

# A History of Rural Sociology

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# INTRODUCTION

Rural Sociology at the University of Missouri started because there was a need for sociology courses with practical application to problems of rural life. These courses were taught initially in the Department of Sociology. In 1919, when the name of the Department of Farm Management in the College of Agriculture was changed to the Department of Rural Life, a rural sociology class was added <sup>[3]</sup>. Carl Taylor was appointed to teach it. Taylor moved to North Carolina State College in 1921, and E.L. Morgan replaced him. Taylor and Morgan were also members of the Department of Sociology in the College of Arts and Science <sup>[7]</sup>. Each of them taught some courses in the Sociology Department.

In 1923, B.L. Hummel joined the Department of Rural Life as an extension specialist in rural organization. On Sept. 1, 1926, the Department of Rural Life was divided into two new departments, the Department of Rural Sociology and the Department of Agriculture Economics. E.L. Morgan was made chairman of the Department of Rural Sociology. According to Lively, "There is no record that he lost his status as a member of the Department of Sociology in the College of Arts and Science, but in practice, he retained only a limited relation thereto" <sup>[7]</sup>.

The creation of the Department of Rural Sociology resulted in more course offerings in problems of rural life, courses in rural community organization and other sociological subjects. Fred Boyd replaced B. L. Hummel in 1928 as extension specialist for the development of standard community associations. After Boyd left in 1930, E. L. Morgan took over the extension work as evidenced by an extensive set of lantern slides on rural community development.

According to Lively, the first research publication in 1920 resulted from a minor study of Ashland by Carl Taylor. The first important study was *The Rural Population Groups of Boone County* by Morgan and Howells, published in 1925. This was followed by five studies dealing with various aspects of small communities. Henry Burt published one study on population, two on church and library, one on the activities of youth and a number of miscellaneous minor studies. There were many masters theses resulting from instructing people to do rural social work.

The rapid growth of county agent and home demonstration projects resulted in a great need for rural social welfare courses for extension workers. Since there seemed to be no existing schools for such training, the president and the board of curators approved a recommendation authorizing the Department of Rural Sociology to announce a curriculum in rural social welfare on Jan. 5, 1929. The great depression

increased the need for rural workers, and additional teachers were supplied by the State Commission on Relief and Reconstruction. At one time, there were nearly 100 students in the curriculum. Walter Burr carried on this work from 1929-1934, and L. Guy Brown from 1933 to 1935 when the rural social welfare course was transferred to the Department of Sociology in the College of Arts and Science.

Upon the death of Dr. Morgan in October 1937, the work of the department was carried on by Noel P. Gist and Melvin Sneed, members of the Sociology Department. In 1938, C.E. Lively was appointed chairman of the department, and Ralph Loomis was appointed extension specialist.

Although the department had a good reputation throughout the state, it was regarded as a welfare department. With the encouragement of M.F. Miller, the new dean of the College of Agriculture, Lively started some fundamental research on a modest budget of \$7,500 per year, which included his salary. His help consisted of a secretary and a half-time graduate assistant.

## RESEARCH IN RURAL SOCIAL AREAS

With the assistance of Cecil Gregory and WPA funds, Lively launched his research career in Missouri with a study of social areas in the state. When the 1940 census data became available, the study of rural social areas was repeated. The testing and refinement of the deliniation of rural social areas was again repeated after the 1950 census. The social areas reflect the great diversity of the economic and social characteristics of Missouri and have been used, not only by sociologists, but by scientists in other disciplines in the university for drawing random samples for the study of health, aging, rural churches, diffusion of agricultural practices and other research projects.

The search for appropriate statistical techniques led Cecil Gregory to develop his expertise in research methodology and statistics. He became a much sought after consultant throughout the University, as faculty and graduate students asked his advice on statistical and research design questions. Under Gregory's guidance, the department was the first to use IBM punch cards and the early computers that replaced the card sorting machines. The department has continued to be in the forefront in the innovative use of electronic equipment for research and the production of publications and extension visuals. At this time, every faculty member of the department has access to a personal computer.

C.E. Lively's perception of fundamental research was that of fact finding to facilitate rational action among rural people and others concerned with agriculture and rural life. "The Department of Rural Sociology is the fact finder behind the policy maker." was a statement made by C.E. Lively, then head of the department. Hence, the second research endeavor Lively undertook, with the assistance of Ronald Almack, was a study of Missouri's population resources. Along with the population study, the two of them also took a look at the nature and extent of the rural social agencies in Missouri. By 1939, the basic ground work had been completed for future research aimed at discovering the facts about rural life in Missouri.

For a number of years, fact finding was under the direction of C.E. Lively, with a staff consisting of Ronald Almack, C. L. Gregory and Harold Kaufman, who was replaced by Herbert F. Lionberger in 1946. By this time, the department had established its reputation in several areas of research, demography, social areas, rural health, and had initiated diffusion research with a study of low income farmers.

Since the initial publication on the population resources of the state in the 1930s was well received, another review of the population situation in Missouri was published in 1948. Following each decennial census since 1940, analysis of the demographic characteristics of the state has had special attention. These population studies developed into a major continuous area of research in the department. Bulletins, maps and charts on population characteristics, change, and estimates of net migration for counties and social areas in the state have been published following each decennial census. Publications related to changes in population density along interstate highways, the growth of metropolitan areas, population projections, and population changes in small towns have been widely used by the Extension Service and many state agencies. Estimates of migration and population projections prepared by the department form the base for the developmental plans of many state agencies and rural development programs in the state.

From the very beginning, the demand for demographic data has increased. After Robert L. McNamara joined the Department in 1948, he spent a considerable amount of his research time on population studies. In 1961, Rex Campbell joined the department and became involved. Since McNamara's retirement, Campbell has gained a national and international reputation as a social demographer.

During the 1960s, Campbell and McNamara served on the University's long range planning committee to develop plans for a demographic research center. Demographic research was introduced in the Department of Community Health and in the Department of Medicine by members of the Sociology Department. Jim Pinkerton was

jointly appointed (1965) in the Department of Rural Sociology and School of Business and Public Administration Social Science Research Center to conduct demographic research in city-suburban residential settings. C. Terence Philblad and Howard Rosincranz from the Sociology Department were involved with McNamara in a statewide study of aging. A population research center did not materialize, however, and the demand for demographic data continued to expand. With the passage of the Federal Rural Development Act, the Center for Rural Development was established by the College of Agriculture and the Cooperative Extension Service with Daryl Hobbs as its director. (Hobbs joined the Department in 1964.) The Center has evolved into the Office of Social and Economic Data Analysis.

In 1983, a new dimension was added to the dissemination of demographic data by Rex Campbell. Using the IBM personal computer, he began to produce a series of charts and graphs describing the changes in the structure of agriculture in the state and nation. This has brought new recognition and respect for the department within the College of Agriculture and among state government officials.

## Rural Health

The Missouri rural health project is probably the oldest continuous rural health project in the country. It preceded the discipline's interest in and identification of the area of medical sociology, which today is one of sociology's most active sub-areas.

Lively's interest in rural health caused him to explore the health situation in Missouri. His conclusion was "that the state was overdue for some sort of development in rural health improvement"<sup>[8]</sup>. Consequently, Lively and his research assistants began a study that took them into five counties selected by social areas. By 1947, they had published five research bulletions on health plus several circulars and journal articles.

In 1952, McNamara and Paul Jehlik published an article which considered the relationship between distance from services and use of services in a 20-county rural area of Missouri. This research established the boundaries of a rural area that has subsequently been the site of a number of studies on the basis of which trend data have been generated (MO AES Bulletins: 651 (April 1955); 735 (July 1959); 781 (June 1965). The area was also the site of a detailed personal interview study of backgrounds, career decisions and community orientations of medical and osteopathic doctors in 1961. It was replicated in 1975.

Another phase of the health research at Missouri has been studies of

consumer behavior. In the 1950s and 1960s, a series of reports was issued on the basis of household surveys in two counties (Mo AES Research Bulletins 647, 668, 669, 721, 754 and 779). The same counties were restudied in 1968, and a report was made on changes that had taken place (Mo AES Research Bulletin 994, January 1973). Consumer behavior with emphasis on the utilization of health services was also studied in four rural communities and was supported by HEW (Mo AES Bulletins 964, 965, 987 and *Medical Care*, November 1973).

The major thrust of the health research has been the cultural factors affecting illness in rural social areas of Missouri. To assist McNamara and Lively with the rural health research, Edward W. Hassinger was added to the faculty in 1953 and Daryl Hobbs in 1964. Since 1952, researchers have produced 15 professional journal articles, 27 technical reports, two books and two monographs on rural health. As a result, the department's research has been regarded as a principal source of information on rural health by many people working in the health field throughout the United States. All of the researchers have served as consultants to state, regional and national committees and government agencies concerned with rural health. For example, in 1961, Charles E. Lively was the recipient of the Scott Johnson Award for distinguished service to public health in Missouri. Robert L. McNamara and Edward W. Hassinger have served as chairmen of the Missouri Health Council and have been members of the Governor's Advisory Committee on Public Health. At the present time, Hassinger is a member of the North Central Regional Committee on Rural Health. He also has served as a consultant with the U.S. Department of Health Education and Welfare, Division of Physicians Manpower.

## Farming Information and Diffusion

The department was a pioneer in diffusion research, with Herbert F. Lionberger and Rex R. Campbell assuming major responsibility for the early phase of this work. Since 1946, this project has produced 55 research bulletins, four books, numerous professional journal articles and conference papers. It has gained national and international recognition. Many students, both domestic and international, have come here to study the diffusion process. Fifteen Ph.D. dissertations and 19 master theses have been completed in this area.

Lionberger was a charter member of the Diffusion Subcommittee of the North Central Regional Sociology Committee, established and funded by the Farm Foundation. This subcommittee published *How Farm People Accept New Ideas* as North Central Regional Publication No. 1 in 1955, which quickly achieved national and international acclaim.



The members of the Diffusion Subcommittee were sought as presenters of analytical summaries of diffusion research findings.

At the University of Missouri, information from diffusion research has been incorporated into courses taken by undergraduate and graduate students from around the world. Analytical information has also been presented in conferences, workshops and seminars to such groups as the American Feed Manufacturers Association, Production Credit Association, and national and international agri-business groups.

Diffusion research began in 1946, when Herbert F. Lionberger joined the department, with an exploratory study of 459 low income farmers in four north and westcentral Missouri counties, representing the better farming regions in the state. This study fortified the hypothesis that low income farmers profited less than their more affluent neighbors from the dissemination of scientific farming information through agricultural extension programs.

In order to test this hypothesis, efforts were directed toward determining how, in a single community, local social groups influenced interpersonal communication and the decision making process related to the adoption of new farming practices. A crosscultural dimension was added with a study of farm practice adoption and communication among farmers in an economically disadvantaged (Laipau) and an economically advantaged (Shangfung) farm village in Taiwan. This study replicated a study of Ozark and Prairie communities in Missouri. The results of the Taiwan study uncovered a new dimension affecting the flow of scientific information to farmers—the characteristics of knowledge-generation systems (the Agricultural Experiment Station vs. the Farmers Cooperative).

When Rex R. Campbell joined the department, he became involved in abstracting the existing literature on the diffusion of agricultural information and the adoption of farming practices. Then, with a grant from the American Dairy Association, Lionberger and Campbell undertook the study of how the association was accepting innovative organization mechanisms for improving the economic status of the dairy farmer. One of Campbell's distinctive contributions to diffusion research was the development of a new paradigm of the individual adoption process (Campbell, Rex R., "A Suggested Paradigm of the Individual Adoption Process," *Rural Sociology* XXXI, December 1966:458-466).

Lionberger's experiences as communications research consultant for the Ford Foundation's Family Planning project in India in 1961 and the study of the two farm villages in Taiwan in 1965 turned his attention to studying agricultural research/extension systems that were organizationally different from the Land Grant University System. This marked the



beginning of the research orientation to the information generating-disseminating system itself, rather than the diffusion of its product. This orientation led to studies of the communicative output of social science faculty at the University of Missouri and two universities in Taiwan.

The objective of these studies was to determine how systems of knowledge generation and information dissemination help people solve practical problems. Attention was focused upon how social science researchers interfaced with extension workers at the state and county level and the interface between the extension worker and his/her clientele in the Missouri Small Farmer and Community Development programs. This led Lionberger to study how knowledge generation-dissemination systems operate. Since his retirement in 1982, Lionberger has continued this work by examining the development of information macro systems from a historical perspective. Most recently, he has used a functional approach to assess research/extension systems adequacy for bringing research knowledge to bear on the practical problems of people.

## Social Organization and Social Change

This area has been one of the concerns of the department in both teaching and extension, even though it hasn't been a continuous research program. Research studies have been primarily focused on the social and cultural changes that have been occurring in Missouri trade center communities.

Probably the earliest publication (1925) in social organization was Missouri Agricultural Experiment Station Research Bulletin No. 74, *Rural Population Groups*, by E. L. Morgan and Owen Howells. This was followed by circular 29, *Community Organization in Missouri*, by B.L. Hummel in 1929.

Henry J. Burt, a staff member from 1927-1933, devoted his time to research and published AES Research Bulletins 161 and 188, *Rural Community Trends*, in 1931 and 1933 respectively. It was not until 1950 that the next two research bulletins, AES No. 456, *Social Changes in Shelby County, Missouri* by Lawrence M. Hepple and Margaret L. Bright, and No. 458, *Rural Social Organization in Dent County, Missouri* by Ronald B. Almack and Lawrence M. Hepple, were published.

Research work on community organization and social action was resumed in 1956, when the Union Electric Company of St. Louis asked for informational assistance in the operation of a company-sponsored community improvement program for small communities. Most of the

work in this project was exploratory in nature and directed toward the discovery of factors associated with successful participation in the Union Electric program. The project provided an opportunity to systematically study community-action processes, including a test of a social action model developed by the North Central Regional Rural Sociology subcommittee on Social Action. John S. Holik, in charge of the project, was also active on the committee that developed the model.

Increased demand for information about the processes of community development from community leaders, change agents and action agencies resulted in a redirection of the research to all small communities in Missouri involving developmental programs, from whatever origin, insuring statewide applicability of findings. A revised methodological approach was devised to study the social processes of community growth and decline.

With the addition of Daryl Hobbs to the staff (1964), research efforts have been directed toward the theory and processes of social change. The theoretical work focused on the structures of interorganizational networks and policy systems and their effects on the delivery and coordination of public services at the community level. The second major component of the research is an understanding of the structure and function of specific types of organizations that provide important services in non-metropolitan areas, especially schools, hospitals and churches. The objective is to identify how these organizations affect the economic development and viability of rural communities. The project has provided direct data, analysis and technical assistance to Missouri communities.

## Sociology of Agriculture

Research on the sociology of agriculture has had two major components: (1) the changing structure of agriculture and its social consequences, initiated in 1969, and (2) assessing the impact of technological changes in the agricultural sector, initiated in 1979.

The long-term goal of the structure of agriculture research is to describe the structural changes taking place in agriculture and the social consequences that follow those changes. When William D. Heffernan joined the department in 1969, he brought with him a set of data he had collected in Louisiana. The purpose of that study was to examine interaction between the agricultural structure and the social relations in the rural community. The three structures that were compared were the family farm, the corporate-farmhand or industrial farm and the corporate-integrate or contract farm.

The specific research objectives have changed over the years as

agriculture has changed. The major focus of this research has been the poultry industry as it changed from an industry of many small producers, to a very highly competitive industry of about 125 poultry farms nationwide. In the early 1980s, the research began to include studies of the organization and concentration of markets for beef, pork, poultry, turkeys, wet milling, dry milling, soybean processing and elevator processing.

Most of the studies in the project evolved from the concerns of farm organizations or government agencies and trace a common tie to the structure of agriculture issues. For example, the studies of cooperatives were the result of organization requests for help in understanding membership participation. The Missouri grape study was done in cooperation with the grape producers who wanted more information on their industry. The so-called Meramec study was initiated, conducted and utilized by regional extension field staff. The impetus for the soil conservation study came from the Department of Natural Resources when they requested help for understanding the social and economic aspects of soil erosion.

Some research done in the late 1970s, when the farm economy was still in a strong financial position, suggested that farming ranked among the top 10 percent of stressful occupations. Research into the consequences of farm stress and the ways farm families were coping with it was started in the early 1980s. In 1985, the Economic Research Service of USDA funded a study on problems faced by families being forced out of farming. The results received considerable news media attention followed by requests for information from organizations and individuals throughout the United States. This created opportunities for assisting many groups and agencies develop programs to address the needs of farm families. "Section 1440 of the 1985 Food Security Act, which eventually received over three million dollars in appropriations was a direct result of this study, as was the Farm Crisis Response Program, established in Illinois" <sup>[2]</sup>.

The goals of the impact of technological change in agriculture have been twofold: (1) to better understand how change in agricultural technology has affected community well being and (2) to assist production scientists in the development of socially appropriate technologies. Most of the research related to the first goal has been conducted in the United States, while the bulk of the research related to the second goal has been conducted overseas with funding from the Department of State (USAID) as a part of the Small Ruminant Collaborative Research Support Program.

Since 1979, studies of Missouri sheep producers and the effects of energy intensive agriculture have been completed in the United States

under the guidance of Jere Gilles, who joined the department in 1977. Another sub-project addressed the questions, "Are the contributions of farm cooperatives limited to the provision of competitively-priced goods and services or have they made significant contribution to rural life?"

The Small Ruminant Program studies in Kenya, Indonesia, Peru, Brazil and Morocco have provided an opportunity to work directly with agricultural scientists in assessing technology and to develop new research methods. Michael E. Nolan, who joined the department in 1971, has been concerned with issues related to the organization of agricultural production in the context of mixed farming systems. Jere Gilles has concentrated on issues of land use and pasture management. Since 1985, Constance M. McCorkle has provided fulltime research support, concentrating on ethnoveterinary research and development. This is an important area of research because, along with enhanced nutrition, improvements in animal health are necessary to increase livestock productivity. This new direction in development was triggered by rural sociology investigations in Peru and has been expanded into a study of cross-cultural folk veterinary medicine.

As a result of their participation in the small ruminants project and other international research, the faculty have written extensively on the role of the social sciences in international development. Besides this, one of the major contributions of the researchers has been the training of both American and host country students in social science research methodology, thereby enhancing the research capabilities of countries involved in the research program.

## STUDIES OUTSIDE MAIN DEPARTMENTAL THRUSTS

### Research in Rural Churches

What initially appeared to be a discrete research project, turned out to be a nationally recognized study of institutional change in rural society. What has been cited as the most comprehensive study of the rural church was undertaken in the department in 1952 under the direction of Laurence M. Hepple. The second survey of churches in a rural 99-township sample was completed in 1982 with financial support

from the Lilly Foundation. The original study was financed with a grant from the Rockefeller Foundation, and the 1967 restudy was partially supported by several national church organizations.

The 99-township sample has made it possible to study how one of the most important rural institutions has responded to changes in the environment over a 30-year period. This research shows the surprising persistence of the rural church in the face of extensive economic and social changes in the rural community. The 1967 and 1982 research has been done principally by Edward Hassinger and John Holik with participation by Kenneth Benson.

## Other Studies

The following studies have resulted in publications that have achieved national recognition and have contributed to the needs of public agencies and organizations concerned with the quality of rural life. The studies cited have tended to develop out of social problems encountered in the state.

- A "Missouri County Agent Inventory" was developed and tested by Ivan Nye, a member of the department from 1950 to 1952. This instrument was designed to predict the probable success of applicants for county agent positions.

- The National Institute of Mental Health provided the support (1958-1962) for a study of farm accidents in Missouri by Saad Gadalla and Robert L. McNamara. The study made a unique conceptual and methodological contribution to the subsequent study of accidents and to predicting the characteristics of accident-prone people.

- The research project, "Conservation Education in American Colleges," was concerned with the characteristics of conservation education and courses offered in American colleges and universities. This study resulted in the publication of a book entitled *Conservation Education in the United States* by C. E. Lively and Jack J. Preiss.

- A study of the occupational and educational aspirations of Missouri high school seniors and college freshmen at the University of Missouri, 1966-1968, resulted in Experiment Station Research Bulletin 923 and 937.

- The reverse population migration (urban to rural) in the 1970s resulted in a study of why people choose to live in the country. This project produced several publications by Herbert F. Lionberger, John S. Holik and J. Patrick Smith.

# TEACHING

As indicated earlier, the Department of Rural Sociology emerged out of a continually growing demand from students for some systematic instruction in subjects related to the social organization of rural life in the early 1920s<sup>[7]</sup>.

The rapid expansion of the county agent and home demonstration projects emphasized the great need of rural social welfare training for these and other extension workers. There seemed no existing schools for such training. For this reason the president and curators approved a recommendation authorizing the Department of Rural Sociology to announce a curriculum in rural social welfare. This was approved January 5, 1929. The great depression following these events greatly increased the need for rural workers and by arrangement with the State Commission on Relief and Reconstruction additional teachers were supplied by the Commission and at one time there were nearly one hundred students in this course. For this work L. Grey Brown was a member of the department from 1933-1935 and Walter Burr from 1929-1934. The course was discontinued in 1935, the work being transferred to the Department of Sociology.

As C. E. Lively in the quotation above indicates, courses in rural sociology, in the early days of the department, had a rural social-problems orientation. With the arrival of C. E. Lively in 1938 as the second chairman of the department, greater emphasis was placed on research. At the same time, course offerings were gradually expanded as new faculty joined the department and began to offer courses related to their special interests. For example, Gregory introduced courses in statistics and techniques of social investigation; McNamara in rural health and demography; Lionberger in rural community and the diffusion of agricultural practices; Hepple in group organization and leadership.

In the late 1950s, the department began encouraging students to major in rural sociology as employment opportunities developed in agricultural industries, farm organizations, government agencies and in domestic and foreign rural development programs. At the same time, the job market for people with masters and Ph.D. degrees began to expand, resulting in an increase in the number of graduate students. By 1987, the department had granted 82 masters and 62 Ph.D. degrees.

The majority of the undergraduate students taking courses in rural



sociology has come from the College of Agriculture. Since 1960, the enrollment of foreign students in undergraduate and graduate programs has increased as the department has become more involved in international research programs.

## EXTENSION

The rural sociology extension program began as a regular activity in 1923 when B. L. Hummel joined the Department of Rural Life as an extension specialist in rural organization. Primary emphasis was placed on the development of standardized community associations for the improvement of rural community services. Fred Boyd continued this work until 1930. E. L. Morgan followed Boyd and expanded the activities by training county extension and home demonstration agents in community organization activities. In 1938, Ralph Loomis was appointed extension specialist. After his resignation in 1940, rural sociology extension lapsed as a regular activity until 1964 when John S. Holik was appointed as half-time extension sociologist.

Between 1940 and 1964, the rural sociology faculty contributed to the University of Missouri Extension effort through both formal and informal extension activities. The informal contributions have been made through consultations with public and private groups and as members of extension program planning and evaluation committees. Besides disseminating rural sociology research information through formal presentations at extension conferences, the faculty has written numerous extension bulletins on population trends, rural health services, and the adoption of agricultural innovations.

Wayne Larson joined the department in 1966 with a part-time appointment to conduct research on extension-related concerns. In 1968, Joel Hartman was added to the faculty with a 75 percent extension appointment. As the 1970 Census of Population data became available, Rex Campbell became involved in the dissemination of demographic information. In 1974, Daryl Hobbs was named director of the Rural Development Program. Hobbs involved resident faculty and extension specialists from Lincoln University and the four University of Missouri campuses in a series of action research projects. These studies provided extension personnel with information for program planning and stimulated a number of public agencies and citizen groups to launch



needed social and economic programs. National recognition was given to these projects.

Changes in federal funding made it necessary to terminate the Rural Development Program in 1981. By 1980, the demand for social and economic data from state and local public agencies, community organizations and extension workers had increased to the extent that the Office of Social and Economic Data Analysis was created with Hobbs as director and other members of the department as contributors.

At the 1986 annual Rural Sociological Society Meetings in Salt Lake City, William Heffernan received the Award for Excellence in Extension Public Service for his extension activities related to the farm crisis. Heffernan became involved in 1981 in a study of how farm families were coping with stress. As the news about this study spread, requests from agricultural agencies, farm groups and extension agents, for presentations on the research findings grew. Sensing a need for more pertinent information, William Heffernan teamed up with his wife, Judith, on a study of farm families who had left farming. Judith and William Heffernan have been, since then, the leaders of the University Extension Rural Crisis Response Initiative. This has involved them in working with a number of groups and agencies which they have labeled as caregivers. Their work includes many community religious groups, the state Interfaith Coalition for the Rural Crisis, and state agencies such as the Department of Social Services, Department of Mental Health and the Department of Agriculture.

Since 1964, members of the department have made significant contributions in addressing the problems of agriculture, community organization and development, and rural leadership development through their extension activities. Some of the other extension programs to which significant contributions have been made are: The Small Farm Family Program; The Expanded Food and Nutrition Program; The Rural Crime Prevention Program; Alternatives for the 80s; and the Commercial Agriculture Eminence Program.

# ADMINISTRATION

As stated in the introduction, rural sociology attained departmental status in 1926 when the Department of Rural Life was separated into the Department of Agricultural Economics and the Department of Rural Sociology. E. L. Morgan served as the first chairman of the department until his death in October 1937. Melvin Sneed and Noel P. Gist carried on the work of the department until the fall of 1938 when C. E. Lively was named chairman and continued as head of the department until he retired in 1961. Lively's replacement was influenced by the physical movement of the Rural Sociology and General Sociology Departments to a building on Francis Quadrangle vacated by the School of Business in 1960.

Prior to 1960, rural sociology was housed in Mumford Hall on the white campus, while general sociology was located in Switzler Hall on the red campus. The spatial separation tended to result in academic isolation and the stifling of cooperation between the two departments. Members of both departments and University President Elmer Ellis felt that closer cooperation, both intellectually and professionally, would result if the faculty were housed in the same building.

The year after the two departments moved into what is now known as the Sociology Building, the chairmen of both departments stepped down from their respective administrative positions. Robert L. McNamara was named joint chairman of the two departments.

The two departments continued their divisional identities—Rural Sociology in the College of Agriculture and General Sociology in the College of Arts and Science. The new arrangement resulted in joint faculty meetings and academic program committees; cross-listing of numerous courses and a common core of courses for the masters and Ph.D. programs. But total integration of the two departments was never achieved. The diversity of values, interests of the faculty and missions of the two departments was the cause of continuous friction. The Rural Sociology faculty is administratively oriented toward conducting empirical research that contributes to the College of Agriculture's mission of improving the quality of living in rural areas, while the General Sociology faculty are primarily concerned with the development of the discipline. Dissent over administrative matters increased to the point where the deans of the respective colleges (Agriculture and Arts and Science) decreed total administrative separation in 1981. Since then, cooperation in the graduate and undergraduate teaching programs and in research endeavors of the two departments has increased.

When Robert L. McNamara went to Colombia, South America, on sabbatical leave in 1967, Daryl Hobbs was appointed interim joint chairman of the two departments. Hobbs continued as chairman of General Sociology from 1967 to 1970. Administratively, McNamara was recognized as chairman of Rural Sociology from 1968 until he retired in 1974. Since then, the following people have served as Chairpersons of the Department of Rural Sociology:

Rex R. Campbell 1974-1979  
Michael F. Nolan 1979-1983  
Joel Arden Hartman 1983-1984  
Rex R. Campbell 1984-

Since 1926, the Department of Rural Sociology progressed from teaching a few courses to being recognized, as one of the top three rural sociology departments in the country. Today, the department is recognized nationally as a leader and on the cutting edge of new developments in teaching, research and extension. The following members of the department have served as president of the Rural Sociological Society:

Charles E. Lively 1942-1943  
Robert L. McNamara 1966-1967  
Daryl J. Hobbs 1978-1979  
William Heffernan 1987-1988.

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