

ECONOMIC CONCEPTS RELEVANT TO THE COUNTY EXTENSION
AGRICULTURAL AGENT IN IMPLEMENTING
EDUCATIONAL CHANGE

by 7214

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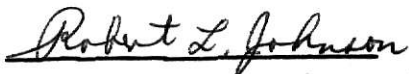
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CHAPTER I

INTRODUCTION

I. PURPOSE AND NEED FOR THE STUDY

The purpose of this study was to identify some of the major concepts in the broad field of economics, which would be useful to the county extension agricultural agent in carrying out the county extension program.

The county extension agricultural agent's primary responsibility is that of education. He may use a variety of methods and he will have many different audiences. His understanding of various concepts will be useful regardless of his audiences. For example, the concept "opportunity costs" can apply to nearly everyone. This concept can be defined as the value of what is given up, when one's resources are used to attain an alternative goal. This resource may be time, money, energy or some other resource.

According to Johnie Christian we are witnessing a shift of emphasis from facts or information to concepts. He points out that facts are still important and provide the necessary background for conceptualizing; however, if teaching is carried only to the fact stage, students may not be able to