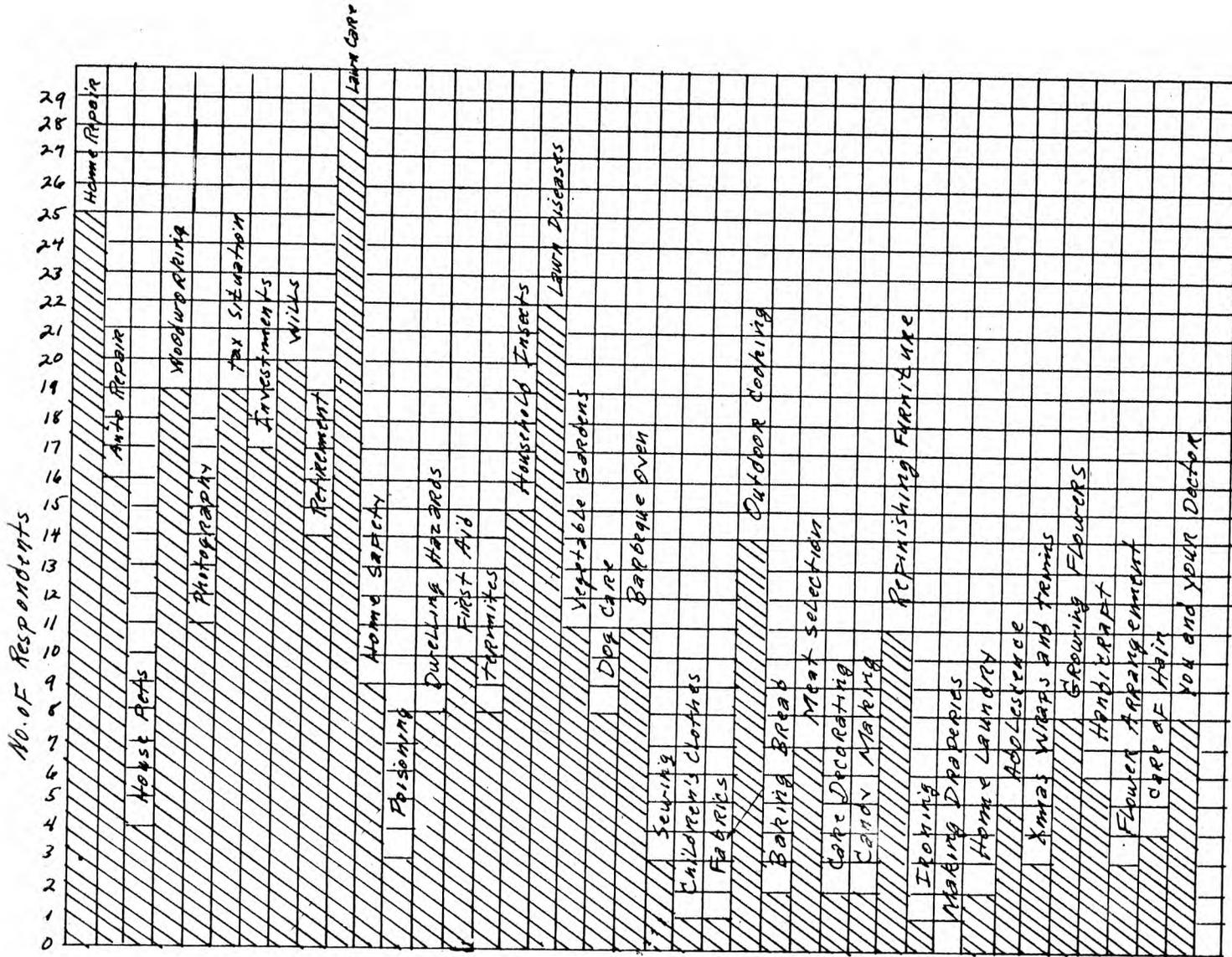


Figure 13--Male respondent indication of interest in written material in various subject matter areas.

Men ranked neighbors third as a source of information and women rated them fourth. Yet, when asked a question as to the credibility of the sources, neighbors dropped to last for the men and next to last for women.

Both men and women respondents ranked the College of Agriculture at the top as far as "credibility" was concerned, closely followed by the nursery (men), women's magazines (women). The library was ranked third by both men and women respondents.

Defining "need" for publications differs with each individual and each subject. However, when asked if they would like the College of Agriculture to prepare publications for their use, the majority of men and women respondents (55.4 percent) said yes.

The majority of women respondents (60.0 percent) also said that they would be willing to pay as much as 25 cents for the information they needed. Men were not quite so willing to pay, indicating that by a 48.4 percent response for payment. However, combined response showed 55.4 percent of respondents willing to pay for publication. Since 34.3 percent of the men and 26.3 percent of the women indicated that they were uncertain as to whether they would be willing to pay for the publication, there appears to be considerable support for payment for publications.

A desire on the part of the respondents for written material published by the College of Agriculture is

necessary before such a program can be initiated. Once this desire has been established it is necessary to find out what subject matter areas are of most importance to the audience.

Respondents were asked to check, out of 39 categories, subjects for which they would like additional printed information. Each of the categories were checked at least once, but the main areas of interest indicated were, for men, lawn care, home repair and lawn disease, respectively; and for women, sewing, growing flowers and Christmas wraps and trims, in that order.

It appears, then, that the data establishes a need on the part of the non-farm audience for College of Agriculture publications, and indicates the subject matter areas of most importance to this audience.

Thus, the second hypothesis of this study appears to be confirmed.

Relationships Among Variables

Contingency χ^2 was used to examine the relationships between pairs of factors in two-way tables. Chi-square is computed as:

$$\chi^2 = \sum \frac{(O-E)^2}{E} \text{ with } (r-1) (c-1) \text{ degrees of freedom}$$

when r = no. of rows

c = no. of columns

O = observed number in a column

E = expected number

$$(E = \frac{\text{row total} \times \text{column total}}{\text{grand total}})$$

summation is over all cells of the table.

As X^2 gets larger this is evidence for dependence between the factors. The null hypothesis is independence.

P = probability of the deviation from independence actually found having occurred by chance.

Relationships between variables will be examined in three stages:

- (1) Respondents versus personal survey of non-respondents to establish differences and similarities.
- (2) Audience defining characteristics.
- (3) Awareness and need for College of Agriculture publications as related to audience defining characteristics.

Respondents Versus Non-Respondents

To investigate similarities and differences in respondents to the mail questionnaire, a personal non-respondent survey was conducted.

Answers gathered in this manner were compared to answers to the mail questionnaire. The purpose of this was to determine whether those people who responded to the mail questionnaire were typical of the entire population sampled.

Table 6 shows that answers of respondents and non-respondents to questions of age, education and income were very similar, with a high probability that the deviations found occurred by chance.

TABLE 6
CONTINGENCY χ^2 RELATIONSHIPS BETWEEN VARIOUS
AUDIENCE DEFINING CHARACTERISTICS, RESPONDENTS
AND NON-RESPONDENTS

Factors	χ^2	D.F.	P
Husband's Age	2.23	5	.76
Wife's Age	2.33	5	.73
Husband's Education	3.67	4	.46
Wife's Education	7.09	4	.14
Family Income	4.54	7	.72

However, when respondent and non-respondent answers to questions on awareness of availability of publications were compared, some differences became apparent. See Table 7.

Non-respondent males were more definite in their "yes" and "no" answers to the question of publication availability, while the respondent males tended to be "uncertain." Female respondents and non-respondents did not show quite as large a difference.

TABLE 7
CONTINGENCY χ^2 RELATIONSHIPS BETWEEN AWARENESS OF
AVAILABILITY OF PUBLICATIONS, RESPONDENTS, NON-RESPONDENTS

Factor	χ^2	D.F.	P
Awareness (male)	37.20	2	<.005
Awareness (female)	5.72	2	.060

Why the difference, when factors of age, education, and income are similar for both respondents and non-respondents?

A possible answer to that might be found in the conduct of a personal interview versus the mail questionnaire. Perhaps people interviewed were prone to say "no" when there might have been a shadow of a doubt.

As far as respondents and non-respondents are concerned it appears from the data that there are no significant differences in their characteristics, a conclusion which will help establish the validity of the study.

Audience Defining Characteristics

Data presented in this section were gathered to determine the relationship between various audience defining characteristics, such as age and income, age and education, and education and income.

This data will be useful in defining the audience. Once awareness and need are determined the more information available defining the audience, the better able authors and editors will be to write and "package" information for them.

TABLE 8

CONTINGENCY χ^2 RELATIONSHIPS BETWEEN AGE AND INCOME, AGE AND EDUCATION, AND EDUCATION AND INCOME

Factors	χ^2	D.F.	P
Husband's Age, Family Income	49.82*	35	.05
Wife's Age, Family Income	75.02**	35	<.005
Husband's Age, Husband's Education	43.97**	20	<.005
Wife's Age, Wife's Education	20.58	20	>.25
Husband's Education, Family Income	56.98**	28	<.005
Wife's Education, Family Income	34.31	28	.20

* = significant at the $p < .05$ level

** = significant at the $p < .01$ level

Data in Table 8 show that there is a strong relationship between factors examined. The null hypothesis for the test was independence.

This test shows, for example, that there is a highly significant relationship between husband's age and education, husband's education and family income, and wife's

age and family income. There is also a significant relationship between husband's age and family income.

This information is valuable in defining the audience since it appears that education plays a direct role in family income. The more education, the higher the income. Age and income are also related, with the higher incomes beginning at about age 35.

The wife's education and family income were not highly related, possibly because the wife is not as directly concerned with bread-winning responsibilities as is the husband. The wife's age and wife's education were not highly related.

Awareness and Need Versus Audience

These tests were designed to determine whether there was a relationship between audience characteristics and awareness of availability of publications, and subjects for which respondents had sought information.

In all but one category, (wife's age and information sought) relationships were highly significant. It appears that there is a definite relationship between age, income, education and awareness of publications and information sought.

Data show, for example that younger, better educated men are more aware of the existence of publications. As income goes up, so does awareness.

TABLE 9

CONTINGENCY χ^2 RELATIONSHIPS BETWEEN AUDIENCE DEFINING CHARACTERISTICS AND AWARENESS OF AVAILABILITY OF PUBLICATIONS AND SUBJECTS FOR WHICH RESPONDENTS HAD SOUGHT INFORMATION

Factors	χ^2	D.F.	P
Husband's Age v Awareness	158.80**	10	<.005
Husband's Income v Awareness	229.54**	14	<.005
Husband's Education v Awareness	99.94**	8	<.005
Husband's Age v Information Sought	17.12**	5	<.005
Husband's Income v Information Sought	97.75**	7	<.005
Husband's Education v Information Sought	67.08**	4	<.005
Wife's Age v Awareness	103.56**	10	<.005
Wife's Income v Awareness	59.22**	14	<.005
Wife's Education v Awareness	83.89**	8	<.005
Wife's Age v Information Sought	5.95	5	<.50
Wife's Income v Information Sought	137.64**	14	<.005
Wife's Education v Information Sought	48.37**	8	<.005

** = significant at the $p < .01$ level.

This same pattern holds true for the other categories tested.

Discussion

This section, dealing with relationships between variables, has made possible a more critical examination of the audience and its relationship with College of Agriculture publications.

It appears that the respondents did not differ significantly from the entire population sampled. This indicates that statements made concerning the respondents would hold up when projected across the entire population of the study.

It also appears that there is a strong relationship between age, education and income of the respondents. The more education, the more income.

Of particular interest in this study are the relationships between age, income, education and awareness of availability of College publications.

Data indicate that the younger, better educated men and women are more aware of the availability of publications. There is also an indication that the respondents with higher incomes seek more information than those in the lower income brackets.

CHAPTER VI

SUMMARY AND CONCLUSIONS

The University of Nebraska, as a tax supported institution, must serve the entire state of Nebraska.

The programs of the University of Nebraska Cooperative Extension Service are aimed primarily at a rural audience.

Traditionally, agricultural agencies such as Cooperative Extension have focused their attention on providing information to the rural-farm audience and the commercial farmer. With the increasing population of metropolitan areas, however, there have developed needs for information among the households of the urban and suburban areas.

Many of the needs of the suburban household could be served by current activities of federal, state, and county agricultural Extension agencies.

The decrease in rural population and corresponding increase in urban population, plus the fact that the University is a tax supported institution and has a responsibility to the entire state, brings into focus a problem of ever increasing importance to the University

and the Cooperative Extension Service--its relationship with non-farm people.

One of the relationships is in the field of publications--a vital part of the Extension program. There is a need to better understand and better serve the growing urban audience, its problem areas and publication needs.

Little research has been done to determine the characteristics and needs of the urban audience in regard to College of Agriculture publications. This study is intended to partially fill that void.

Purpose of the Study

"To define the non-farm audience and to determine the non-farm audience's awareness of, and needs for, College of Agriculture publications" is the stated purpose of this study.

Objectives of the Study

With the basic purpose of the study in mind, data are needed to fulfill the following objectives:

- (1) To define the non-farm audience.
- (2) To determine the extent to which Nebraska non-farm connected men and women are aware of College of Agriculture publications.
- (3) To determine the extent to which the non-farm connected audience feels a need for College of Agriculture publications.

Hypotheses

After examining the basic purpose of this study and the objectives, the major hypotheses are:

(1) Less than 50 percent of the non-farm audience knows that the College of Agriculture prepares and distributes free publications.

(2) More than 50 percent of the non-farm audience has a need for College of Agriculture publications in certain subject matter areas.

Design of the Study

The research design of this study utilizes a non-farm audience survey, with mail questionnaires as the data-gathering device.

The non-farm audience was defined as consisting of those people residing in towns of 5,000 population up to 100,000 population.

Latest (1960) census figures were used to find the towns in Nebraska within the population limits defined above. Twenty-two towns in Nebraska fit into the 5,000 to 100,000 category.

Before surveying a large population good methodology includes pre-testing the questionnaire and methodology used. This study deals with the pre-test in two cities, Beatrice and Fremont.

Pre-testing is a way of determining the intended audience's reception and interpretation of a message. Based on the pre-test, the researcher can adjust the questionnaire content and treatment to take into account the audience's level of understanding.

As this study was to be the basis for more specialized research in the future, the questionnaire was designed so that data could be stored on IBM cards for processing and tabulation.

The two towns sampled for the pre-test were picked with no regard to location. Size was taken into consideration since both towns were to be sampled later in the main survey. For this reason cities of more than 10,000 population were chosen so that the pre-test would not bias the later survey.

Four hundred questionnaires were mailed to randomly selected persons in both towns. The number of questionnaires to be sent to each town was decided on a population proportion basis.

Names of persons to whom the questionnaire was sent were determined by use of the Polk City Directories for each town and the Table of Random Numbers.

Questionnaires were mailed so as to reach homes of respondents on the weekend. Two weeks following the first mailing another copy of the questionnaire was mailed to those who had not returned the first one.

Two weeks following the second mailing personal interviews were made in each town with approximately four percent of the non-respondents. The purpose of this was to see if non-respondents differed in their answers to the questionnaires and to see if the sampling procedure was valid.

Analysis of Data

Two main steps in data analysis were used:

- (1) Frequency distributions of the data.
- (2) Examining relationships among variables with contingency X^2 .

Data were presented in three sections, to:

- (1) Define the non-farm audience.
- (2) Determine the extent to which non-farm connected men and women are aware of College of Agriculture publications.
- (3) Determine the extent to which the non-farm connected audience feels a need for College of Agriculture publications.

Defining the Non-Farm Audience

Based on frequency distribution counts of the factors examined the majority of respondents in Beatrice and Fremont, Nebraska, are:

- (1) Married.
- (2) Parents of from one to three children between the ages of 1 and 18.

- (3) Members of various civic groups, with particular interest in the Parent Teacher's Association.
- (4) Paying for their home or renting their home.
- (5) Between the ages of 25 and 54.
- (6) Graduates of high school.
- (7) Receiving an income ranging from \$2,500 to \$9,999.

Awareness of College of Agriculture Publications

To check the awareness of the non-farm audience to College of Agriculture publications respondents were asked to check the "availability" of publications in certain subject matter areas. Respondents could check if they were sure these publications were available, if they were uncertain that the publications were available or if they were certain that the publications were not available.

For the total list of subjects 30 percent of the male respondents were certain that publications were available, 63.6 percent were uncertain as to the availability; and 6.4 percent were certain that no publications were available.

A slightly higher percentage of women respondents indicated an awareness of availability to College of Agriculture publications in certain subject matter areas. Of women respondents, 37.5 percent were certain that publications were available; 60.1 percent were uncertain;

and 2.4 percent were certain that no publications were available.

As a companion to the awareness of publications question, respondents were asked about receipt of College of Agriculture publications. Of male respondents, 78.9 percent said that they had not received any publications in the last year; and 71.7 percent of the women indicated the same.

These data indicate that less than 50 percent of the non-farm audience is aware of the availability of College of Agriculture publications. Of male respondents 70 percent indicated that they either were uncertain as to the availability of publications or were certain that no publications were available.

In the case of female respondents, 62.5 percent indicated that they were either uncertain as to the availability of publications or were certain that no publications were available.

Combined percentages for men and women respondents indicate that 66.2 percent of the respondents were not aware, or were uncertain, that publications in various subject matter areas were available.

The companion question on receipt of College of Agriculture publications indicates that the majority of men and women (75.3 percent) had not received publications from the College of Agriculture.

Responses did indicate that women had more of an exposure to College of Agriculture publications than did the men. This might be attributed to the fact that rural and non-farm women have similar problems and that there are more Home Extension Club programs for non-farm women.

Other data to support the hypothesis were indicated in answers to questions regarding sources from which respondents obtained the information they needed in various subject matter areas.

Top three sources for male respondents were newspapers (21.5 percent), nursery (14.9 percent), and neighbors (12.3) percent. The College of Agriculture, as a source, ranked at the bottom of the list (2.5 percent).

Top three sources for female respondents were women's magazines (24.3 percent); newspapers (19.9 percent); and television (12.6 percent). The College of Agriculture ranked second from the bottom (7.8 percent), with the local library (4.3 percent) the only source rated lower.

Answers to these questions appear to confirm the hypothesis that less than 50 percent of the non-farm audience is aware of College of Agriculture publications.

Audience Needs for College of Agriculture Publications

More than 50 percent of the non-farm audience indicated a need or desire for information contained in

College of Agriculture publications (see Figures 13 and 14 for detailed list of subject matter areas).

To determine subject matter areas in which men and women were most interested in obtaining published information respondents were asked to check, out of 39 categories, the subjects they were most interested in.

All of the categories were checked at least once, but the main areas of interest indicated were, for men, lawn care, home repair and lawn diseases; and for women, sewing, growing flowers and Christmas wraps and trims.

In all of these areas, the College of Agriculture has published material available.

Other subject matter areas ranking high in interest to male respondents are woodworking, investments, wills, the tax situation, outdoor cooking and refinishing furniture.

Women were also interested in subject matter on fabrics, cake decorating, refinishing furniture, care of hair and "you and your doctor."

Men and women respondents were also asked to indicate subjects for which they had tried to find information during the past year. The same list of subject matter areas was used in this question as was used in determining whether respondents were aware of College of Agriculture publications (see Tables 4 and 5).

Male respondents to this question indicated that 24.8 percent of them had looked for information about the

various subject matter areas listed. Female respondents indicated that 26 percent of them had looked for information about the various subject matter areas listed.

Male respondents relied on the newspaper as the chief source for information wanted, with the local nursery and neighbors rated second and third, respectively.

Women, on the other hand, ranked women's magazines as their top source for the information, with newspapers and television second and third, respectively.

Men ranked neighbors third as a source of information and women rated them fourth. Yet, when asked a question as to the credibility of the sources, neighbors dropped to last for the men and next to last for the women.

Both men and women ranked the College of Agriculture at the top as far as credibility was concerned, closely followed by the local nursery (men), and women's magazines (women). The local library was ranked third by both men and women.

Defining "need" for publications differs with each individual and each subject. However, when asked if they would like the College of Agriculture to prepare publications for their use, the majority of men and women respondents (55.4 percent) said yes.

The majority of women respondents (60.0 percent) also said that they would be willing to pay as much as 25 cents for the information they needed. Men were not quite

so willing to pay, indicating that by a 48.4 percent response for payment. However, combined response showed 55.4 percent of the respondents willing to pay for publications. Since 34.3 percent of the men and 26.3 percent of the women indicated that they were uncertain as to whether they would be willing to pay for the publications, there appears to be considerable support for payment.

It appears, then, that the data establishes a need on the part of the non-farm audience for College of Agriculture publications, and indicates the subject matter areas of most importance to this audience.

Relationships Between Variables

This section, dealing with relationships between variables, has made possible a more critical examination of the audience and its relationship with College of Agriculture publications.

It appears that the respondents did not differ significantly from the entire population sampled. This indicates that statements made concerning the respondents will hold up when projected across the entire population of the study.

It also appears that there is a strong relationship between age, education and income of the respondents. The more education, the more income.

Of particular interest in this study is the relationships between age, income, education and awareness of availability of College of Agriculture publications.

Data indicate that the younger, better educated men and women are more aware of the availability of publications. There is also an indication that the respondents with higher incomes seek more information than those in the lower income brackets.

Conclusions

Results of the data analysis indicate that the methodology used in this study will be valid for use in the more extensive state-wide non-farm audience survey.

The data, by itself, tells us much about the non-farm audience in Beatrice and Fremont, Nebraska, but cannot be used to project to the entire non-farm audience in Nebraska, even though the non-respondent follow-up survey showed no significant difference between respondents and non-respondents.

There was no evidence of difficulty in reading or interpreting the questionnaire used and the personal interviews with non-respondents showed no significant differences.

This pre-test survey has provided the researcher with much information pertaining to problems and pitfalls involved

in any research. This information will be invaluable
in future research projects.

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9. Please check the highest grade you and your wife completed in school. Col. 25-26.

Years of Education		Husband	Wife
8th grade or less	1		
One to three years high school	2		
Four years high school	3		
One to three years college	4		
Four years or more college	5		

10. Please check (✓) which of the following represents your gross family income for last year. Col. 27

Less than \$1,200 1	\$1,201 - \$2,499 2	\$2,500 - \$4,999 3	\$5,000 - \$5,999 4
\$6,000 - \$7,499 5	\$7,500 - \$9,999 6	\$10,000 - \$24,999 7	\$25,000 + 8

MEN ANSWER QUESTIONS 11, 12, 13, 14

WOMEN ANSWER QUESTIONS 15, 16, 17, 18

11. (Men answer) Inspect this list of subjects. Indicate by a (✓) the subjects for which you know College of Agriculture publications are available, subjects about which you are uncertain publications are available, and subjects for which you are certain no publications are available.

Area		Availability		
		Yes ¹	Uncertain ²	No ³
Home Repair	28			
Auto Repair	29			
House Pets	30			
Woodworking	31			
Photography	32			
Nebraska Tax Situation	33			
Your Investments	34			
How to Make a Will	35			
Retirement Planning	36			
Watering and Fertilizing Lawns	37			
Home Safety	38			
Protect Your Family from Poisoning	39			
Dwelling Hazards	40			
First Aid Guide	41			
Termite Control	42			
Control Household Insects	43			
Lawn Diseases	44			
Suburban Vegetable Gardens	45			
Dog Care	46			
How to Build a Barbecue Oven	47			

12. (Men answer) On which of these subjects have you tried to find information in the past year?

Subject		Yes 1	No 2
Home Repair	48		
Auto Repair	49		
House Pets	50		
Woodworking	51		
Photography	52		
Nebraska Tax Situation	53		
Your Investments	54		
How to Make a Will	55		
Retirement Planning	56		
Watering and Fertilizing Lawns	57		
Home Safety	58		
Protect Your Family from Poisoning	59		
Dwelling Hazards	60		
First Aid Guide	61		
Termite Control	62		
Control Household Insects	63		
Lawn Diseases	64		
Suburban Vegetable Gardens	65		
Dog Care	66		
How to Build a Barbecue Oven	67		
Other (list)	68		

13. (Men answer) From which sources did you obtain the information?

Source		(Check if used as source)
College of Agriculture	69	
Newspapers	70	
Radio	71	
Television	72	
Nursery	73	
Hardware Store	74	
Pet Shop	75	
Neighbors	76	
Library	77	
Other (list)	78	

14. (Men answer) Evaluate sources of information. Which of these sources would you believe in case different answers to your questions were given by different sources.

Sources		(Check source most believed)
College of Agriculture	5	
Newspapers	6	
Radio	7	
Television	8	
Nursery	9	
Hardware Store	10	
Pet Shop	11	
Neighbors	12	
Library	13	

MEN NOW GO TO QUESTION 19

15. (Women answer) Inspect this list of subjects. Indicate by a (✓) the subjects for which you know College of Agriculture publications are available, subjects about which you are uncertain publications are available, and subjects for which you are certain no publications are available.

Area		Availability		
		Yes ¹	Uncertain ²	No ³
Sewing	14			
Making Children's Clothes	15			
Fabrics—Buying, Sewing, Laundering	16			
Outdoor Cooking	17			
Baking Bread	18			
Meat—Selection, Care, Cooking	19			
Cake Decorating	20			
Candy Making	21			
Refinishing Furniture	22			
Ironing the Easy Way	23			
Making Draperies	24			
Home Laundry	25			
Adolescence	26			
Christmas Wraps and Trims	27			
Growing Flowers	28			
Handicraft at Home	29			
Flower Arrangement	30			
Care of the Hair	31			
You and Your Doctor	32			

16. (Women answer) On which of these subjects have you tried to find information in the past year?

Area		Yes ¹	No ²
Sewing	33		
Making Children's Clothes	34		
Fabrics—Buying, Sewing, Laundering	35		
Outdoor Cooking	36		
Baking Bread	37		
Meat—Selection, Care, Cooking	38		
Cake Decorating	39		
Candy Making	40		
Refinishing Furniture	41		
Ironing the Easy Way	42		
Making Draperies	43		
Home Laundry	44		
Adolescence	45		
Christmas Wraps and Trims	46		
Growing Flowers	47		
Handicraft at Home	48		
Flower Arrangement	49		
Care of the Hair	50		
You and Your Doctor	51		
Other (list)	52		

17. (Women answer) From which sources did you obtain the information?

Source		Check if used as source
College of Agriculture	53	
Newspapers	54	
Radio	55	
Television	56	
Women's Magazines	57	
Neighbors	58	
Library	59	
Department Stores	60	

18. (Women answer) Evaluate sources of information. Which of these sources would you believe in case different answers to your questions were given by different sources?

Source		Check source most believed
College of Agriculture	61	
Newspapers	62	
Radio	63	
Television	64	
Women's Magazines	65	
Neighbors	66	
Library	67	
Department Stores	68	

19. (Both men and women answer) Have you received any College of Agriculture publications in the last year?

MEN 69

Yes 1	No 2	Uncertain 3

WOMEN 70

Yes 1	No 2	Uncertain 3

20. (Both men and women answer) If you received college publications in the past year, did you find them useful?

MEN 71

Yes 1	No 2	Uncertain 3

WOMEN 72

Yes 1	No 2	Uncertain 3

21. (Both men and women answer) Please check (✓) the top three (3) sources from which you received your publications.

Source	Men		Women
Direct from College	5		12
Neighbors	6		13
Newspapers	7		14
Magazines	8		15
Radio	9		16
TV	10		17
Other	11		18

22. (Both men and women answer) Would you like the College of Agriculture to prepare publications for you?

Men 19

Yes 1	Uncertain 2	No 3

Women 20

Yes 1	Uncertain 2	No 3

23. The majority of College of Agriculture publications cost 25 cents or less to publish. Would you be willing to pay this amount for your publications?

Men 21

Yes 1	Uncertain 2	No 3

Women 22

Yes 1	Uncertain 2	No 3

24. (Both men and women answer) Please check (✓) subjects in which you are interested and in which you would like written information.

Area		Want Information	
		Men	Women
Home Repair	23		
Auto Repair	24		
House Pets	25		
Woodworking	26		
Photography	27		
Nebraska Tax Situation	28		
Your Investments	29		
How to Make a Will	30		
Retirement Planning	31		
Watering, Fertilizing Lawns	32		
Home Safety	33		
Protect Family from Poisoning	34		
Dwelling Hazards	35		
First Aid Guide	36		
Termite Control	37		
Control Household Insects	38		
Lawn Diseases	39		
Suburban Vegetable Gardens	40		
Dog Care	41		
How to Build a Barbecue Oven	42		
Sewing	43		
Making Children's Clothes	44		
Fabrics—Buying, Sewing, Laundering	45		
Outdoor Cooking	46		
Baking Bread	47		
Meat—Selection, Care, Cooking	48		
Cake Decorating	49		
Candy Making	50		
Refinishing Furniture	51		
Ironing the Easy Way	52		
Making Draperies	53		
Home Laundry	54		
Adolescence	55		
Christmas Wraps and Trims	56		
Growing Flowers	57		
Handicraft at Home	58		
Flower Arrangement	59		
Care of the Hair	60		
You and Your Doctor	61		

THE UNIVERSITY OF NEBRASKA
COLLEGE OF AGRICULTURE
EXPERIMENT STATION
EXTENSION SERVICE
LINCOLN 3, NEBRASKA

DEPARTMENT OF INFORMATION

February 26, 1963

Dear

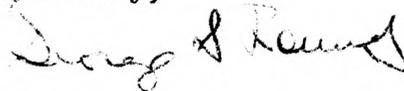
This letter is written to enlist your cooperation in helping the University of Nebraska do a better job in serving the people of this state.

The Agricultural Extension Service and the Agricultural Experiment Station of the College of Agriculture publish many different types of bulletins and circulars. These publications answer questions and provide information on many home and garden problems.

You are among those in your city whom we have selected to help us evaluate our bulletin and circular program. You will receive, within the next few days, a questionnaire which we hope you will fill out. It will take only a few minutes of your time.

Your assistance in this survey will be greatly appreciated. The answers we receive from you will help us make our publications more useful to you and your family.

Sincerely,



G. S. Round
Chairman

NON-FARM AUDIENCE
AWARENESS OF, AND NEEDS FOR,
UNIVERSITY OF NEBRASKA
COLLEGE OF AGRICULTURE PUBLICATIONS

by

Jay Philip Holman

B. A., University of Nebraska, 1951

AN ABSTRACT OF A
MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Technical Journalism

KANSAS STATE UNIVERSITY

Manhattan, Kansas

1963

Approved by:


Major Professor

NON-FARM AUDIENCE AWARENESS OF, AND NEEDS FOR,
UNIVERSITY OF NEBRASKA COLLEGE OF AGRICULTURE PUBLICATIONS

An Abstract of a Master's Thesis

By Jay P. Holman

The purpose of this study was to determine the non-farm audience's awareness of, and needs for, College of Agriculture publications. Major hypotheses were that (1) Less than 50 percent of the non-farm audience knows that the College of Agriculture prepares and distributes free publications, and (2) More than 50 percent of the non-farm audience has a need for College of Agriculture publications in certain subject matter areas.

The research design of this study utilized a non-farm audience survey, with mail questionnaires as the data-gathering device. As this study was to be the basis for more specialized research in the future, it was pre-tested in two towns, Beatrice, and Fremont, Nebraska.

Four hundred questionnaires were mailed to randomly selected persons in both towns. The number of questionnaires to be sent to each town was decided on a population basis. Names were selected at random by use of the Polk City Directories for each town and a Table of Random Numbers.

A personal interview was held with four percent of the non respondents to the mail questionnaire to see if non respondents differed in their answers to the questionnaires and to see if the sampling procedure was valid.

Two main steps in data analysis were used:

(1) Frequency distributions of the data, and (2) Examining relationships among variables with contingency χ^2 . Data were presented in three sections, to: (1) Define the non-farm audience; (2) Determine the extent to which non-farm connected men and women are aware of College of Agriculture publications; and (3) Determine the extent to which the non-farm connected audience feels a need for College of Agriculture publications.

Analysis of the data indicated that 70 percent of the men and 60.1 percent of the women were not aware that publications were available from the College of Agriculture, thereby substantiating the hypothesis that less than 50 percent of the non-farm audience is aware of College of Agriculture publications.

More than 50 percent of the non-farm audience indicated a need or desire for information contained in College of Agriculture publications. The answer to this hypothesis was arrived at through a number of questions designed to find out subject areas in which respondents had sought information during the past year; sources for this information; subject areas in which they would like

published information; and whether they would like the College of Agriculture to prepare publications for their use. (the majority (55.4 percent) of men and women said yes).

This desire on the part of the respondents for written material published by the College of Agriculture is necessary before such a program can be initiated. Once the desire has been established it is necessary to find out what subject matter areas are of most importance to the audience.

From 39 subject areas, respondents were asked to check those subjects for which they would like additional information. Each of the categories was checked but the main areas of interest were, for men, lawn care, home repair and lawn disease, respectively; and for women, sewing, growing flowers and Christmas wraps and trims, in that order.

It appears then, from the data collected, that a need has been established on the part of the non-farm audience for College of Agriculture publications, and indicates the subject matter areas of most importance to this audience.

Contingency χ^2 made possible a more critical examination of the audience and its relationship with College of Agriculture publications. It appears that the respondents did not differ significantly from the entire population sampled. It also appears that there is a

strong relationship between age, education and income of the respondents. The more education, the more income. Of particular interest in this study is the relationships between age, income, education and awareness of availability of College of Agriculture publications.

Data indicates that the younger better educated men and women are more aware of the availability of publications. There is also an indication that the respondents with higher incomes seek more information than those in the lower income brackets.