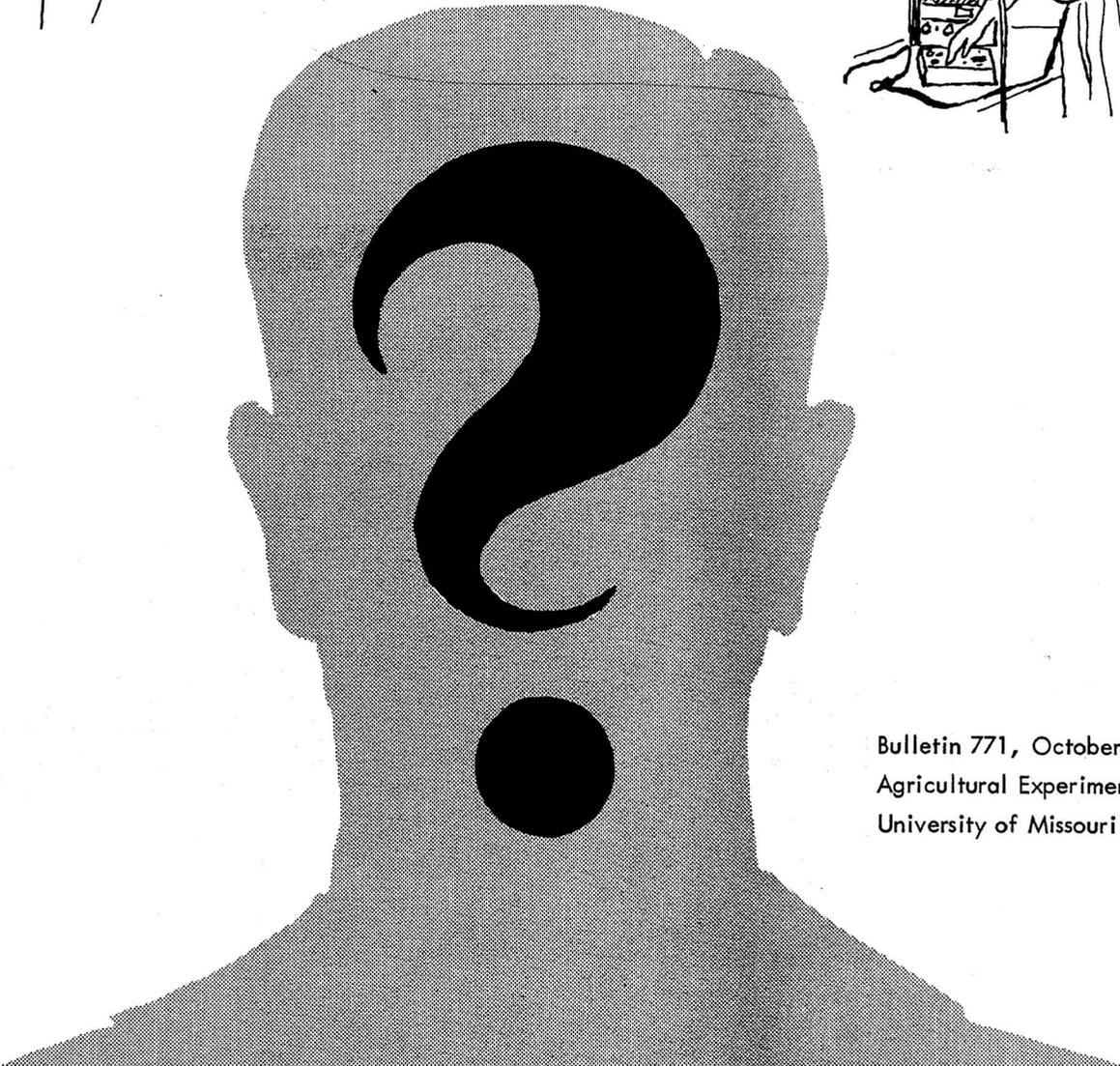
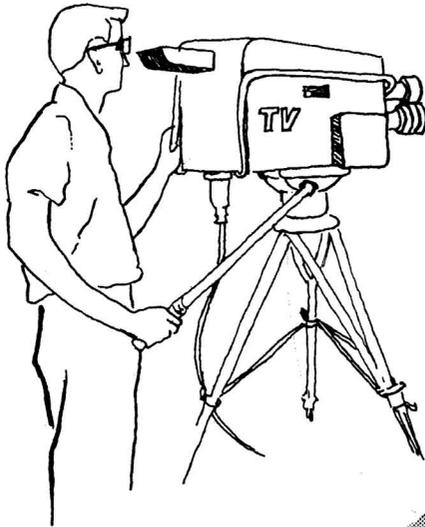


YOUR AUDIENCE

... What's it like



Bulletin 771, October, 1961
Agricultural Experiment Station
University of Missouri

YOUR AUDIENCE

. . . *What's it like*

by Rex Campbell and John Bennett

Department of Rural Sociology

Agricultural technology has changed more in the past twenty years than in the previous two thousand years. While science has the role of discovering new methods and materials of production, credit for rapid adoption of this new technology goes to expanded and improved methods of disseminating information.

Adoption of new technology is not an all-at-once process within a community or among communities. In most agricultural communities, there are a few farmers who are alert to, and seek out, new developments. These farmers obtain new information from farm magazines, county agents, and other sources. Other farmers accept past experiences as good enough for their farming operations, while others learn from radio and magazines, but lack the courage to make a change.

The problem of diffusion of farm information is a complex one. Why are some farmers alert to new information while others are not? Perhaps these attitudes may develop through past experiences. Education, income, and age may be the determining factors. Also, being at the right place at the right time or being in a position where information is available is important. Neighbors' or associates' attitudes toward new developments may be important. The possibility of economic realization, influenced by government programs, both national and international, may be a clue to this diffusion problem.

In some cases, dissemination of information is a planned and intended function involving a complex organizational structure and well-formulated procedures. In other cases, exchange may occur without planning and with no more structures than a chance meeting of two people with common interests.

A question that is always before an agricultural change-agent (a person whose profession involves getting people to adopt new methods) is how much and what kind of farming information do farmers need and want in order to do a better job. If this answer is obtained,

several other questions necessarily follow. What are the best methods of getting the information to the farmers? How should the information be presented? What type of farmer will use the information? Young or old? Large scale operators or small? What are the personal characteristics of those who use radio, television, and other media? Do those who use radio also use television? These questions and similar questions make a study of this type important. This bulletin attempts to answer some of these questions by giving a comparison of farm operators' usage of information sources with their personal characteristics. The information is based upon a larger study which includes a detailed investigation of diffusion of farm information.

How Communities Were Selected

Farm information sources were studied in two communities. One community was in northwest Missouri; the other was in south central Missouri. It is not uncommon to have a stereotyped or set idea of what an individual from a certain geographical area is like. Traditional ideas of the Ozarkian corn-cob pipe, little motivation, and considerable leisure time still lurk in the minds of many people who are strangers to the real Ozarks where the south Missouri community is located. In the Ozark area, land resources for farming are considered poor, farm incomes are among the lowest in the state, and the people are said to be slow to change.

The north Missouri area is stereotyped as having farms of 500 acres or more, exceptionally capable farm managers, operators who can afford new cars and trucks every year, and who are free from inadequate income problems. Of course, neither stereotype is accurate; more complete description of the areas appears in the Appendix.

A community in each of these areas was studied to

NUMBER AND PERCENT OF USERS AND NON-USERS OF EACH MEDIUM OF INFORMATION

Medium Used	Prairie		Ozark						
	<u>Users</u>	<u>Non-Users</u>	<u>Users</u>	<u>Non-Users</u>					
	No.	%	No.	%	No.	%	No.	%	
Mass Media									
Television	127	58.3	91	41.7	46	19.3	192	80.7	
Local Newspaper	187	85.8	31	14.2	105	44.1	133	56.8	
Farm Magazines	201	92.2	17	7.8	217	91.2	21	8.8	
College Bulletins	64	29.4	154	70.6	95	39.9	143	60.1	
Almanac	71	32.6	147	67.4	89	38.3	149	62.6	
TV Activated	80	36.7	138	63.3	23	9.7	215	90.3	
Radio	199	91.3	19	8.7	213	89.5	25	10.5	
Government Agencies									
Vocational Agri. teachers	95	43.6	123	56.4	42	17.6	196	82.4	
PMA (ASC)	135	61.9	82	37.6	93	39.1	144	60.5	
SCS(Prairie)-PCA(Ozark)	30	13.8	187	85.8	20	8.4	217	91.2	
County Agent	110	50.5	108	49.5	131	55.0	107	45.0	
Farm Meetings	114	52.3	104	47.7	100	42.0	138	58.0	
Other Farmers	208	95.4	10	4.6	230	96.6	8	3.4	
Direct from University	27	12.4	191	87.6	35	14.7	203	85.3	
Dealers & Businessmen	89	40.8	129	59.2	73	30.7	165	68.3	

determine comparative views regarding traditional farming methods and ways of gaining new farm information. "Prairie community" in northwest Missouri has been contrasted with "Ozark community."

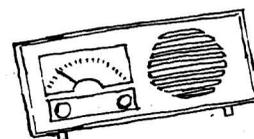
The first charts show the characteristics of farm operators who used each medium of information; for example, how users of radio compared with non-users in prestige, age, income, and other factors. The second set of charts compares the values that operators with the

various characteristics placed on different media; for example, the media preferred by operators having high prestige are compared with media preferred by operators having low prestige.

The chart at the center of the bulletin summarizes the study, giving an overall comparison of operators and their choice of media for the two communities. You will note that few of the differences anticipated because of the area stereotypes materialized.

CHARACTERISTICS OF OPERATORS USING DIFFERENT MEDIA

Radio



Compared with
nonusers, users
of radio --

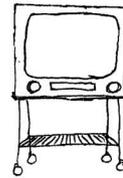
Prairie

- had higher prestige.
- were younger.
- operated larger farms.
- had farmed a shorter time.
- had lived in the community longer.
- were more willing to adopt new practices.
- had higher total incomes.
- had higher level of living.
- had more extra and total community participation.
- were more receptive to new information.
- had higher improved practice rating.
- were less likely to be in cliques.
- were more likely to be in neighborhoods.

Ozark

- had lower prestige.
- were younger.
- operated larger farms.
- had farmed longer.
- had lived in the community longer.
- were more willing to adopt new practices.
- had lower total incomes.
- had higher level of living.
- had more extra and total community participation.
- were more receptive to new information.
- had higher improved practice rating.
- were more likely to be in cliques.
- were more likely to be in neighborhoods.

Television



Compared with nonusers, users of television --

Prairie

- had higher prestige.
- were younger.
- had slightly more formal schooling.
- operated more acres.
- had farmed a shorter time.
- had lived in the community fewer years.
- were more willing to adopt new practices.
- grossed more total farm incomes.
- had much higher level of living.
- scored higher in total social participation.
- actively sought information.
- had higher improved practices rating.
- were mentioned as sources of information and innovators.
- were likely to be clique members.
- were neighborhood members.

Ozark

- had higher prestige.
- were younger.
- had slightly more formal schooling.
- operated more acres.
- had farmed longer.
- had lived in the community fewer years.
- were more willing to adopt new practices.
- grossed more total farm incomes.
- had much higher level of living.
- scored higher in total social participation.
- actively sought information.
- had higher improved practices rating.
- were mentioned as sources of information and innovators.
- were likely to be non-clique members.
- were not neighborhood members.

Television Activation



Compared with nonactivated farmers, those activated by television --

Prairie

- had lower prestige ratings.
- were younger.
- had slightly more education.
- operated more acres.
- had farmed fewer years.
- had lived in the community fewer years.
- had higher total gross farm incomes.
- had higher level of living.
- had higher social participation record.
- were more receptive and actively sought information.
- had higher improved practice rating.
- were clique members.
- were neighborhood members.

Ozark

- had lower prestige ratings.
- were older.
- had slightly more education.
- operated more acres.
- had farmed fewer years.
- had lived in the community fewer years.
- had higher total gross farm incomes.
- had higher level of living.
- had higher social participation record.
- were more receptive and actively sought information.
- had higher improved practice rating.
- were mentioned as source of information for others.
- were clique members.
- were not neighborhood members.

Local Newspapers



Compared with nonusers, users of local newspapers were --

Prairie

- higher in prestige.
- more educated (formally).
- seeking information.
- high in improved practice rating.
- mentioned more often as sources of farm information.
- had larger farms (operated more acres).
- had farmed longer.
- had been in community longer.
- clique members.
- neighborhood members.
- had higher income.

Ozark

- higher in prestige.
- more educated (formally).
- seeking information.
- high in improved practice rating.
- mentioned more often as sources of farm information.
- operated more acres.
- had been in community longer.
- had farmed longer.
- clique members.
- neighborhood members.

Farm Magazines



Compared with
nonusers, users
of farm
magazines --

Prairie

- had higher prestige.
- were younger.
- had more education.
- operated larger farms.
- had farmed fewer years.
- had lived in the community fewer years.
- were more willing to accept new ideas.
- had higher incomes.
- had higher level of living.
- had higher total and extra social participation.
- were more receptive to new information.
- had higher improved practice rating.
- were sources of information.
- were clique members.
- were not neighborhood members.

Ozark

- had higher prestige.
- were younger.
- had more education.
- farmed fewer years.
- farmed fewer acres.
- lived in community slightly longer.
- were more willing to accept new ideas.
- had higher incomes.
- had higher level of living.
- had higher total and extra social participation.
- were more receptive to new information.
- had higher improved practice rating.
- were sources of information.
- were clique members.
- were neighborhood members.

College Bulletins



Compared with
nonusers, users
of college
bulletins --

Prairie

- had higher prestige.
- were younger.
- had more education.
- operated more acres.
- had farmed fewer years.
- had lived in the community longer.
- had higher incomes.
- had higher level of living.
- scored higher in total social participation.
- had high improved practice rating.
- were themselves sources of information only slightly more often.
- were in cliques.
- were actively seeking information.

Ozark

- had higher prestige.
- were younger.
- had more education.
- operated more acres.
- had farmed fewer years.
- had lived in the community longer.
- had higher incomes.
- had higher level of living.
- scored higher in total social participation.
- had high improved practice rating.
- were themselves sources of information only slightly more often.
- were not in cliques.
- were not in neighborhoods.

Almanac



Compared with
nonusers, users
of almanacs--

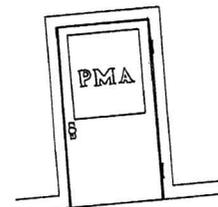
Prairie

- had lower prestige.
- were approximately 10 years older.
- had less schooling.
- operated fewer acres.
- had operated farms and had lived in the community longer.
- had lower total gross incomes.
- had lower level of living.
- had less extra and total social participation.
- were more receptive to information.
- were clique members.

Ozark

- had lower prestige.
- were approximately 10 years older.
- had slightly less schooling.
- operated slightly fewer acres.
- had operated farms and had lived fewer years in community.
- had lower total gross incomes.
- had lower level of living.
- had less extra and total social participation.
- were less receptive to information.
- were clique members.
- had lower improved practice rating.
- were not mentioned as sources of information.

Production Marketing Association (PMA) Agricultural Stabilization Commission (ASC)



Compared with
nonusers, users
of PMA-ASC--

Prairie

- were higher in prestige.
- were younger.
- had more schooling.
- operated more acres.
- had farmed fewer years.
- had lived in the community longer.
- had higher incomes.
- had higher level of living.
- scored higher in extra and total social participation.
- were more receptive to new information.
- had higher improved practice rating.
- were mentioned as sources of information.
- were clique members.
- were not neighborhood members.

Ozark

- were higher in prestige.
- were younger.
- had more schooling.
- operated more acres.
- had farmed fewer years.
- had lived in the community longer.
- had higher incomes.
- had higher level of living.
- scored higher in extra and total social participation.
- were more receptive to new information.
- had higher improved practice rating.
- were mentioned as sources of information.
- were clique members.
- were not neighborhood members.

In this respect, Prairie and Ozark were very much alike in almost all cases. This implies the same services are offered and obtained from the PMA (ASC) office of both counties by operators who have similar characteristics.

Production Credit Association



Compared with
nonusers, users
of PCA --

Prairie

No information available for Prairie.

Ozark

- had lower prestige.
- were older.
- operated slightly more acres.
- had farmed fewer years.
- had lived in the community fewer number of years.
- had \$200 less income per year.
- had lower level of living.
- had higher total social participation.
- had high improved practice rating.
- were sought as a source of information by others.
- were neighborhood members.

The characteristics of those who used PCA tended to imply a well-established operator who in the past had not accomplished all he had set out to do, but through the use of PCA, is now trying to achieve his goals.

Soil Conservation Service Office (SCS)



Compared with
nonusers, users,
of SCS --

Prairie

- had higher prestige.
- were younger.
- operated slightly larger farms.
- had lived in the community longer.
- were less willing to adopt new practices, while non-users were more willing.
- had higher total gross incomes.
- had higher level of living.
- had higher extra and total social participation scores.
- had higher improved practice score.
- were clique and neighborhood members.

Ozark

Data were not available for Ozark

Vocational Agriculture Teachers



Compared with nonusers, users of vocational agriculture teachers --

Prairie

- were higher in prestige.
- were younger.
- had more education.
- operated more acres.
- had farmed fewer years.
- had lived in the community fewer years.
- were more willing to adopt new ideas.
- had higher total gross incomes.
- had higher level of living.
- scored higher in total social participation.
- were more receptive to information.
- had higher improved practice rating.
- were mentioned as sources of information.
- were mentioned as innovators.
- were clique members.
- were neighborhood members.

Ozark

- were higher in prestige.
- were younger.
- had more education.
- operated more acres.
- had farmed fewer years.
- had lived in the community fewer years.
- were more willing to adopt new ideas.
- had higher total gross incomes.
- had higher level of living.
- scored higher in total social participation.
- were more actively seeking information.
- had higher improved practice rating.
- were mentioned as sources of information.
- were mentioned as innovators.
- were not clique members.
- were neighborhood members.

County Agent

Compared with nonusers, users of the county agent --

Prairie

- had higher prestige.
- were younger.
- had more schooling.
- operated more acres.
- had farmed longer.
- had lived in the community longer.
- were more willing to adopt new practices.
- had higher total gross farm incomes.
- had higher level of living.
- ranked much higher in social participation.
- were more receptive and actively sought information.
- had higher improved practice rating.
- were themselves sources of information and innovators.
- were clique members.
- were not neighborhood members.

Ozark

- had higher prestige.
- were younger.
- had more schooling.
- operated more acres.
- had farmed one year less.
- had lived in the community longer.
- were more willing to adopt new practices.
- had higher total gross farm incomes.
- had higher level of living.
- ranked higher in social participation.
- were more receptive and actively sought information.
- had higher improved practice rating.
- were themselves sources of information and innovators.

Farm Meetings

Compared with nonusers, users of farm meetings --

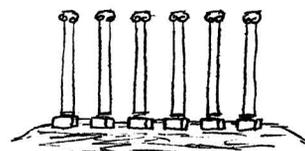
Prairie

- had higher prestige.
- were younger.
- had more schooling.
- operated larger farms.
- had farmed fewer years.
- had lived in the community fewer number of years.
- were much more willing to accept new ideas.
- had higher incomes.
- had lower level of living.
- scored higher in extra and total social participation.
- more actively sought information.
- had higher improved practice rating.
- were themselves sources of information.
- were clique members.
- were not neighborhood members.

Ozark

- had higher prestige.
- were younger.
- had little difference in schooling.
- operated larger farms.
- had farmed fewer years.
- had lived in the community greater number of years.
- were much more willing to accept new ideas.
- had higher incomes.
- had higher level of living.
- scored higher in extra and total social participation.
- more actively sought information.
- had higher improved practice rating.
- were themselves sources of information.
- were clique members.
- were not neighborhood members.

Direct From The University

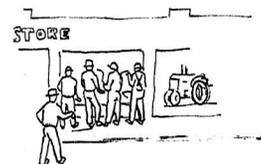


Compared with nonusers, users of information direct from the University --

- Prairie
- had higher prestige.
 - were younger.
 - had more schooling.
 - operated more acres.
 - had farmed longer.
 - had lived in the community longer.
 - were more willing to adopt new practices.
 - had higher total gross farm incomes.
 - had higher level of living.
 - had higher level of living.
 - scored higher in extra and total social participation.
 - were more receptive to new information.
 - had higher improved practice rating.
 - were mentioned as sources of information.
 - were not clique members.
 - were neighborhood members.

- Ozark
- had higher prestige.
 - were younger.
 - had more schooling.
 - operated more acres.
 - had farmed longer.
 - had lived in the community longer.
 - were more willing to adopt new practices.
 - had higher total gross farm incomes.
 - had higher level of living.
 - had higher level of living.
 - scored higher in extra and total social participation.
 - were more receptive to new information.
 - had higher improved practice rating.
 - were mentioned as source of information.
 - were not neighborhood members.

Dealers and Businessmen

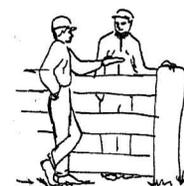


Compared with nonusers, users of dealers and businessmen --

- Prairie
- had higher prestige.
 - were younger.
 - had slightly more education.
 - operated more acres.
 - had operated farms a shorter time.
 - had lived in the community longer.
 - were more willing to accept new practices and ideas.
 - grossed more farm incomes.
 - had higher level of living.
 - scored lower in total participation.
 - were more receptive to information.
 - had higher improved practice rating.
 - were not clique members.
 - were not neighborhood members.

- Ozark
- had higher prestige.
 - were younger.
 - had slightly more education.
 - operated more acres.
 - operated farms slightly longer.
 - had lived in the community longer.
 - were more willing to accept new practices and ideas.
 - grossed less farm incomes.
 - had higher level of living.
 - scored higher in total social participation.
 - were more receptive to information.
 - had higher improved practice rating.
 - were clique members.
 - were neighborhood members.

Other Farmers



Compared with nonusers, users of other farmers as information sources --

- Prairie
- had higher prestige.
 - were younger.
 - had farmed fewer years.
 - had more schooling.
 - operated more acres.
 - had lived in the community longer.
 - were more willing to adopt new practices.
 - had higher total gross farm incomes.
 - had slightly higher level of living.
 - scored higher in total social participation.
 - were more receptive to new information.
 - had higher improved practice rating.
 - were neighborhood members.

- Ozark
- had higher prestige.
 - were younger.
 - had farmed fewer years.
 - had more schooling.
 - operated more acres.
 - had lived in the community longer.
 - were more willing to adopt new practices.
 - had higher total gross farm incomes.
 - had lower level of living.
 - scored higher in total social participation.
 - were more receptive to new information.
 - had higher improved practice rating.
 - were not neighborhood members.
 - were clique members.

SUMMARY

This chart provides an overall view of the study's results. Information sources used by the farm operators are listed at left. Characteristics studied about these operators head the columns.

Where a plus (+) appears in a column, it means the users of the source listed at the left of the + ranked higher than average for the characteristic listed above the column. A minus sign (-) means the opposite.

Source (User of)	Prestige	Age	Education	Acres Operated	Years Farming for Self	Years in Community	Concept of Community	Income	Level of Education
Radio	+ P - Oz	-	0	-	- P + Oz	+	+	+	+
Television	+	-	+	+	- P + Oz	-	+	+	+
Television Activated	+	- P + Oz	+	+	-	-	0	+	+
Local Newspaper	+	0	+	+	0	+	+	+	0
Farm Magazine	+	-	+ P	+ P - Oz	-	-	+	+	+
College Bulletin	+	-	+	+	-	-	+	+	+
Almanac	-	+	-	+	+	+ P - Oz	0	-	-
(P M A - A S C)	+	-	+	+	-	0	0	+	+
P C A (Ozark only)	-	+	0	+	-	-	0	-	-
S C S (Prairie only)	+	-	0	+	0	+	-	+	0
Voc. Agri. Teacher	+	-	+	+	-	-	+	+	+
County Agent	+	-	+	+	+ P - Oz	+	+	+	+
Farm Meeting	+	-	+ P	+	-	- P + Oz	+	+	-
Direct from Univ.	+	-	+	+	+	+	+	+	+
Dealers & Businessmen	+	-	+	+	-	+	+	+ P - Oz	+

RY CHART

Where Prairie and Ozark communities differed, P is used to designate Prairie and Oz to designate Ozark. A zero (0) in the column means there was no significant difference between users and non-users of the source or between communities.

Example: The first listing has a +P and a -Oz opposite "Radio" under "Prestige". This means that in Prairie community the users of radio ranked above average in prestige. Those in Ozark community ranked below average.

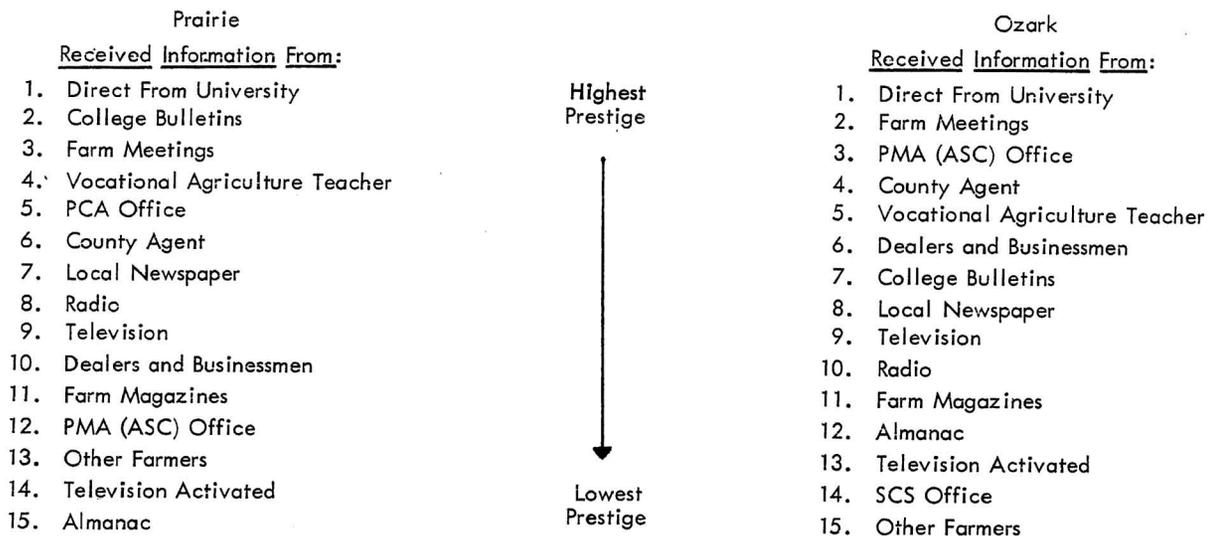
CTERISTICS

Level of Living	Extra-Community Participation	Total Social Participation	Improved Practice Rating	Times Mentioned as Source	Times Mentioned as Innovator	Information Receptivity	Clique Membership	Neighborhood Membership
+ P	+ P	+	+	0	0	+	-	+
+	0	+	+	+	+	+	+ P -Oz	+ P -Oz
+	0	+	+	+Oz	0	+	+	+ P -Oz
0	0	+	+	+	0	+	+	+
+	+ P	+	+	+	+	+	+	+ P -Oz
+	+ P	+	+	+	+	+	+ P -Oz	0
-	+	+	0	0	0	+ P -Oz	+ P -Oz	+Oz
+	+	+	+	+	0	+	+	- P +Oz
-	0	+	+	+	0	0	0	+
0	+	+	+	0	0	+	+	+
+	0	+	+	+	+	+	+ P -Oz	+
+	0	+	+	+	+	+	+ P -Oz	-
+Oz	+	+	+	+	+	+	+	-
+	+	+	+	+	0	+	-	+ P -Oz
+	0	- P +Oz	+	0	0	+	- P +Oz	- P +Oz

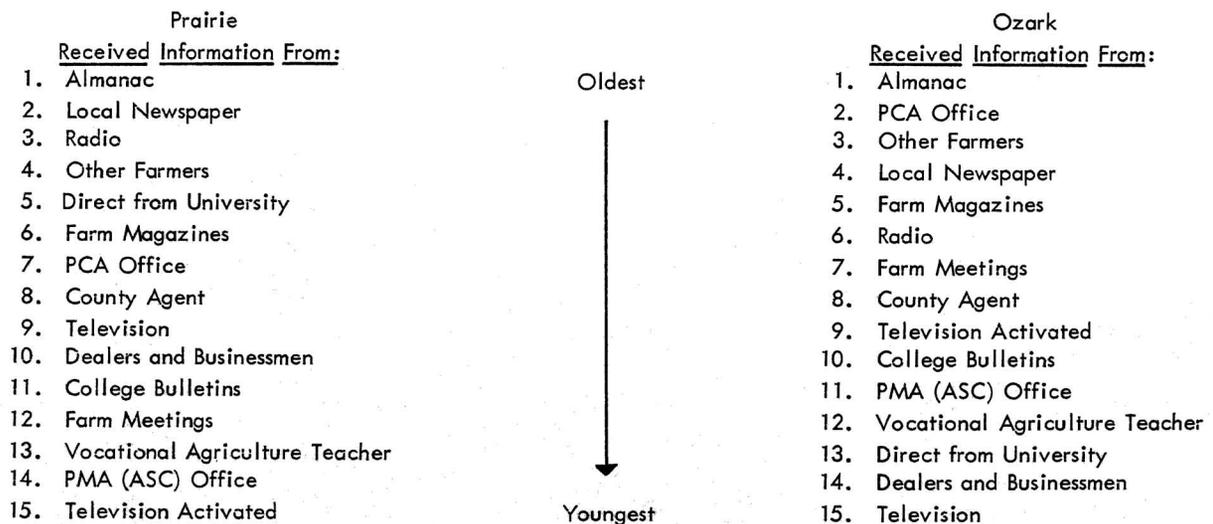
VALUE THAT USERS PUT ON SOURCES

Another way to view sources of farm information is by ranking the media the way different classifications of operators used them. These charts compare the relative values the users place on each source of information.

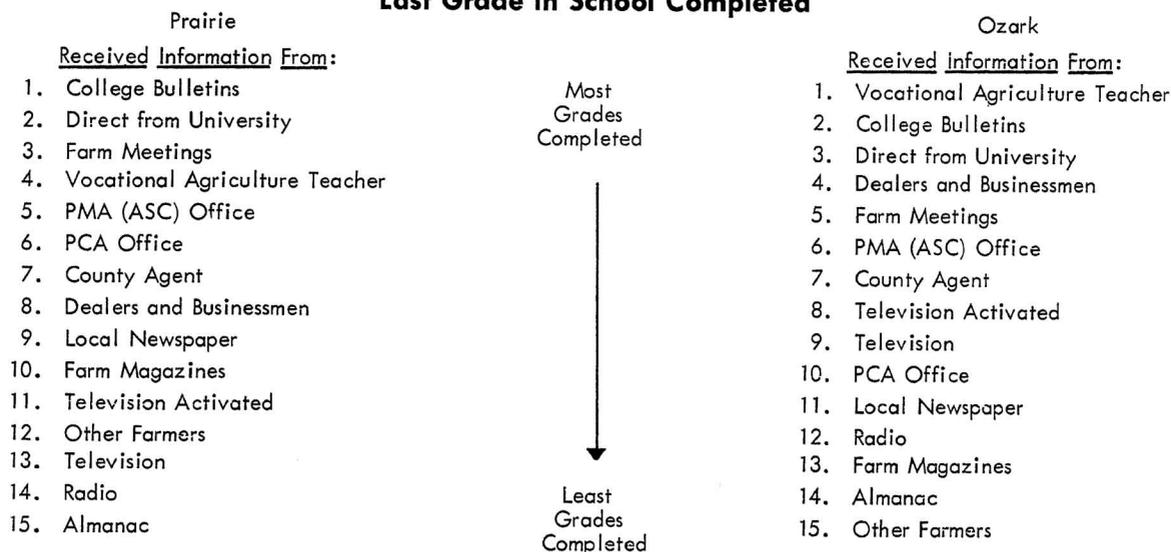
Prestige Rating



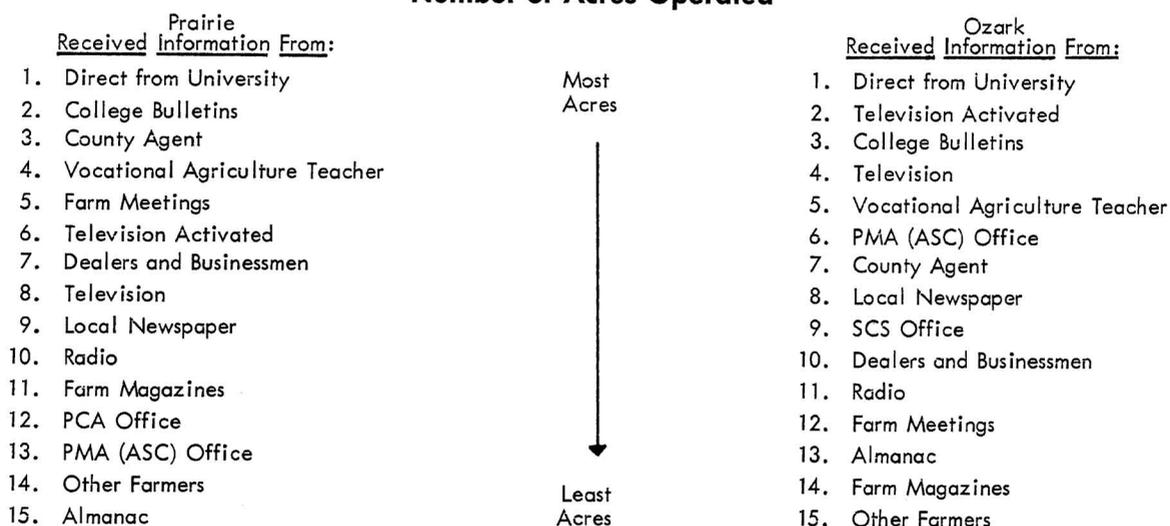
Age of Head



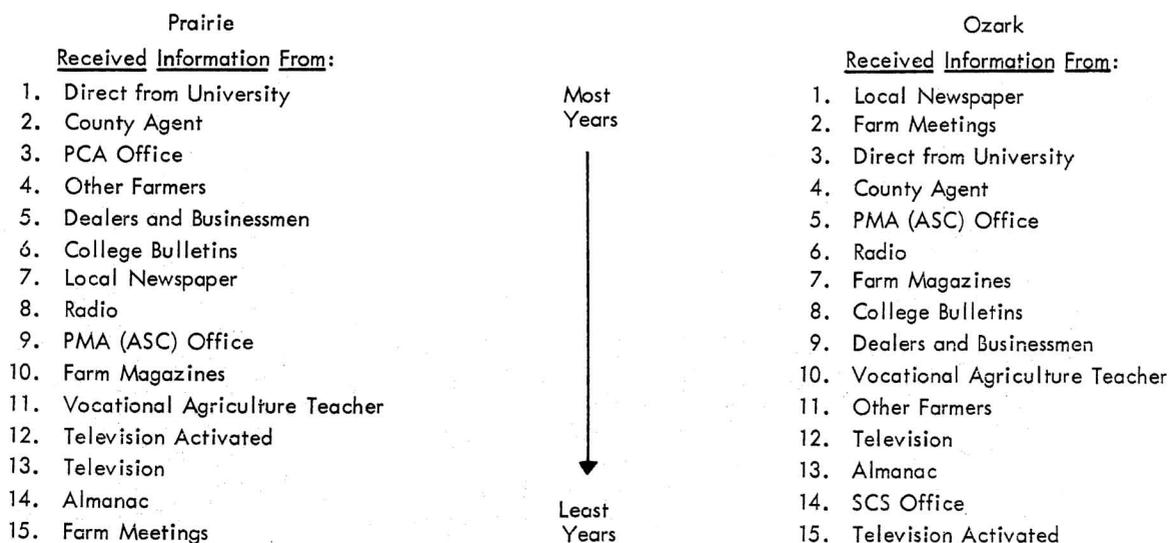
Last Grade in School Completed



Number of Acres Operated



Years Lived in the Community



Total Gross Farm Income

Prairie		Ozark
<p style="text-align: center;"><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. College Bulletins 3. Vocational Agriculture Teacher 4. County Agent 5. PCA Office 6. Farm Meetings 7. Television 8. Dealers and Businessmen 9. Television Activated 10. Local Newspaper 11. PMA (ASC) Office 12. Farm Magazines 13. Radio 14. Other Farmers 15. Almanac 	<p>Highest Income</p> <p>Lowest Income</p>	<p style="text-align: center;"><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. Television Activated 3. Farm Meetings 4. PMA (ASC) Office 5. County Agent 6. Television 7. College Bulletins 8. Local Newspaper 9. Vocational Agriculture Teacher 10. Farm Magazines 11. Radio 12. SCS Office 13. Dealers and Businessmen 14. Almanac 15. Other Farmers

Level of Living Score

Prairie		Ozark
<p style="text-align: center;"><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. Television Activated 3. Television 4. Vocational Agriculture Teacher 5. College Bulletins 6. PCA Office 7. County Agent 8. PMA (ASC) Office 9. Radio 10. Farm Magazines 11. Dealers and Businessmen 12. Local Newspaper 13. Other Farmers 14. Almanac 15. Farm Meetings 	<p>Highest score</p> <p>Lowest Score</p>	<p style="text-align: center;"><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Television 2. Other Farmers 3. Vocational Agriculture Teacher 4. Farm Meetings 5. Television Activated 6. College Bulletins 7. PMA (ASC) Office 8. Direct from University 9. County Agent 10. Local Newspaper 11. Farm Magazines 12. Radio 13. Almanac 14. Dealers and Businessmen 15. SCS Office

Total Social Participation Score

Prairie		Ozark
<p style="text-align: center;"><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. College Bulletins 3. Vocational Agriculture Teacher 4. Farm Meetings 5. PMA (ASC) Office 6. PCA Office 7. County Agent 8. Television 9. Local Newspaper 10. Farm Magazines 11. Dealers and Businessmen 12. Radio 13. Television Activated 14. Other Farmers 15. Almanac 	<p>Highest Score</p> <p>Lowest Score</p>	<p style="text-align: center;"><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. SCS Office 2. Farm Meetings 3. College Bulletins 4. Television Activated 5. Dealers and Businessmen 6. Vocational Agriculture Teacher 7. Television 8. Direct from University 9. PMA (ASC) Office 10. Local Newspaper 11. County Agent 12. Radio 13. Farm Magazines 14. Almanac 15. Other Farmers

Improved Practice Rating

Prairie		Ozark
<p><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. Vocational Agriculture Teacher 3. College Bulletins 4. Farm Meetings 5. PCA Office 6. County Agent 7. Television Activated 8. PMA (ASC) Office 9. Dealers and Businessmen 10. Local Newspaper 11. Farm Magazines 12. Television 13. Radio 14. Other Farmers 15. Almanac 	<p>Highest Rating</p> <p>Lowest Rating</p>	<p><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. PMA (ASC) Office 3. Vocational Agriculture Teacher 4. College Bulletins 5. Farm Meetings 6. County Agent 7. Television Activated 8. SCS Office 9. Dealers and Businessmen 10. Television 11. Local Newspaper 12. Farm Magazines 13. Radio 14. Almanac 15. Other Farmers

Operators Mentioned as Source of Information

Prairie		Ozark
<p><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. College Bulletins 3. Farm Meetings 4. Vocational Agriculture Teacher 5. County Agent 6. PCA Office 7. Television 8. Dealers and Businessmen 9. Local Newspaper 10. Radio 11. Farm Magazines 12. Almanac 13. PMA (ASC) Office 14. Other Farmers 15. Television Activated 	<p>Greatest Number of Times</p> <p>Least Number of Times</p>	<p><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Local Newspaper 2. SCS Office 3. Farm Meetings 4. PMA (ASC) Office 5. Television 6. Television Activated 7. Dealers and Businessmen 8. College Bulletins 9. Direct from University 10. Radio 11. Farm Magazines 12. County Agent 13. Almanac 14. Other Farmers 15. Vocational Agriculture Teacher

Mentioned as Innovator

Prairie		Ozark
<p><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. College Bulletins 3. Farm Meetings 4. Vocational Agriculture Teacher 5. PCA Office 6. County Agent 7. Local Newspaper 8. Radio 9. Farm Magazines 10. Almanac 11. PMA (ASC) Office 12. Television Activated 13. Other Farmers 14. Television 15. Dealers and Businessmen 	<p>Greatest Number of Times</p> <p>Least Number of Times</p>	<p><u>Received Information From:</u></p> <ol style="list-style-type: none"> 1. Direct from University 2. College Bulletins 3. Farm Meetings 4. Vocational Agriculture Teacher 5. PMA (ASC) Office 6. SCS Office 7. County Agent 8. Television Activated 9. Television 10. Dealers and Businessmen 11. Local Newspaper 12. Radio 13. Farm Magazines 14. Almanac 15. Other Farmers

APPENDIX

GENERAL CHARACTERISTICS OF THE TWO COMMUNITIES

Prairie community is located in "Flat" County. Flat County is one of the largest producers of agricultural products in the state. The land is predominantly rolling prairie with a sizable acreage of river-bottom land. The farmers are relatively prosperous, and good roads are found in all parts of the county. Ozark community in "Hill" County is composed of a rolling Ozark terrain with considerable small timber. Farming is less profitable for most farmers here than it is in Prairie. A much higher percentage of the people work in towns. The Hagood level of living index for the communities, based upon the 1950 census data, was 167 for Flat County and 70 for Hill County.¹ The Hagood index is based on percentages of farms having electricity and telephones and the average value of products sold or traded. Hill County had a buying income of \$3,103 per family in 1958, whereas Flat County's buying income per family was \$5,408.²

Prairie community is in core area AB₁ as designated in Rural Social Areas in Missouri by C. E. Lively and C. L. Gregory.³ Ozark community is located in social area D₂ and borders the core areas of D₁ and D₂. Social area AB as a society closely resembles urban areas. Social contacts tend to be made for the instrumentation and achievement of objectives which seem to be similar to those sought by urban industrial people. Certain traditional social groupings and institutions remain only because more rational and acceptable plans have not been devised to perform these functions. The types of programs for health, education, welfare and recreation needed for this area are very similar to modern industrial urban areas. Area AB is the least self-sustaining area in the state.

Area D closely corresponds to the mountainous Ozark section located in the southern half of the state. This section was populated by persons living in other mountainous areas such as Kentucky, Virginia, and North Carolina. It was settled more recently than Area AB. Chief reasons for the delay were the general poverty of the area for agricultural uses, lack of navigable streams, and the barrier of rough terrain for roads and railroads. The population today is relatively young in age. Birth

rates are high; the level of living is relatively low. Telephones and electricity are possessed by relatively few in area D₂. Rural roads are still poor; farms are small. A large proportion of subsistence farming necessitates a high proportion of farm operators working off the farm. Area D will not support tenancy or renting; and hence, most farmers own their own farms. Geography has been conducive to isolation. Social area D might be characterized in terms of a folk culture and relative provincialism . . . contrasting to area AB. Area D was the most self-sustaining area in the state. Area D₂ has rougher terrain and fewer modern conveniences and lower incomes than area D₁.

Agricultural Conservation Program total payments to farmers for farm improvement was \$141,938 for Flat County and \$73,739 for Hill County in 1959. Welfare assistance amounted to \$385,898 in Flat County with 11,127 persons in the county in 1959 and \$989,041 in Hill County for 1959 with a total population of 18,992. Gross farm income for Flat County was \$6,520 with an average acreage of 284 acres per farm. Ozark averaged 158 acres per farm with a gross farm income of \$2,800. Beef cattle production, hog production, and the production of grain crops, primarily corn and wheat, were the main farming systems in Prairie. Ozark farmers were more diversified, having chickens, a few hogs, and a few cattle. More dairying and poultry operations were found in Ozark.

Methodology

The data used in this bulletin were taken from personal interviews with 219 farm operators in Prairie community and 238 operators in Ozark community. Only the operators in each community who obtained 50 percent of their income from the farm were interviewed. Questions were asked about the use of television, improved farm practices, sources of decision-making information on farm practices, and the use of new farm supplies. Operators were also asked why these sources were used and where they got their initial information. They were asked about their personal and farm operational characteristics and asked to list in order of importance their values concerning being respected by one's neighbors, owning a car, being free of debt, etc. With the exception of refusals (less than 5 percent), all farm operators living within the community areas selected were interviewed. Interviews in Prairie were completed in late 1956 and in Ozark during the early winter months of 1957.

¹Hagood, Margaret J., Bowles, Gladys K., and Mount, Robert R., "Farm Operator Family Level of Living Indexes for Counties of the United States 1945, 1950, and 1954", The United States Department of Agriculture, Agricultural Marketing Service Statistical Bulletin 204, March, 1957.

²1958 Sales Management, "Survey of Buying Power", May 10, 1958.

³Lively, C. E., and Gregory, C. L., "Rural Social Areas in Missouri", Missouri Agricultural Experiment Station Bulletin 305 (1939) and Bulletin 414, (1948).

In addition to the answers to specific questions, the interviewer noted pertinent remarks, such as names of associates and products used by each farm operator. These remarks were used in addition to the questions to determine the data for users and non-users of each medium.

The following questions are examples of the type from which data on source usage were obtained: Check *yes* or *no* the use during the past year of the following sources of farm information; local newspapers, magazines, radio, etc. After he had answered questions about this list of sources, the operator was queried regarding use of friends and neighbors: With whom do you talk most frequently about farm problems? Where? Whose opinion do you value most highly? What source of information was most useful in helping you to decide to use this new practice or product?

Clique and neighborhood patterns were derived by asking: What families or persons do you most frequently visit or associate with? Do you exchange work with anyone? If so, whom? From these questions, social relationships were described and then checked by the leaders in each community.

Users and non-users of sources were determined by the answers given. The users then were described on the basis of such personal characteristics as prestige, age, last grade completed in school, number of acres operated, etc. The complete list of characteristics can be found in the preceding tables.

FARMING INFORMATION SOURCES USED IN THIS STUDY

Previous studies, such as "How Farm People Accept New Ideas," North Central Regional Publication No. 1 of the Agricultural Extension Services, indicate that most farmers obtain farming information from the following sources. While some of these sources may not ordinarily be thought of as places to obtain information about new practices and methods, they, nevertheless, make information available for that function.

Mass Media

Mass media, as defined for this study, include any type of impersonal information transfer aimed at large groups of operators. Any instrument that is an intermediary between the source and group of receivers is part of mass media communication. For example, the newspaper acts as an intermediary between a county agent and farm operators who read his column in the paper. It is a mass medium in that it is produced for large groups.

Radio programs included topics such as weather, farm markets, tape recordings of University of Missouri agricultural specialists, and advertisements of feed, seed, and machinery. All these served as sources of information

for the farmer. One radio station in Ozark community had programs which included news, weather, market reports, and reports from extension agencies. 6:00 a.m., 11:00 a.m., and 4:00 p.m. were the times most likely to have farm programs on this station. There was a total of 18 programs oriented toward farm operators. The radio stations in Prairie included a total of 5 stations from Iowa and Missouri. Farm programs can be found at 6:00 a.m. to 7:30 a.m., 11:30 a.m. to 1:00 p.m. and 5:30 to 6:30 p.m. on most of the stations in the Prairie area. The three stations listened to most presented 31 programs of farm interest. These programs included news, weather, market reports, and programs of general farm interest.

College Bulletins are available direct from the College of Agriculture, the county agent, or the vocational agricultural teacher. Bulletins may be found covering all aspects of farming operations. In most cases, they are as nearly up to date as similar information from any source.

Television also has weather and market reports, plus visual programs emphasizing the importance of new farm practices. The county agent may have television as well as radio shows. The Prairie area primarily had three stations operating of which two were from Nebraska and the other from Missouri. Ozark operators had access to only one television station. It was located in southwest Missouri and the reception was rather limited.

In these studies, a classification called *television activation* was used. It included farmers who had been specifically activated or motivated by television to respond to some of the suggestions offered.

Local Newspapers referred to the nearest local town paper which included community information, advertisements, county agent and county home agent columns, special reports from agricultural colleges, and reports on government programs concerning farmers. These newspapers were published once a week.

The Almanac was generally thought of as a source of information on time of planting, fishing, butchering, and other activities which some people believe are governed by the signs of the godiac. However, almanacs do include tables of weights and measures, plus current articles which are sometimes scientifically inspired.

Farm Magazines contain many articles from colleges, college bulletins, article reprints, and material concerning mechanization of power on farms. Not to be overlooked are articles which feed and machinery companies contribute in connection with their advertising. Magazines present both new information and success stories of operators who used new ideas.

Government Agencies

The Agricultural Extension Agents, called county agents in this bulletin, were the primary government agents serving as a source of farm information. In addition to consultant and other services supplied by agents at their offices, county agents were instrumental (in educational meetings presented by county councils, 4-H groups, and others) in conducting educational meetings on specific areas of farming. The county agents also carried out on-the-farm demonstrations of approved practices, and utilized radio, television, newspapers, and farm service agencies in diffusing farm information.

Vocational Agriculture Teachers disseminated farm information through their students, and through students' parents and neighbors, in adult night classes and veteran-trainee classes. They also gave talks at local Rotary Clubs and commercial meetings.

The Production Credit Association (PCA) provides expert information for formulating plans along with loans for farm enterprise expansion. This agency offers further information to farmers after they are in the PCA program.

The Production Marketing Association (PMA) and/or Agricultural Stabilization Commission (ASC) are responsible to the farmer for carrying out the government support programs and the government loan and cost sharing programs.

Direct From College of Agriculture

Information may come directly from the State College of Agriculture through field representatives and specialists or from the farmer going to the college for information.

Farm Meetings

Some of these were solely community endeavors, and others were under sponsorship of the county agent or vocational agricultural teacher. By this means, farmers may group together with the aim of learning all aspects of the problem facing them. Specialized agricultural projects of local interest are discussed. Classes in welding, water management, and proper use of fertilizers are examples of some of the areas covered.

Agricultural agencies are used most at the evaluation and trial stages of adoption. They head the list as a source for early adopters.

Friends and Neighbors

Through experience, co-operation, comparison of results, and logical conversation, other farmers may be a definite asset to a farmer when it comes to obtaining farm information. Other farmers are used as sources at the evaluation and trial stages of adoption. Through daily interaction or face-to-face contact, friends serve as one of the strongest forces in bringing information to the operator which they will at least try to use.

Dealers and Businessmen

This classification is important in that most decisions involve money and services that these dealers provide. Information is spread through the dealers' experiences and the company's specialists and representatives. Not mentioned, but always included in a discussion of dealers and businessmen, is the banker who performs a special kind of service in making available credit and loans to farmers as well as other banking services. The greatest use of commercial sources is at the trial stage of adoption when instruction in use of new equipment and evaluation of its use is needed by the operator.