

IMAGE OF THE COLLEGE OF



*from the
Viewpoint of Several Groups*

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*Agricultural Experiment Station
Columbia, Missouri*

CONTENTS

Part I—Specific Views	6
Views on Research	6
Views on Extension	16
Views on Teaching Program	26
General Reactions.....	38
Part II—The Aggregate View	48
View of What Is	48
View of What Ought to Be	49
Agreement Between Actual and Ideal Views	50
Strength of Feeling About College Activities and Prestige	51
Summary and Conclusions	53
Bibliography	55
Appendix	56
A. Partial Listing of Positions Held by the Persons Interviewed	56
B. Tables—Strength of Feeling Scores	57
C. What Other Studies Have Shown	58
D. Discussion of Q-Sort Technique	59

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Graduate Assistant Howard R. Delaney assisted in the initial phases of the project and assumed major responsibility for the factor analysis of responses obtained in consultation with William Stephenson, distinguished research professor of advertising. H. C. Chang and Marcia Gray helped with the interviewing and analysis of the data. The author acknowledges appreciation and indebtedness to all of those who assisted in the project, but assumes responsibility for the statements made and conclusions drawn. Also, the author expresses appreciation for the very helpful editorial assistance of Paul Gwin of the Agricultural Editor's Office.

IMAGE

of the

COLLEGE

OF

AGRICULTURE

HERBERT F. LIONBERGER
Professor of Rural Sociology

●Agricultural colleges once were mainly concerned with problems of farm production and rural life. Today they also serve a diversity of agriculturally-related industries and businesses.

Research, teaching, and extension education in farm production methods are still the college's basic functions but the problem of getting farmers' products through

processing, distribution, and marketing channels to consumers efficiently grows more complex each year and requires increasing attention.

To continue to serve the state's people in the best way possible, it is essential that the University of Missouri's College of Agriculture keep abreast of changing need and demand for its services. The study reported here was an attempt to assess what role various groups or "publics" of the College of Agriculture thought the College was filling and what role they thought it should fill. These publics included farmers; state farm organizations; farm commodity groups; agribusiness representatives; banking officials; legislators; editors of press, radio, and television; labor leaders; and guidance counselors. The groups constitute the clientele of the College and sit as jurors in judgement of its performance.

Key people representing each of these groups were interviewed. The numbers selected from each group were as follows:

Leading farmers	7
Farm organization officials	4
Farm commodity group presidents	8
Agribusiness executives	7
Bankers	3
Legislators	4
Agricultural journalists	5
Labor organization officials	2
Guidance counselors	4
	<hr/> 44

The small sample was the favored study method because with limited resources it was felt that more could be learned by concentrating on a few key individuals who had opinions than on a large sample, many of whom had none. Such a sample also has more meaning from an administrative utility standpoint because of the concentration on people who represent large constituencies and who have demonstrated a capacity and an inclination to act on their opinions.

Thus, with limited resources, the small, high influence sample was deemed most useful. The positions they occupied stand in testimony of their influence. A partial list of the positions held is included in Appendix A.

Forty-four of 47 persons originally selected for interviewing were interviewed. One refused and appointments with two others could not be arranged after repeated trials. Otherwise, cooperation in and support of the study were gratifying.

Except for the major farm organizations, which were all represented in the sample by the presidents, the persons selected cannot be viewed as representative of their respective publics without reservation. This limitation would be most evident for high school counselors, labor leaders, and leading farmers where the number interviewed represented a very small part of the total universe. Actually, the leading farmer representation was

much greater than first appears. All farm organization officials and nearly all farm commodity group representatives were directly or indirectly engaged in farming.

INTERVIEWING METHODS

The method of interviewing was a relatively new one called the Q-sort.^{1,2} In it, statements representing many viewpoints or ideas on a subject are collected and put on cards to hand to people who are being interviewed. The respondents express their degree of agreement or disagreement with the statement on each card. People's responses can then be manipulated with a mathematical formula in a process called factor analysis to see if some of the respondents fall into groups of similar opinion and characteristics.

The ideas and views regarding the College were first obtained from interviews with college students, administrators, the University of Missouri faculty (in education, business, and agriculture), businessmen, bankers, legislators, and farmers. Many views, pro and con, also were obtained from correspondence the Dean's office had received in recent years.

A sample of 48 views related to the three areas, *extension*, *teaching*, and *research* activities of the College, and to general matters was selected. Views selected on each area were composed of an equal number of items related to *prestige*, *ideological*, and *general* matters. Items in each category were equally divided on an assumed positive-negative (favorable-unfavorable) basis.

Prestige items related to the esteem in which the College or activity was held. Ideological items related to such things as preservation of the family farm, academic freedom, and moral influences on students. General items referred to the broader aspects of the college, e.g., "Takes in more than just farming, and "It tries to help everybody in the state."

The distribution of items or statements was as follows:

Category	Number of Statements
<i>Research</i>	(12)
Prestige	4
Ideological	4
Other	4
<i>Extension</i>	(12)
Prestige	4
Ideological	4
Other	4
<i>Teaching</i>	(12)
Prestige	4
Ideological	4
Other	4
<i>General</i>	(12)
Prestige	4
Ideological	4
Other	4
Total	48

Respondents were given the statements on cards and asked to arrange the cards on a most agree with or disagree with basis as they saw the College. This is referred to as their *actual sort* in this report. They were also asked to arrange the cards on a "most ought to be-most ought not to be" basis, referred to as their *ideal sort* or the way they thought the College should be.

Eleven rating positions were provided for each sort with an opportunity to place two items in the two extreme *agree* and *disagree* positions, eight in the middle or neutral position and the others in a gradation of positions between each extreme and the central neutral position. This arrangement, illustrated in Figure 1, is known as a Q-sort. (For further discussion of Q-sort and factor analysis of the Q-sort, see Appendix.)

Placement of Items in Relative Agree-Disagree Position

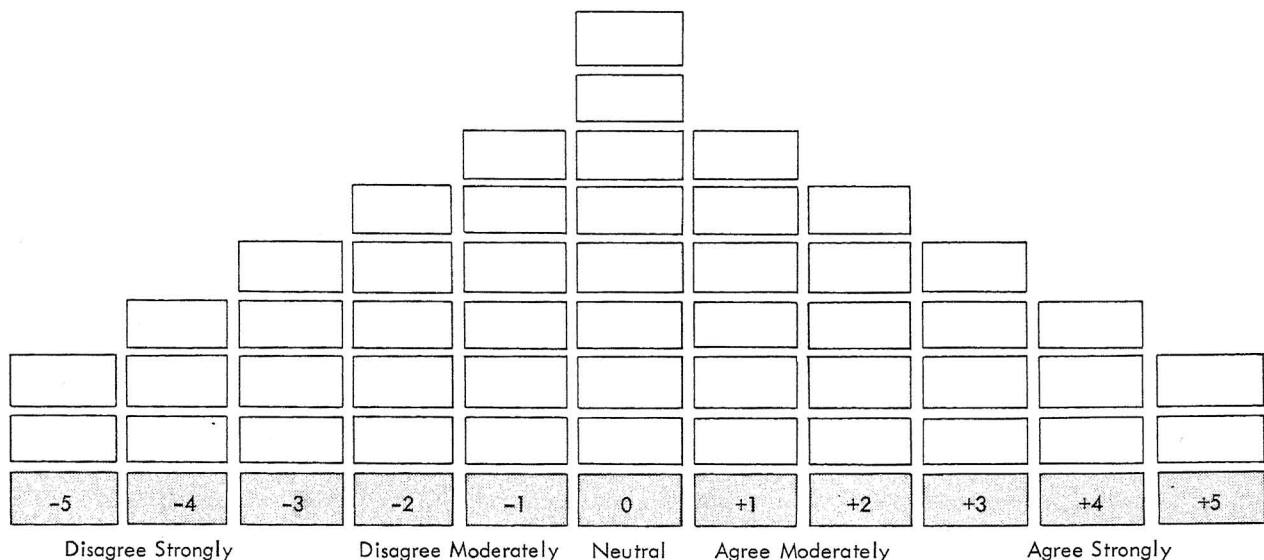


Fig. 1 - Diagrammatic Representation of Q-Sort

Part I

Specific Views

● Reactions to each of the 48 statements are reviewed in this section. The following section presents the characteristics that the people thought most desirable and most objectionable for the College.

In these sections, attention is directed to the manner in which people from the various publics responded to each of the items. The statements and responses are arranged under *research*, *teaching*, and *general* divisions for purposes of analysis. A graphic representation is presented of the Q-sort score position assigned to each statement

by the various publics in the *actual* and *ideal* sorts. The average *range* of positions assigned to items is marked by horizontal lines. The average for item responses is marked by vertical lines.³

Difference between the *actual* and *ideal* placement is taken as a vote for change. However, it is necessary to recognize that item scale position is only partly a function of feeling *per se*. Expressions of disagreement or agreement are made in relation to 48 other statements within the 48-item frame of reference. A direct response

VIEWS ON RESEARCH of the College are discussed under the headings:

ORIENTATION

This aspect of the image is concerned with such things as the kind of research done, whom it benefits, and its theoretical or applied emphasis. Statements in this category and the Disagree-Agree charts for them follow.

The College's research helps everybody in the state

All groups agreed moderately or strongly that the research of the College helped everybody in the state; also that this was as it should be. Bankers, legislators, agricultural journalists and guidance counselors strongly agreed that this was true. Farm organization officials and agricultural promotion groups agreed least to this statement, but did not take a contrary position in the ideal.

In general, the groups least closely associated with agricultural production and processing were most likely to feel that the research of the College helps everybody in the State. All were moderately agreed that ideally it should. Bankers and legislators in particular viewed the "help everybody" principle as being achieved in excess of the ideal.

Research projects develop information that is useful for big farmers but not for the little ones.

An accusation of big farmer bias on the part of the College and its program is one that has been heard repeatedly, with some small farmers insisting that recommendations from the College are useful for big operators but not for small ones like themselves. Outside critics have also voiced this view.⁵

Most groups disagreed moderately that this accusation was true. Farm commodity representatives were virtually neutral on this matter and guidance counselors were almost so. Legislators disagreed most strongly.

As an ideal, no group disagreed more than moderately to the big farmer bias in research although most disagreed moderately that this should happen. Bankers, agribusiness executives, and leading farmers expressed the strongest disagreement. Labor organization officials were also inclined to this position. Farm organization officials were essentially neutral. They saw less objection to the statement as an ideal than as a reality. Agricultural journalists took somewhat the same position. Otherwise, ideal and actual sorts for groups on the item were much the same.

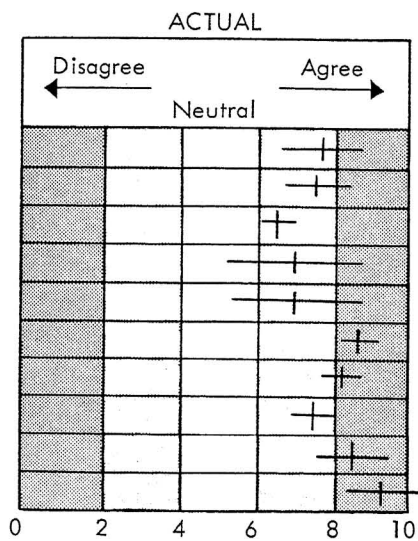
to a question such as. "Do you think the College of Agriculture should direct more attention to community development?" might be slightly different than a Q-sort placement where agreement with this statement must be viewed in relation to 47 other statements in assigning agree-disagree positions in the Q-sort scale. In a sense, this is a more realistic response because what should or should not be done must be viewed in terms of other things that also must be considered.

Generalizations from sub-samples to the state as a whole are in most cases improper. A definite exception in this study, however, is state presidents of farm organizations, of whom a complete enumeration was obtained. A sizeable sample of presidents of farm commodity groups also was selected. However, the reader is again reminded that the main justification of the small sample is the high leadership positions held by respondents and the importance of constituencies they represent.³

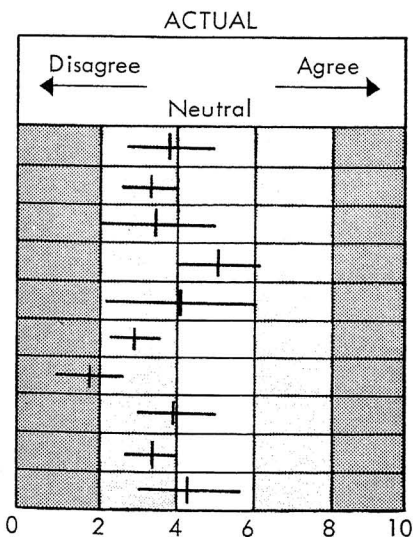
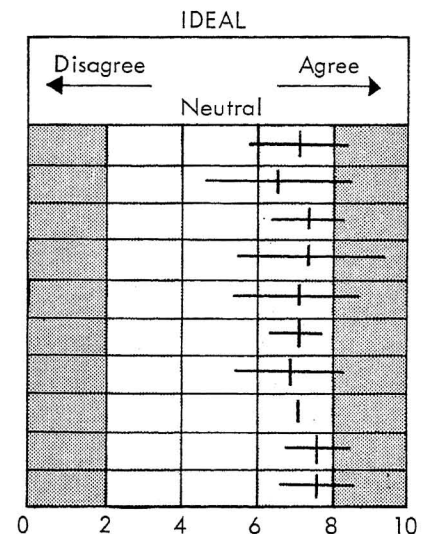
Orientation

Quality

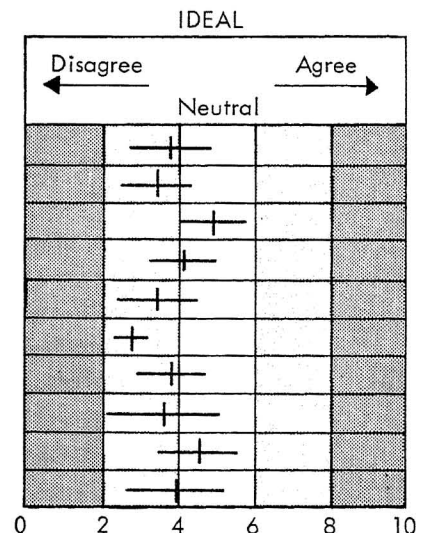
Reliability, Validity and Integrity



ALL GROUPS
 Leading Farmers
 Farm Organization Officials
 Farm Commodity Representatives
 Agribusiness Executives
 Bankers
 Legislators
 Labor Organization Officials
 Agricultural Journalists
 Guidance Counselors



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Most research is concerned with getting agricultural production up.

The College of Agriculture has been shifting from an early emphasis on agricultural production to such things as marketing, distribution, and consumption of agricultural products. Yet, farm organization officials saw production as the primary research focus of the College today. Agricultural journalists and farm organization officials were also slightly inclined to this position. All other groups gave neutral or almost neutral responses. This could represent a condition of no opinion or an

actual feeling that agricultural production is not the present major research emphasis of the College.

Legislators, farm organization officials, and farm commodity groups were slightly inclined to uphold the production emphasis as an ideal while guidance counselors tended to disagree. Others were essentially neutral. In general, feelings were very weak on both the actual and ideal sorts.

The College is more concerned with theoretical research than practical, applied research.

Theoretical versus applied research is a perennially discussed subject where research emphasis is a concern. To be sure, a judgment of what is theoretical and what is practical is highly dependent upon the position of the critic. Farmers who try to apply research findings are likely to view the matter differently from researchers. In this study, most groups tended to disagree that research done by the College was more concerned with theory than with practice. Legislators took a strong disagree position while labor organization officials were essential-

ly neutral.

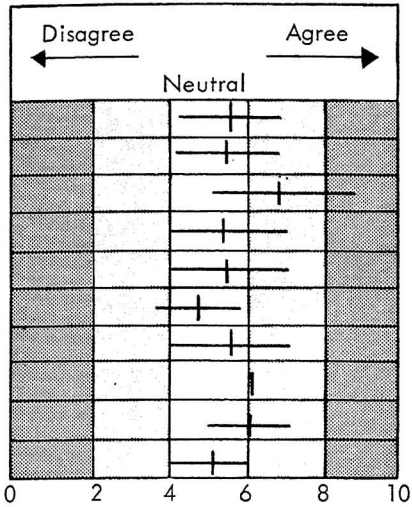
While the general inclination was to veto putting major concern for theoretical research over applied research in the ideal, opinions were not strong. Legislators and farm organization officials were most inclined to veto the theoretical orientation. Yet they expressed only moderately strong opinions on the subject. The feeling about the predominance of theoretical research as an ideal was not a matter of major concern although the tendency was to general slight disagreement.

Spends a lot of money on research that has little use except to help staff members get salary increases.

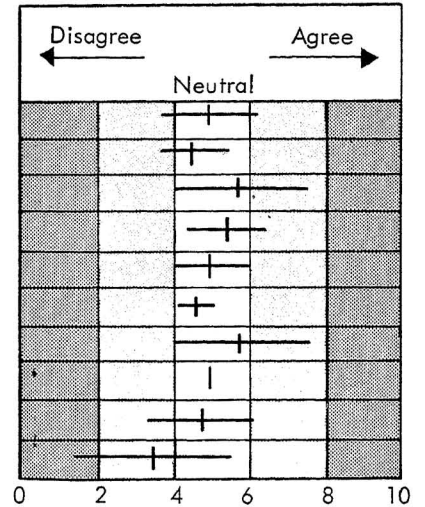
All groups disagreed moderately with the statement inferring that a lot of money is spent on research which has little use except to help members get salary increases. Leading farmers and farm organization officials strongly disagreed. Guidance counselors were least sure on this point. All groups and almost all individuals interviewed tended to agree that this kind of self-orientation should

not prevail. Bankers, agricultural journalists, and farm organization officials took a strong negative position on the subject. Others were solidly arrayed in the moderately disagree position, except bankers, who were in stronger agreement with the statement as an ideal than they saw the College actually. Most groups saw the ideal and actual as being much the same.

ACTUAL

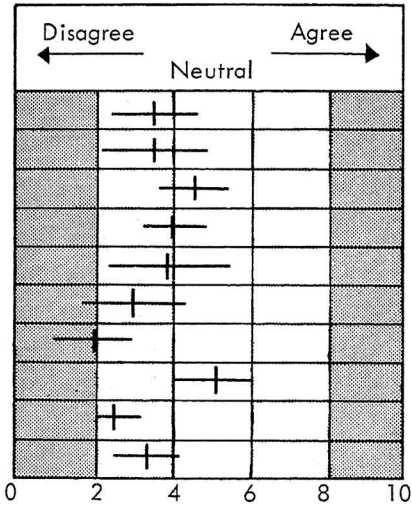


IDEAL

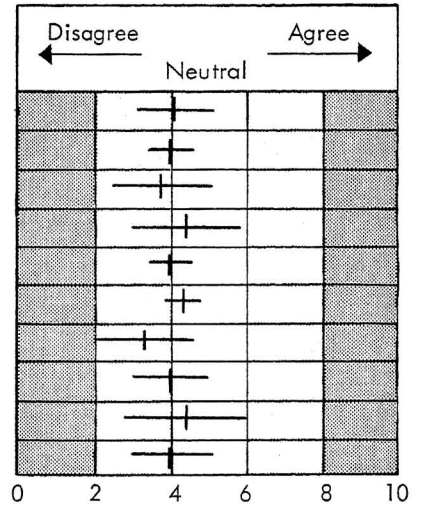


- ALL GROUPS
- Leading Farmers
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- Guidance Counselors

ACTUAL

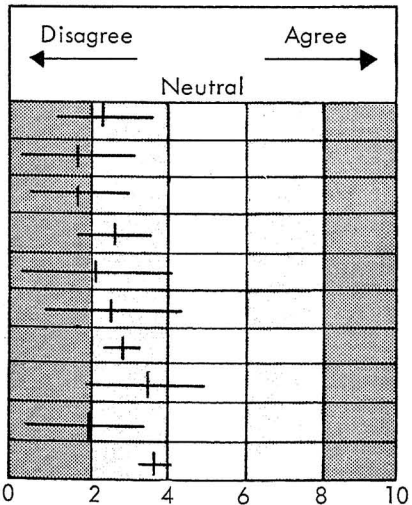


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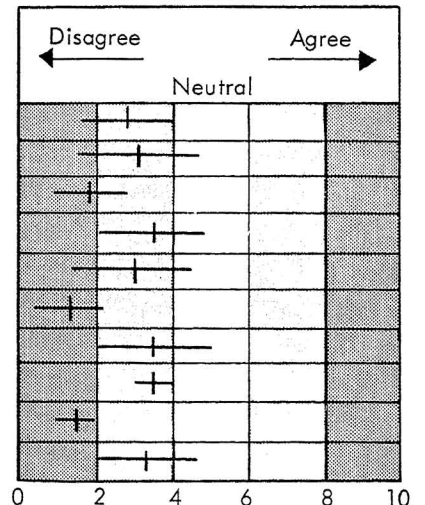


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ACTUAL



IDEAL



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The College is more concerned with helping itself than with helping the people of the state.

All groups and virtually all people disagreed with the statement that the College was more concerned with helping itself than with helping people in the state. Labor organization officials took the strongest position of disagreement. They were also among the least concerned about the possibility of a self-help orientation of the Col-

lege staff. This, plus the fact that the item was rated with even less disagreement in the ideal sort than in the actual may suggest a vote in favor of being more concerned about the College helping itself. Otherwise, ideal and actual sorts for the item by respective groups were quite similar

QUALITY

High caliber research is a continuing objective of the College. Many staff members regard this as a major avenue of status achievement in the academic profession. Irrespective of public knowledge or opinion, many important contributions to basic and applied science have resulted from the research. This section is concerned with how the respondents feel the quality of research carried on at the College compares with that done at other agricultural colleges and how worthy the research activity is of heavy financial support from public sources.

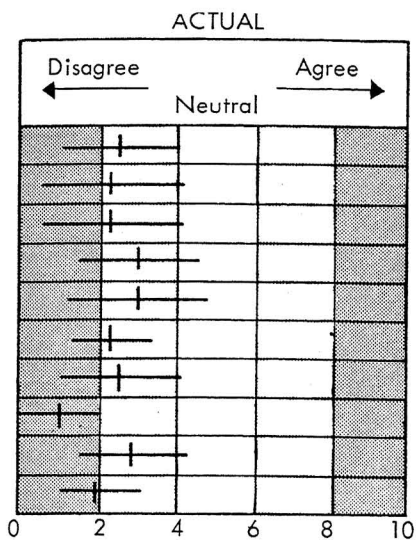
Researchwise, it is one of the poorest agricultural colleges in the United States.

All groups disagreed moderately or strongly with a statement implying that research done at the Missouri College of Agriculture ranked among the poorest in the United States. Bankers disagreed least with the unfavorable comparison, followed closely by farm commodity representatives, and agricultural journalists. Labor officials and guidance counselors disagreed strongly, followed closely by agribusiness executives and legislators.

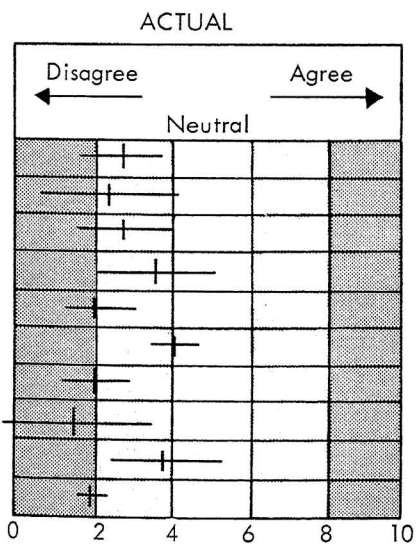
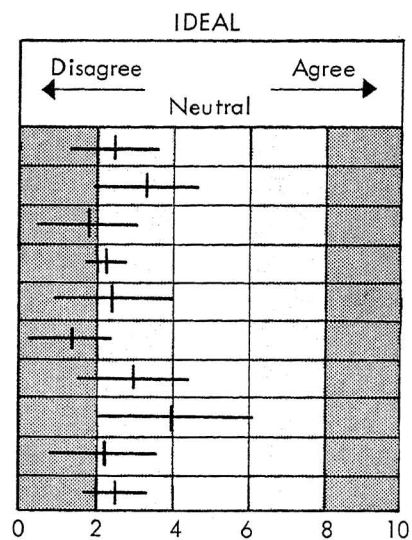
Ratings in the ideal sort closely paralleled those in the actual, except for leading farmers and farm commodity groups who suggested the need for a substantial up-

grading of research by the ratings assigned. This observation is based on the assumption that a more unfavorable response to the negative statement in the ideal than in the actual sort is a vote in favor of upgrading research.

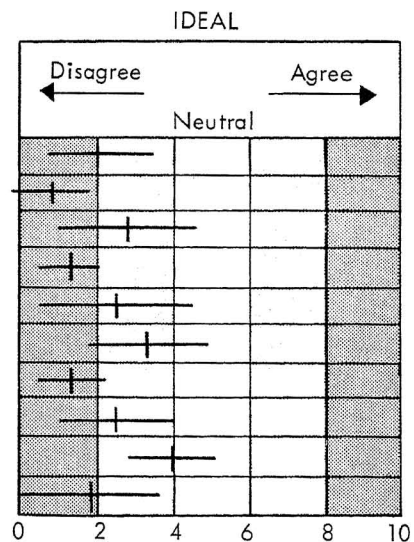
Agribusiness executives, labor leaders, and agricultural journalists showed less disagreement with the statement as an ideal than as an existing condition, suggesting they perceived little need for improvement. Taken collectively, views regarding quality of research showed only a slight feeling of need for improvement.



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The College is deserving of financial support.

This was the statement that obtained the strongest and most universal agreement. The only group not placing this statement in the strongly agree position was the farm commodity representatives. They were among those in least agreement that research done at the College was among the best in the United States. Also, they were among those least committed to a belief in the quality of faculty and extension work in comparison to other colleges in the United States. This suggests a feeling in the farm commodity group of need for improvement in the teaching, research, and extension activities. It possibly could be why they tended to express stronger agreement

with the "deserving of public support" statement in the ideal than in the actual sort, too.

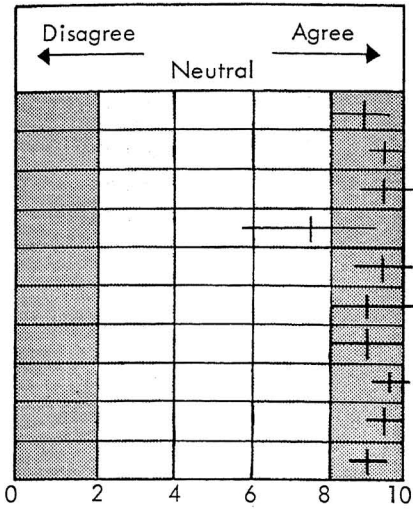
There was no indication of this kind of feeling among the other groups examined, except, possibly, the agribusiness executives and bankers, who were slightly less agreed to the worthiness of the strong public support principle in the ideal than in the actual sort. Differences between the scale scores assigned to the item on the actual and ideal sorts were less than 0.6 for all other groups. A point to note here is the great variation in opinion that existed within groups, both in the views of the actual and the ideal.

The College should not get heavy financial support for research from public funds.

Although the statement discussed previously is applicable to College activities other than research, it was included under the research category for discussion purposes. The statement now considered that the College should not get heavy financial support from public funds to finance research, is related directly to the research activity. All groups disagree moderately or strongly to the denial of heavy public support for research. Leading farmers and agricultural business executives disagreed most with very strongly expressed views. Farm commodity representatives, farm organization officials, and legislators disagreed least.

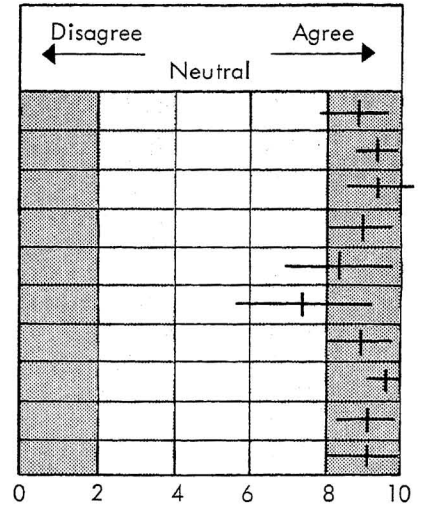
There was little difference in position between actual and ideal sort for farm commodity representatives. Legislators thought there should be greater disagreement than there actually was. Leading farmers and farm organizational officials tended to disagree less on the ideal than on the actual sorts, thus indicating a feeling that there were more important things to disagree with than denial of heavy public financial support for research. Legislators, labor organization officials, and agricultural journalists expressed very strong feelings of disagreement.

ACTUAL

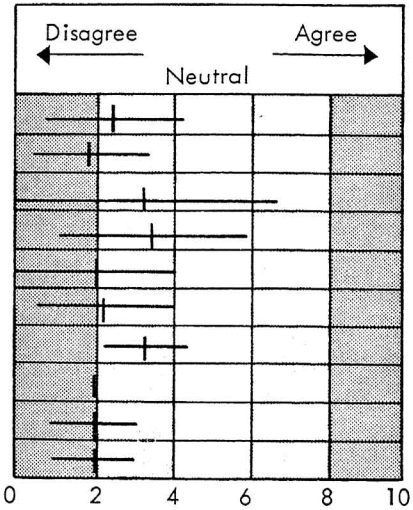


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IDEAL

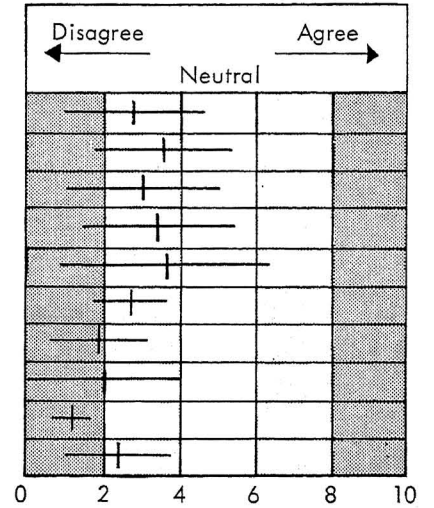


ACTUAL



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IDEAL



Research results are carefully checked and tested under practical conditions before released.

All but bankers and farm commodity representatives strongly agreed that research findings were carefully checked under practical conditions before being released to the public. These two groups thought this was true but were less sure than the other groups. Farm commodity representatives disagreed widely among themselves on the subject.

Most groups saw the ideal situation as being similar to the actual. However, there was a slight to moderate

tendency to regard testing of research results under practical conditions of less importance as an ideal than as perceived in present practice. The greatest deviation of ideal from actual was for farm organization officials. Leading farmers, legislators, agricultural journalists, and guidance counselors strongly agreed to the "practical testing before release" principle. All others expressed moderate to strong agreement.

Research findings from the College are more reliable than research findings from industry.

Although it has been shown elsewhere that farmers regard research findings from the agricultural colleges more reliable than those from industry⁶, farm leaders and agribusiness executives were neutral on the subject, as were legislators and agricultural journalists. Guidance counselors, bankers, and labor leaders, though more removed from agriculture, still felt that research findings from the College were more reliable than those from industry. Leading farmers and farm commodity groups

showed considerable disagreement among themselves.

Although all groups tended to agree that research findings from the College should be more reliable than those from industry, leading farmers shared the *least sure* view with legislators and labor leaders. Farm organization officials expressed strong views that this was among the most important matters related to the College. Other farm related groups tended to share this position.

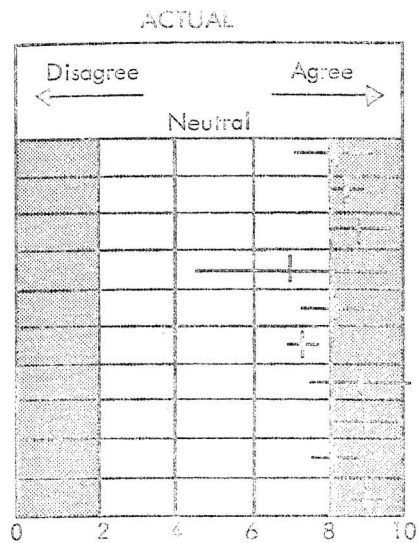
Research results are not purposely biased to favor powerful interests.

All groups expressed moderate to strong agreement to this no-bias statement. This could mean either that respondents feel deliberate bias does not exist or that it does but isn't anything to bother much about. Farm organization officials and labor leaders were substantially more neutral about this than others. Farm commodity representatives took the strongest non-bias position, followed closely by legislators. However, much disagreement on this point existed in virtually every group.

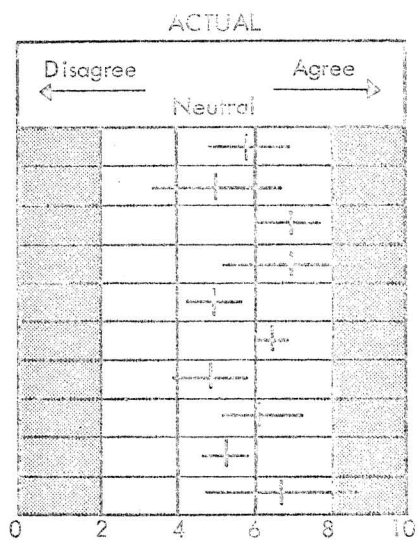
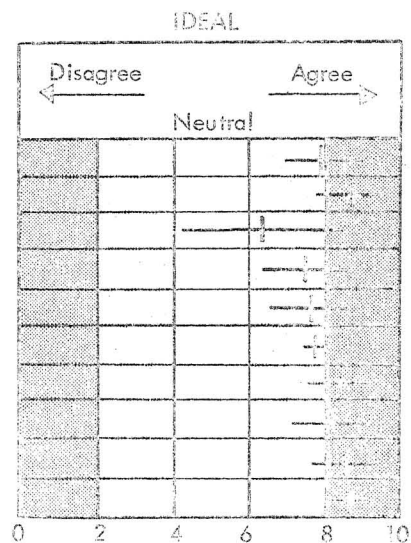
In the ideal, many groups found other things more

important to agree with than the non-bias of powerful interests statement. Agribusiness executives and labor organization officials were neutral while leading farmers and farm organization officials were nearly so. Bankers and guidance counselors took the strongest anti-bias position with legislators following closely in order. Despite an aggregate reaction against such bias, the importance of remaining free from the bias of powerful interests was a subject of great disagreement, both within and between groups, in both ideal and actual item Q-sorts.

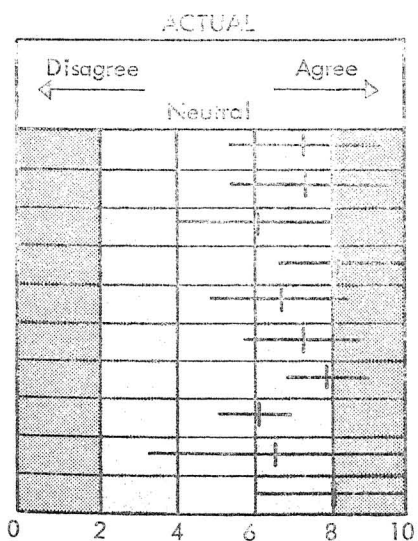
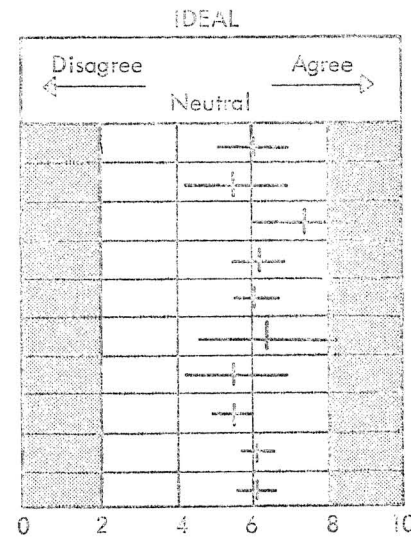
and how the information made available compares in quality to other possible sources.



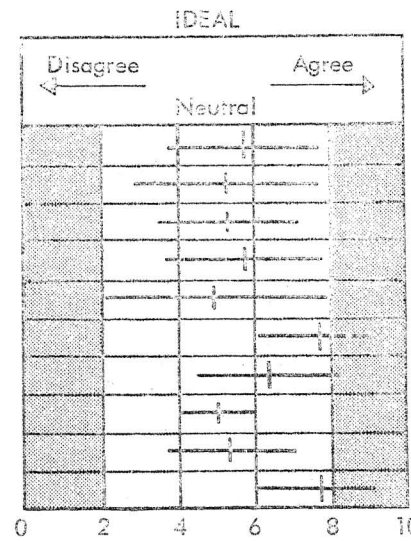
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VIEWS ON EXTENSION

Extension or adult education represents the second of the three major activities of the College concerning which opinions were obtained. The opinions are discussed under the headings of: *Quality and Effectiveness*, *Reliability of Information*, and *Orientation and Function* of the extension activities.

QUALITY AND EFFECTIVENESS

An indication of quality and effectiveness was sought through reactions to statements on how the Extension Service in Missouri compared to those of other states, how well county extension agents kept up with latest

developments in farming, the degree to which extension efforts were realistically directed to problems of people in the state, and other similar comparisons.

The Extension Service of the College is one of the best found anywhere.

The groups interviewed exhibited varying opinions regarding the allegation that the Missouri Extension Service was one of the best in the United States. Leading farmers, bankers, and agribusiness executives voted strongly, yes. Farm organization officials and legislators agreed most strongly; labor leaders, agricultural journalists and farm commodity representatives only slightly.

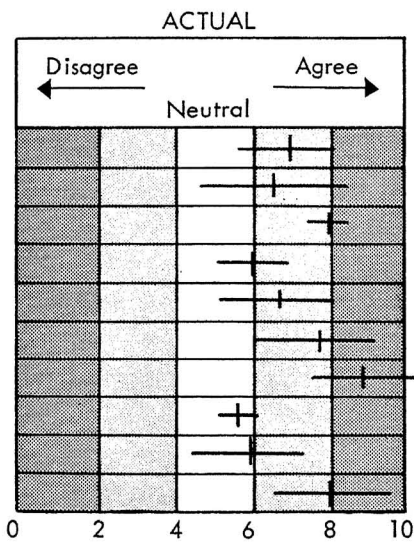
All groups thought that the State Extension Service

should be one the best found anywhere. Farm organization officials, guidance counselors and legislators all expressed strong positive opinions that it should be. However, farm organization officials took the strongest stand of all. Comparison of actual to ideal ratings disclosed some feeling of need for improvement. This was most true of people directly related to the agricultural sector.

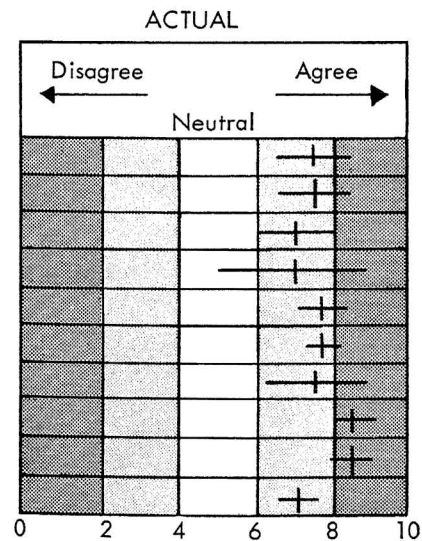
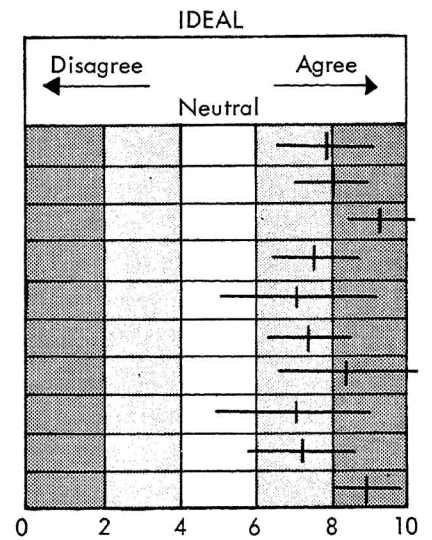
Extension workers do a good job getting information out to people in the state.

All groups agreed moderately or strongly that the Cooperative Extension Service did a good job getting information developed at the College out to the people in the state. Labor organization officials and agricultural journalists agreed strongly. Although agreeing strongly in the aggregate, opinions of farm commodity representatives varied greatly.

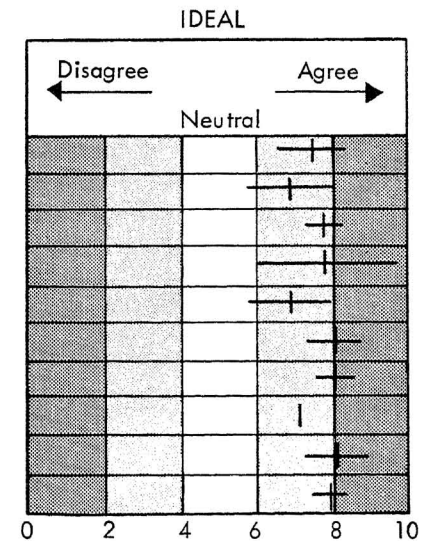
All groups agreed that the Extension Service should do a good job disseminating information developed at the College and most groups feeling quite strongly on the subject. Strangely, leading farmers and agribusiness executives placed less emphasis on this than the over-all average. In general, views concerning the ideal and the actual coincided very closely.



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 Farm Organization Officials
 Farm Commodity Representatives
 Agribusiness Executives
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 Labor Organization Officials
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 Guidance Counselors



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 Farm Organization Officials
 Farm Commodity Representatives
 Agribusiness Executives
 Bankers
 Legislators
 Labor Organization Officials
 Agricultural Journalists
 Guidance Counselors



County Extension agents of the College do not keep up with the latest developments in farming.

There was a general inclination to disagree moderately or strongly that county agents did not keep up with latest developments in farming. Legislators disagreed most with strong disagreement expressed also by bankers and farm commodity groups. Agribusiness executives, leading farmers, agricultural journalists and farm organization leaders all disagreed less than the all-group average.

In the ideal, most groups did not strongly disagree with "failure to keep up with the latest developments" statement. As an ideal the bankers expressed the strongest opinion that "failure to keep up" could not be tolerated.

Extension work within the College is primarily directed to large farmers.

All but farm organization officials and guidance counselors disagreed moderately with the statement that extension work was primarily directed to large operators. Farm organization officials tended to agree. On the other extreme, leading farmers and legislators disagreed most with the statement expressing moderate disagreement.

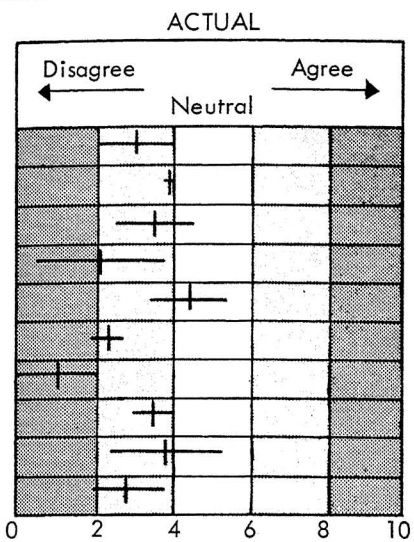
Guidance counselors were neutral. Labor leaders and agricultural journalists disagreed slightly. All others objected mildly to extension being directed mainly to big farmers. Views of the ideal closely paralleled views of the actual for most groups.

The College Extension Service does not try to assist farmers with their problems.

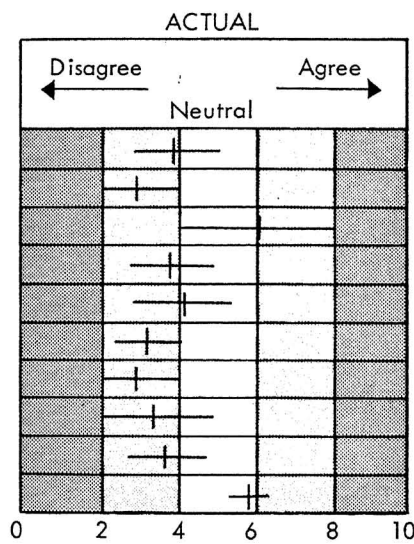
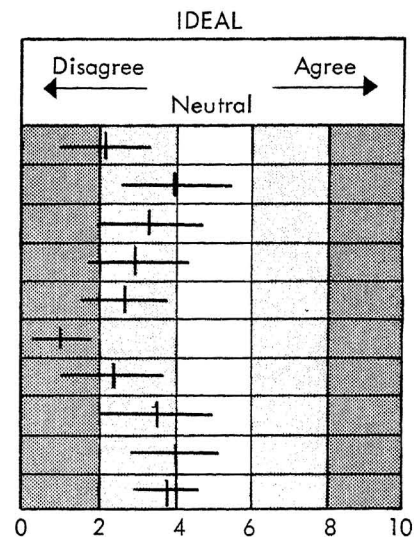
Most groups disagreed strongly with this statement as to actual conditions. Bankers and legislators disagreed most. Agribusiness executives, guidance counselors, and labor officials held moderate views in this regard.

Except for agribusiness executives who saw actual and ideal as being much the same, and a very strong feeling on the part of both labor leaders and agricultural journalists that extension service should help farmers with their problems, other groups generally expressed

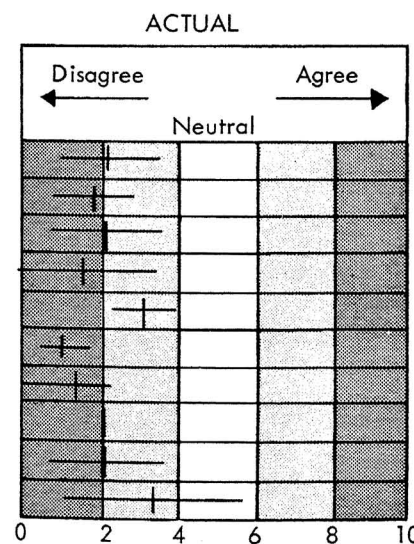
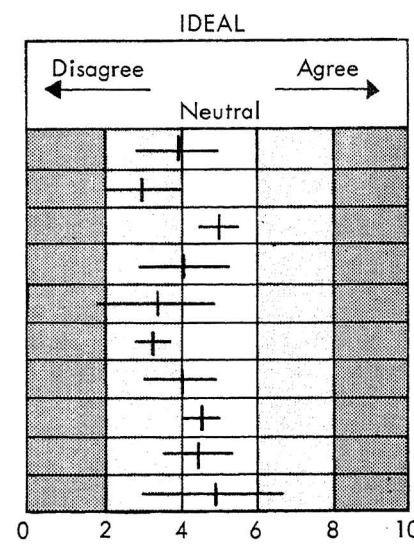
moderate views of disagreement to the negative statement as an ideal. Although guidance counselors disagreed considerably among themselves, they were generally not so dedicated to the ideal of helping farmers with their problems as other groups. More diversity of opinion existed in the ideal sort than in views of the actual. However, the aggregate feeling was that the ideal of assisting farmers with their problems was important and had been achieved reasonably well.



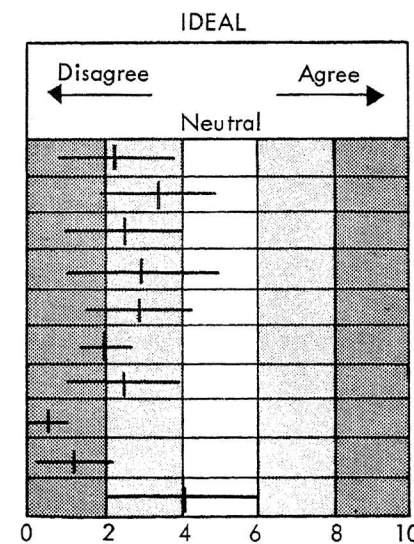
ALL GROUPS
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 Farm Organization Officials
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 Bankers
 Legislators
 Labor Organization Officials
 Agricultural Journalists
 Guidance Counselors



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 Farm Commodity Representatives
 Agribusiness Executives
 Bankers
 Legislators
 Labor Organization Officials
 Agricultural Journalists
 Guidance Counselors



The Extension Service tends to put the farmer under more Federal regulations.

Labor organization officials very strongly disagreed that the Extension Service tended to increase federal regulation of farmers. Although opinions among legislators varied considerably, they, along with bankers, agreed least. All groups either disagreed moderately or strongly with this criticism of federal interference.

Opinions varied considerably about the ideal. Farm

organization officials were almost neutral. Agricultural journalists expressed very strong opinions that federal control of farmers should not be extended through Extension Service activities. Leading farmers, labor officials, and legislators indicated little concern about the federal control allegation. Other groups were in moderate disagreement.

RELIABILITY OF INFORMATION

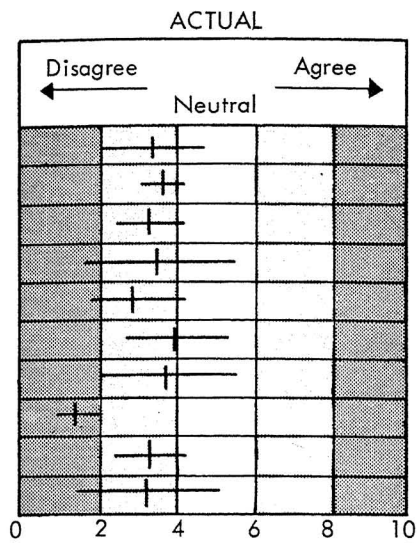
This section is concerned with the views of the various publics on reliability of information provided by the Extension Service when compared with other possible sources of information that is available mainly to farmers.

The Extension Service of the College is the most reliable source of information that the farmer has.

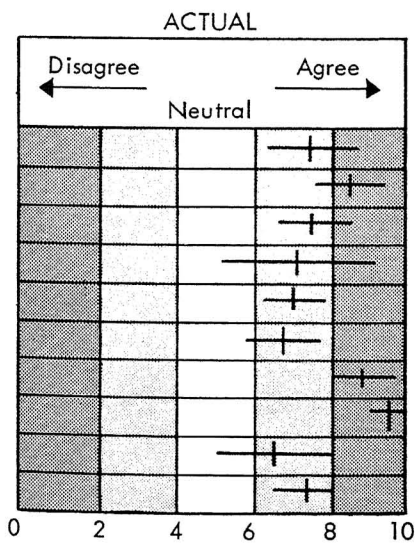
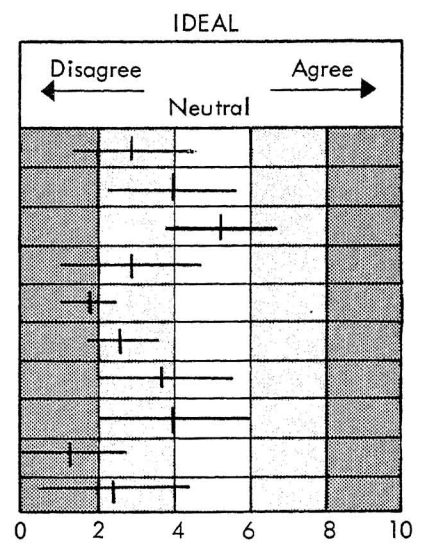
Farmers have the special advantage of ready access to institutionalized systems of obtaining information centered primarily in the Cooperative Extension Service. Their confidence in and use of information made available through the extension channels is well documented. Leading farmers, labor organization officials, and legislators agreed strongly that the Extension Service was the most reliable source of information that a farmer had.

All other groups agreed moderately.

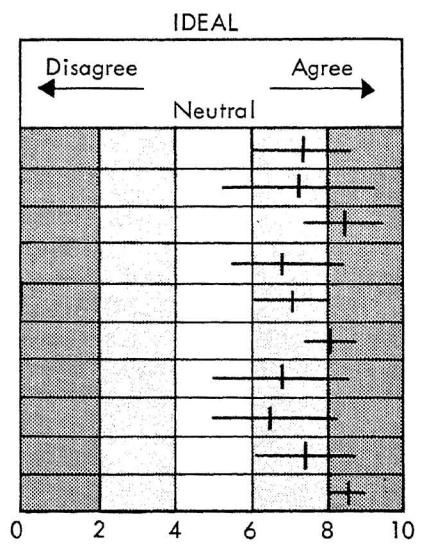
Comparison of aggregate responses on the ideal and actual sorts indicated a general feeling that the ideal of information reliability had already been attained. The comparative responses of bankers, agricultural journalists, and farm organization officials, however, indicated a feeling of need for some work yet to be done.



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 Farm Organization Officials
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Financial grants to the College from industry generally result in research findings useful to industry but not to farmers.

All groups were either neutral or disagreed moderately with this statement. Leading farmers disagreed most.

Bankers and, to some extent, agribusiness executives, labor leaders, and guidance counselors were not

quite so sure as others that such a bias was undesirable. Leading farmers, farm commodity representatives, and agricultural journalists indicated that they regarded the bias objectionable. However, feelings were no more than moderately strong on this item in the ideal sort.

ORIENTATION AND FUNCTION

The situation in Missouri as elsewhere is and has been one of continuing adjustment of extension activity to changing conditions in agriculture and to an expanded role, from both a subject matter and clientele point of view. This section is concerned with the views that various publics held in regard to the extension function and what it should be.

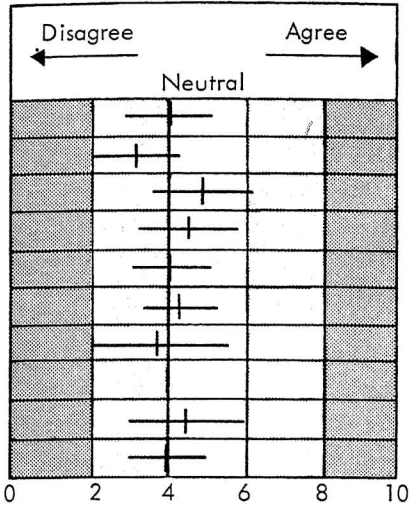
The College Extension Service tries to help all people in the state.

Although a farm tradition of Cooperative Extension lingers in the minds of many, educational efforts are being directed increasingly to all people in the state. Just what the view of the general public is cannot be said with certainty, but most groups in this study tended to see extension in its expanded role. All except guidance counselors agreed moderately to strongly that the Extension Service tries to help all people in the state. Agribusiness executives, labor leaders, and farm organization officials agreed strongly. The opinions of bankers varied widely.

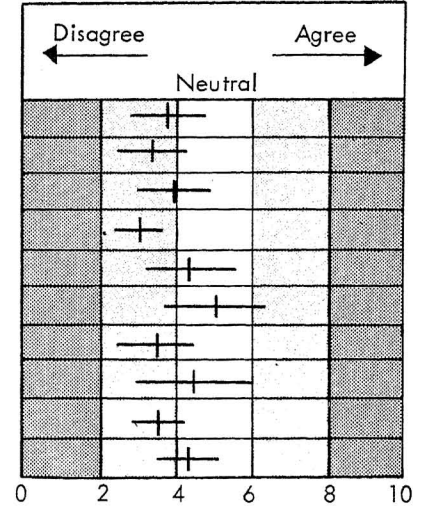
All groups except farm leaders and commodity representatives agreed moderately that the Extension Service

should try to help all people in the state. Although the opinion of farm leaders averaged neutral, wide variations occurred. Variations in ideal and actual sorts indicated considerable diversity in the opinions of what ought to be done. Nevertheless, there was a general tendency to believe in the "help all" principle. Farm organization officials and, particularly, guidance counselors thought that this obligation should be stressed much more than at present. On the other hand, agribusiness executives and agricultural journalists felt that change to a broader service orientation had already progressed slightly further than their ideal rating indicated it should. Other groups saw little need for change.

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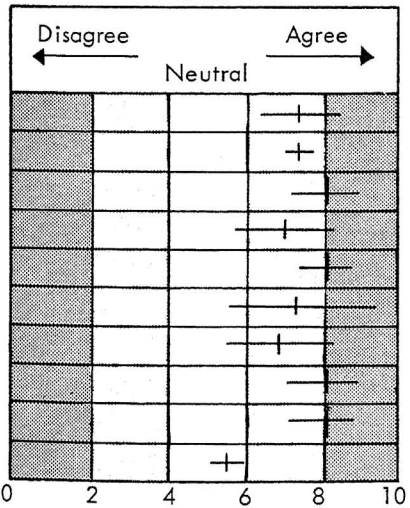


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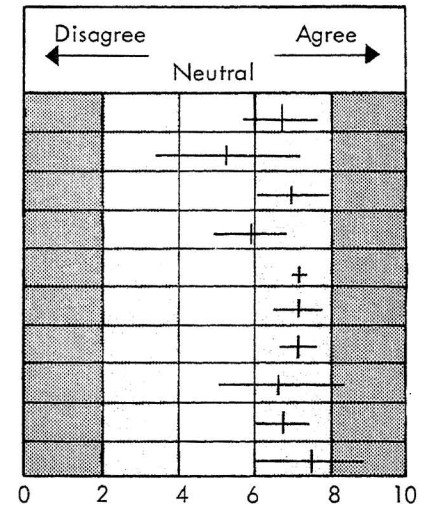


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- Farm Organization Officials
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IDEAL



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The Extension Service is concerned with the improvement of both country and city life.

A second item in the Q-sort dealt with the broader extension orientation namely that the extension service is concerned with the improvement of country and city life. All groups except legislators and farm organization officials rated this item in the actual sort in about the same position as the previous item. The farm organization officials did not agree among themselves. Agribusiness executives and legislators strongly agreed that the College was dedicated to improving both city and country life. Farm organization leaders were generally neutral, which is somewhat contrary with their favorable "help everybody" vote on the previous item.

The only groups not at least moderately agreed that the Extension Service should be dedicated to improving

life in city and country were farm organization officials and farm commodity representatives, who tended to be neutral. On the "help everybody" statement, they had tended to agree that extension efforts should be directed to both the rural and urban segments of the state. Agribusiness executives agreed most strongly that this should be the case. Although legislators and farm commodity representatives thought it desirable to maintain a broad extension orientation, their ratings indicated a belief that these efforts had moved a little further than the ideal. Farm commodity representatives also indicated a somewhat less "help everybody" orientation as an ideal than they thought existed. However, for most groups, the ideal rating deviated little from the perceived actual.

The purpose of the Extension Service is to teach ways of disposing of agricultural products.

Disposition of surplus agricultural products is a pressing national problem. Some have suggested that the Extension Service should make a contribution to the educational aspects of this problem. However, nearly all groups rated this proposal in a neutral position.

Although bankers showed a slight inclination to feel that the extension service was performing no such function, they expressed a moderately strong feeling that

it should be. Agribusiness executives disagreed moderately that this service is being performed and that it should not be. Agricultural journalists expressed much the same view. However, in the final analysis, feelings were very weak on the subject, with bankers being the only group that took as much as a moderately agree position to the item in the ideal sort.

Community development is a major function of the College Extension Service.

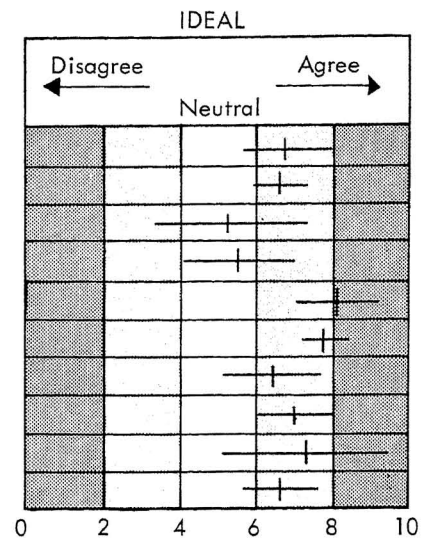
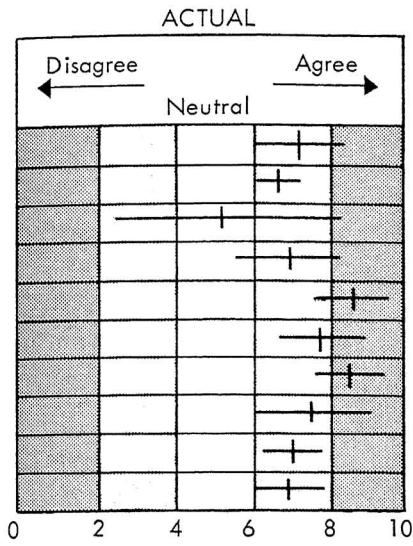
The role of the Extension Service in community development has been one of the most debated of recent extension issues. The University presently is dedicated to a strong community development program which is generated from the Center for Community Development but is operationally a part of an expanded Extension Service program in the state.

Being a relatively new program and associated with a service of different traditional orientation, it is not surprising that the public image of the role of extension in community development is varied. Agribusiness executives and guidance counselors moderately agreed that community development was a major extension function. Bankers and labor leaders held this view strongly. All other groups tended to rate the item in neutral or slightly-agree positions.

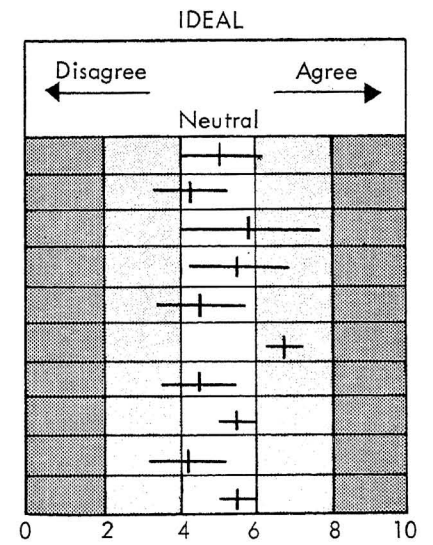
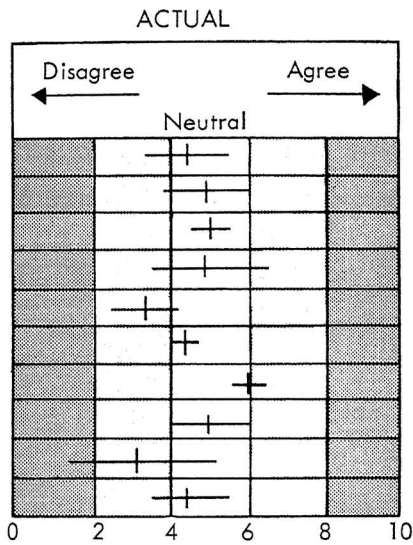
Disagreement among groups on community devel-

opment as an ideally appropriate extension function was also considerable. Farm commodity representatives expressed an almost completely neutral position but, like others, disagreed among themselves. Farm organization officials, who disagreed most with each other, expressed an aggregate opinion only slightly in favor of community development as an extension function. All other groups expressed varying degrees of moderate agreement on the subject with the agribusiness executives and bankers most strongly in agreement.

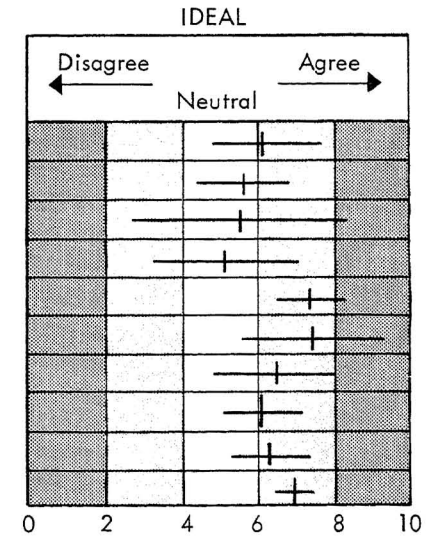
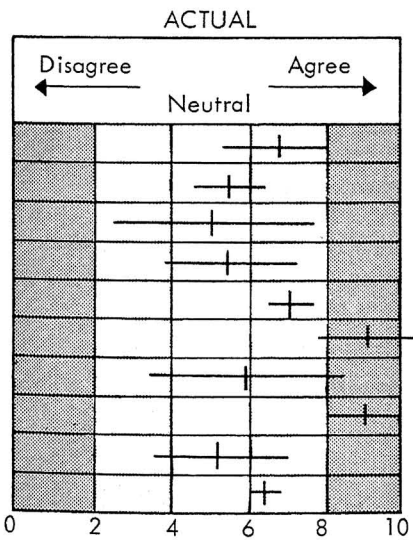
Somehow labor leaders and bankers saw the Extension Service as being much more involved in community development activities than they thought they should be ideally. For most other groups, agreement in this regard was close but often with great within-group variation.



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Views on Teaching Program

Teaching represents the third major activity area of the College about which opinions were obtained. These are discussed under headings related to the quality and nature of the teaching program, the ability of the College to hold competent students, the breadth of the teaching program, and the quality of the product produced.

QUALITY AND NATURE OF THE TEACHING PROGRAM

Five items or statements were available for assessing the quality and nature of the teaching program: *Reactions to the competence of the staff; quality of the training program*

as compared to that of other colleges in the University; freedom of faculty members to express and develop individual ideas; and the concern of teachers with students.

Offers superior training when compared to other Colleges in the University.

Except for legislators, who disagreed mildly, and farm leaders, who were mildly inclined to agree, all groups rated the statement that the College of Agriculture offers superior training when compared to other colleges in the University in a neutral position. More differences of opinion occurred in the ideal than in the actual sort. Leading farmers thought it ought to offer

superior training when compared to other colleges in the University while labor leaders were strongly of the opinion that it should not. Agribusiness executives and farm commodity representatives were slightly inclined to agree with the superior training position. Others tended to be neutral.

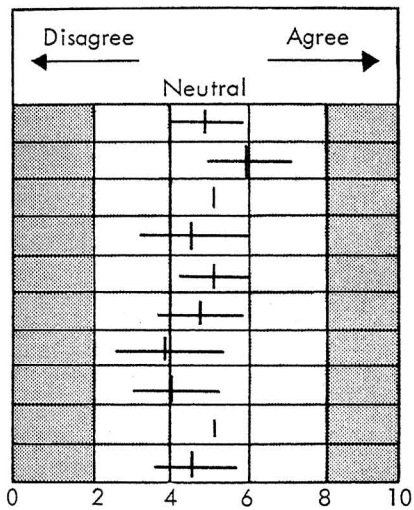
Has one of the most outstanding agricultural college faculties in the United States.

Most groups agreed moderately that the College had one of the outstanding faculties in the United States. Farm commodity and farm organization representatives and agricultural journalists expressed neutral opinions. Farm leaders, although agreeing moderately as a group, varied greatly among themselves.

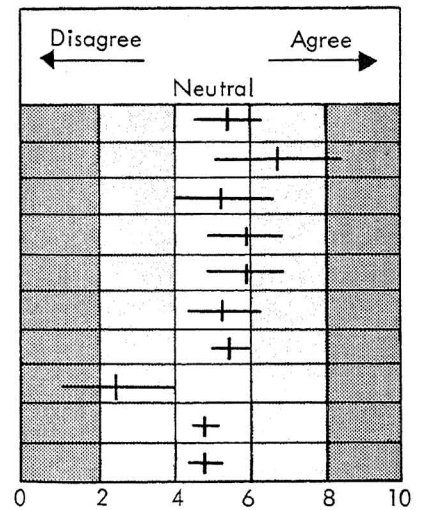
All groups except agricultural journalists and agribusiness executives agreed strongly that the College of

Agriculture should have a staff superior to the ones in other similar institutions. Legislators expressed the strongest positive opinion. The general picture was one in which the ideal definitely exceeded perceived reality. This was true even for the groups who tended to agree that the College already has an outstanding faculty when compared to others.

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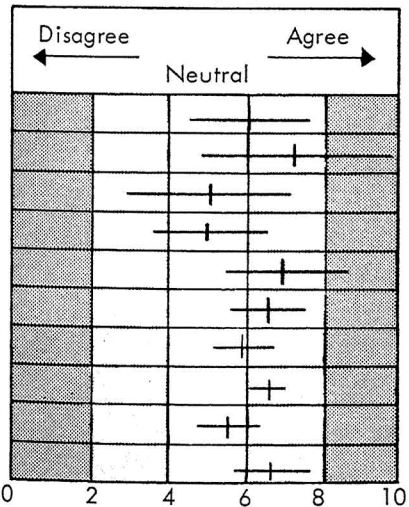


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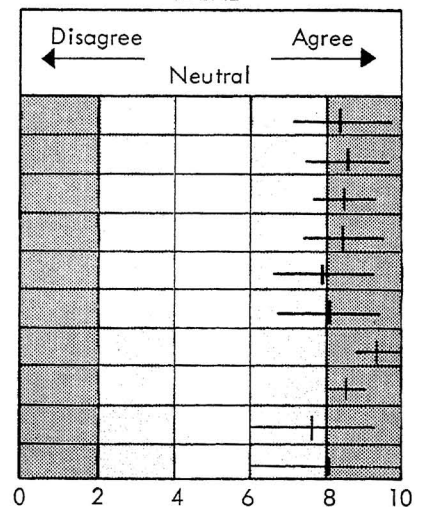


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IDEAL



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Teachers have much freedom to develop and express individual ideas.

Academic freedom and opportunity for creativity are often cherished ideals of the teaching profession and are often subjects of public discussion and even controversy. Farm leaders and legislators were only slightly inclined to feel that such freedom was granted to the faculty. Farm organization officials, who believed most strongly that this freedom was accorded, were much less sure that it was highly important as an ideal. Leading

farmers who were most doubtful that this freedom was granted were most strongly committed to it as an ideal. Legislators were also inclined to rate the academic freedom ideal higher than they thought was the actual condition. All other groups agreed in varying degrees of moderation that the privilege of developing and expressing ideas freely was in fact granted and that this was as it should be.

Teachers are not much concerned with students.

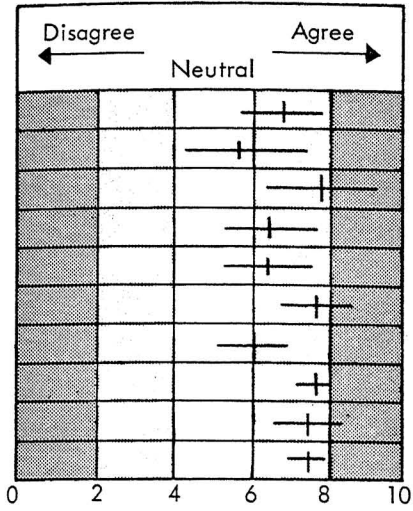
Most faculty members in the College of Agriculture (not in extension) serve the dual role of teacher and researcher in their fields. A typical arrangement is half time teaching and half time research. Although large classes sometimes preclude a great deal of individual attention, students in the College of Agriculture have individual faculty advisors to whom they have ready access.

With their dual interests, questions sometimes arise on faculty members' relative dedication to teaching and research. All groups except legislators disagreed moderately or strongly with the statement that teachers in the College were not much concerned with students. Bankers

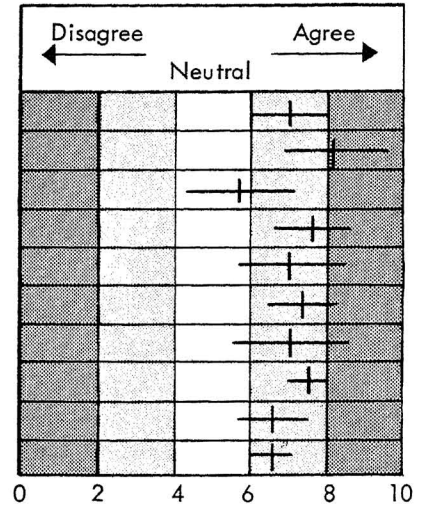
and guidance counselors disagreed most strongly. Legislators disagreed least.

With few minor exceptions, all groups saw present concern with students and the ideal as relatively the same. Bankers, agricultural journalists, and guidance counselors expressed more disagreement with the negative statement on the actual than on the ideal, thus suggesting that they regarded the ideal as having been achieved. The reverse was true for legislators and labor leaders, with an implied suggestion that more concern for students was necessary to achieve the ideal as they saw it.

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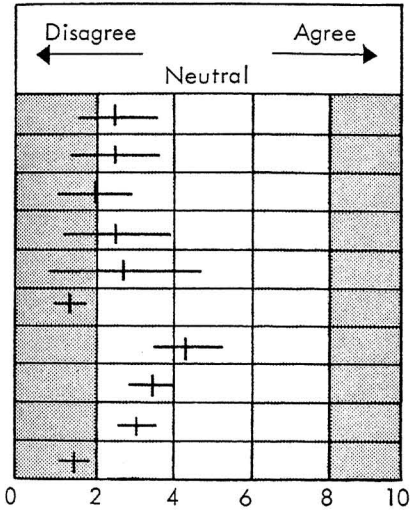


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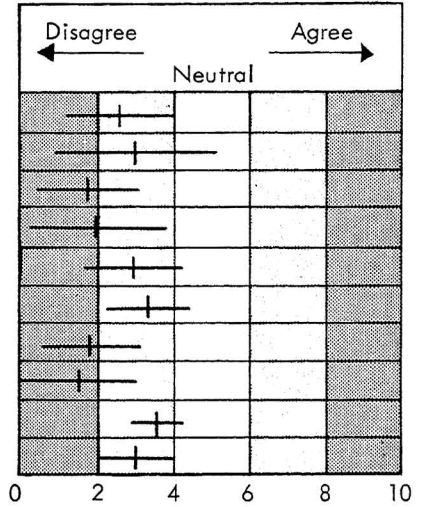


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IDEAL



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- Legislators
- Labor Organization Officials
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ABILITY TO ATTRACT AND TO HOLD COMPETENT STUDENTS

The view that parents and prospective students have of the College of Agriculture has a bearing on its ability to attract and hold competent students. There seems to be a tendency for some people to regard agriculture as synonymous with farming traditionally not thought to require high level talent. Also, some regard a declining farm population as being indicative of a declining agriculture. This condition, plus the fact that farming does not rate particularly high in the occupational hierarchy, may cause students to underestimate the value of training obtained in a college of agriculture⁴. In any case, the general tendency has been for College of Agriculture enrollments to either remain constant or decline while enrollments in other colleges have generally increased.

Competent students tend to avoid it.

In this study, guidance counselors, who are actively involved in helping students choose colleges of higher learning and occupations, strongly agreed that academically competent students tend to avoid the College of Agriculture. All other groups expressed either neutral opinions or only disagreed mildly with this statement.

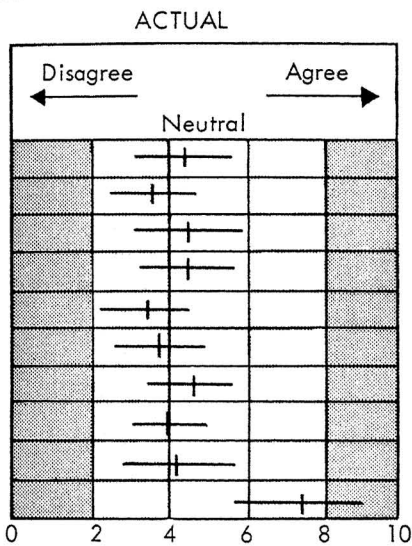
All groups except farm organization officials disagreed that avoidance of the College by competent students was an appropriate ideal. Farm organization of-

officials were neutral. Legislators disagreed most. Agribusiness executives and farm commodity representatives tended to the same opinion. Guidance counselors expressed little disagreement with the statement that competent students *should* avoid the colleges of agriculture, ideally, and held the view that competent students did tend to avoid the College of Agriculture. This attitude of counselors is important to people concerned with increasing the number of agriculturally trained workers.

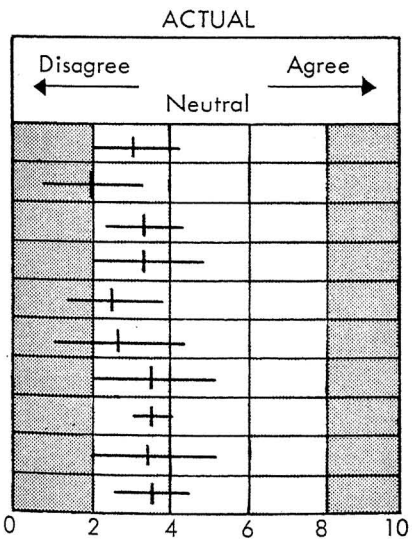
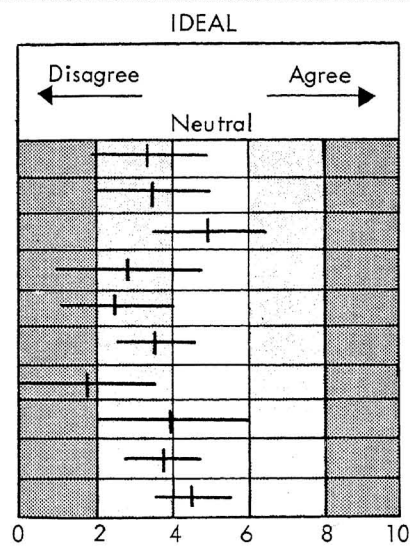
If a student can't make the grade in other colleges, he can always make it in the college of agriculture.

This statement, originally included in the general relations section of the Q-sort, also relates to academic standards and student quality. With two exceptions, the general disagreement was very similar to the disagreement pattern for the statement that competent students tend to avoid the College of Agriculture. There was a general tendency to disagree more with the "can always make it in the College of Agriculture" statement than with the "inability to attract competent students" statement. Also, guidance counselors, who definitely thought that competent students avoided the College of Agriculture, disagreed about like all others that anybody can get through the College. Leading farmers disagreed most on this point, while all others were in moderate disagreement.

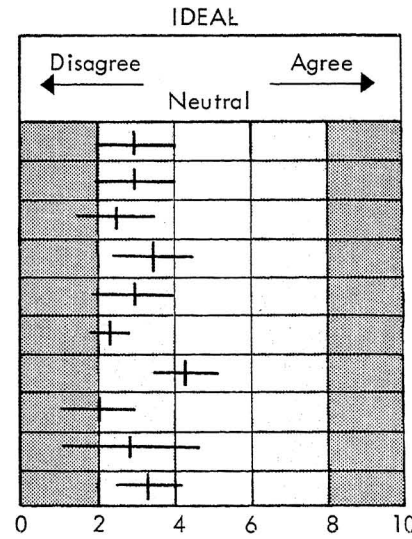
Although most groups disagreed moderately to the "can always make it in the College of Agriculture" principle, variations occurred with labor leaders disagreeing most strongly and legislators disagreeing least but still slightly. Nevertheless, it will be recalled that legislators were also less concerned than other groups about the possibility that competent students tend to avoid the College of Agriculture. Furthermore, they agreed least that the College of Agriculture offers superior training when compared to other colleges. This perceived pattern of what the College is and ought to be seems to mediate in favor of the "anybody getting through" principle. Also pertinent is the fact that legislators saw less objection to a goal of "everybody getting through" as an ideal than to the actual conditions they perceived.



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BREADTH OF THE TEACHING PROGRAM

Colleges of agriculture have always carried a strong occupational orientation, with training offered in a wide variety of occupations related to agricultural production and the needs of a complex agricultural enterprise. The research and extension programs of the colleges also reflect an occupational orientation. Perhaps, this has led some to think of the College as sort of a trade school heavily stocked with how-to-do-it courses.

Teaches mostly how-to-do-it courses dealing only with applied knowledge.

Legislators and labor leaders did not greatly disagree that this was the case although views among legislators varied considerably. Leading farmers, farm organization officials, farm commodity representatives and bankers were likewise not sure that this was not true. Farm commodity representatives and agricultural journalists expressed moderate views of disagreement.

All but agribusiness executives and agricultural

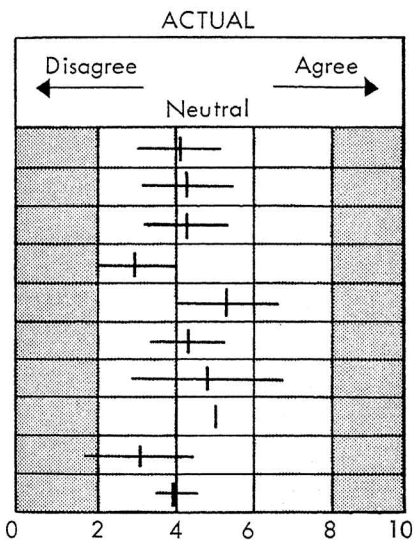
journalists were inclined to disagree more with the "teach mostly how-to-do-it courses" as an ideal than as they saw actual conditions. Stated positively, they were slightly inclined to feel that how-to-do-it courses dealing only with applied knowledge should not be emphasized as much as they were. In general, there was slight to moderate feeling that how-to-do-it courses dealing only with applied knowledge should not be emphasized.

Its standing rests mainly on how well students are taught to feed cattle, hogs, and chickens.

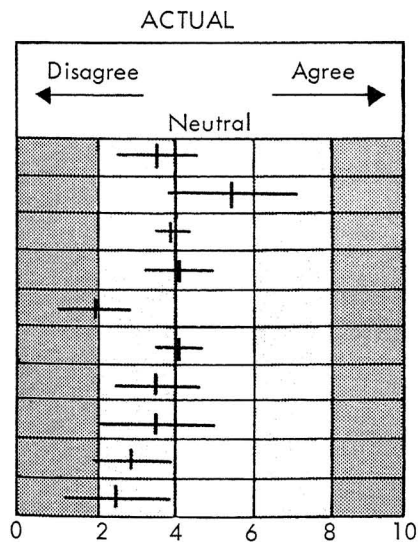
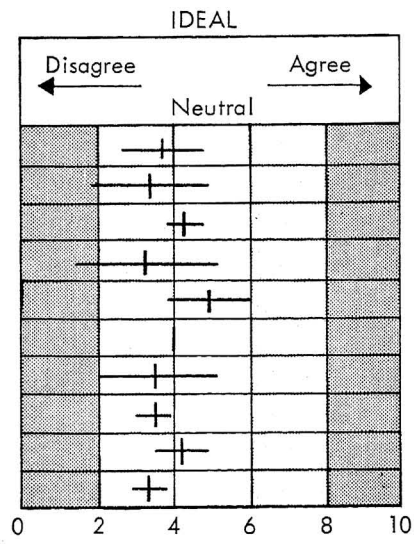
Perhaps some differences in interpretation of what was meant by the College teaching mostly "how-to-do-it courses" occurred because groups that were nearly neutral in response to this item disagreed very strongly that the standing of the College rested mainly on how well students were taught to feed cattle, hogs, and chickens. Guidance counselors, agricultural journalists, and, par-

ticularly, agribusiness executives disagreed strongly with the statement. Farmers had divided opinions but tended to agree slightly that the standing of the College rested on how well students were taught to feed livestock.

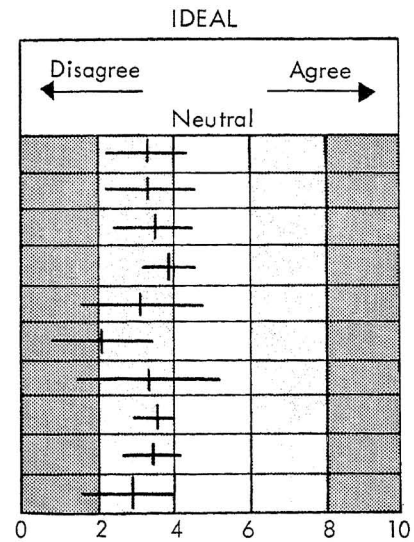
All groups tended to disagree moderately that this would be an ideal situation. This was most true for bankers and least for farm commodity representatives.



ALL GROUPS
 Leading Farmers
 Farm Organization Officials
 Farm Commodity Representatives
 Agribusiness Executives
 Bankers
 Legislators
 Labor Organization Officials
 Agricultural Journalists
 Guidance Counselors



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Is mainly concerned with teaching boys how to farm.

All groups disagreed slightly or moderately with this statement. Nevertheless, variations in opinions within groups were considerable, particularly for labor leaders. Leading farmers, farm commodity representatives, legis-

lators, and bankers tended to neutral responses on the statement. Guidance counselors and agricultural journalists disagreed moderately; all other groups slightly.

Curriculum is mostly an extension of high school vocational agriculture courses.

Although reactions to this statement varied considerably, group averages tended to range from near neutral to moderately disagree. Moderate disagreement was expressed by agribusiness executives and bankers while somewhat less than moderate disagreement was expressed by farm organization officials.

Disagreement to the statement as an ideal was general but weak for most groups. Only slight disagreement

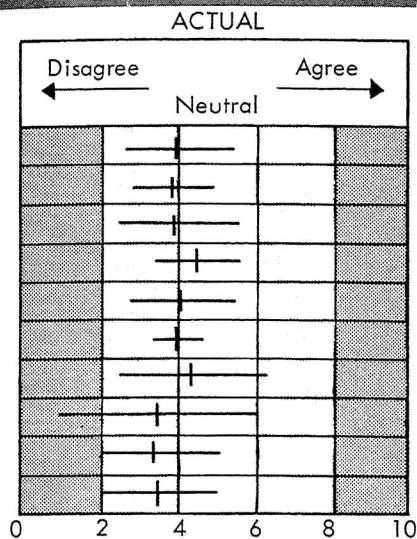
to "extension of vocational agricultural training" as an ideal was registered by leading farmers, farm commodity groups, and bankers. The only groups to register as much as moderate disagreement were agricultural journalists and guidance counselors. Their ratings of ideal and perceived actual situation suggested a need for de-emphasizing what was viewed as an extension of vocational agriculture training to college.

The teaching program offers a broad educational background in science, arts and the humanities plus technical agriculture.

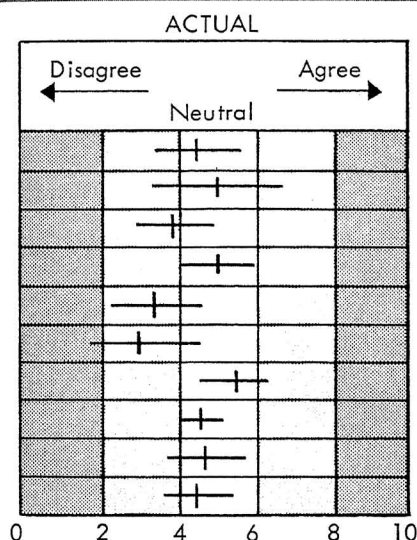
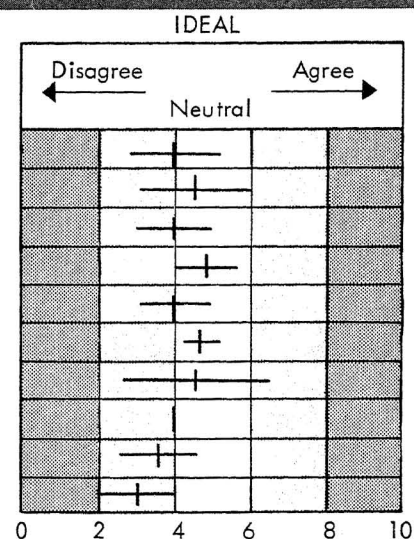
Although guidance counselors did not regard the teaching program of the College as being restricted to feeding livestock and how-to-farm courses, etc., neither did they see it as offering a broad educational background in the basic sciences and the humanities. Other groups agreed moderately that this kind of broad training was provided; although labor leaders and legislators agreed somewhat less than average.

All viewed this type of broad training as an ideal.

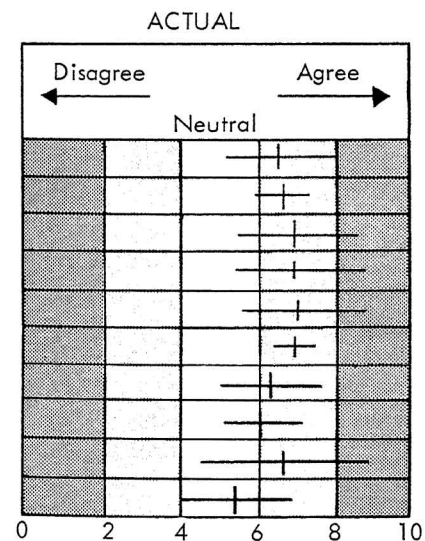
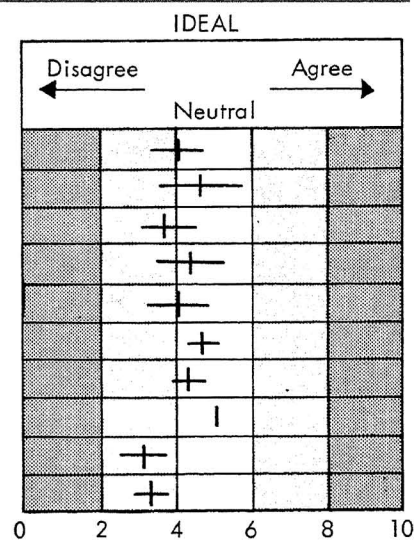
Labor leaders and agricultural journalists took very strong agree positions. This also tended to be true in somewhat less degree for agribusiness executives and farm commodity groups. Although legislators agreed least to the broad training objective as an ideal, they were in moderate agreement that such training should be provided. In the aggregate, all groups tended to see the ideal of broad training quite removed from perceived reality, thereby suggesting that more should be done in this regard.



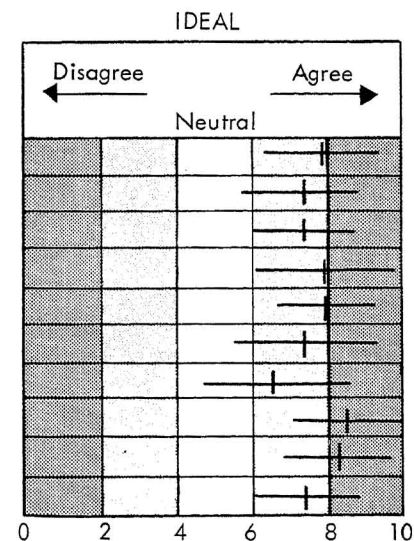
- ALL GROUPS
- Leading Farmers
- Farm Organization Officials
- Farm Commodity Representatives
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Allows the student specialization in many fields of work that are broader than agriculture, and, at the same time, provides him with an understanding of our economy, society, and the common market.

All groups agreed at least moderately with this statement. Bankers, who agreed strongly, were in greatest agreement while guidance counselors, who agreed only slightly, were in least agreement. Others ranged between two extremes.

Leading farmers and farm organization officials down-graded the broad training principles slightly as an

ideal in comparison to reality as they perceived it. Agribusiness executives rated it about the same. All other groups expressed stronger views regarding the broad training statement as an ideal than as they regarded the actual situation to be. Thus, as in the previous item, a vote in favor of broader training in the basic sciences, arts, and the humanities was implied.

QUALITY OF THE PRODUCT

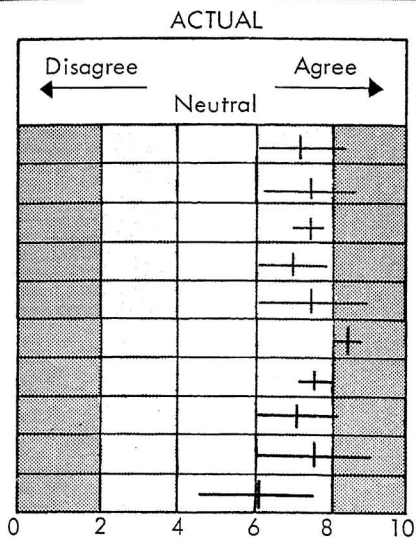
The need for training for adaptability under present conditions of rapid technological and social change is often stressed by educational advisors. It is argued that leaders in agriculture, business, and industry must know more than occupational technologies if they are to continue to contribute to society throughout a lifetime. The question of whether the College of Agriculture is providing such training in this regard has been considered by the College staff and administrators, with positive action already having been taken.

It prepares young men to cope with changing conditions in agriculture.

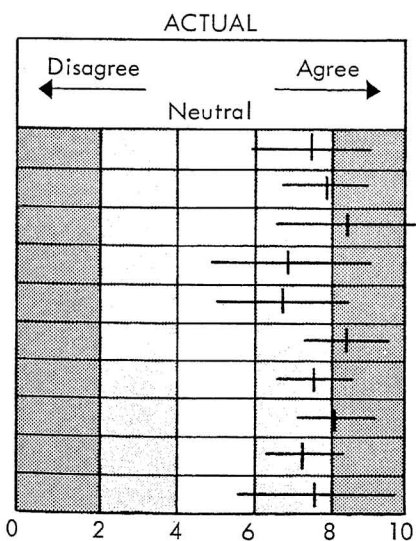
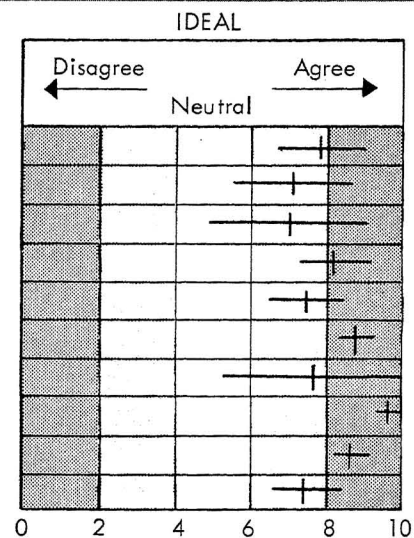
All of the groups interviewed agreed moderately or strongly with this statement. Farm commodity group representatives and agribusiness executives were least sure that it was true, while farm organization officials and legislators agreed strongly that this type of training was provided. Leading farmers and labor leaders also tended to agree strongly.

Farm organization officials, bankers, and farmers agreed slightly less with the adaptability statement as an ideal than as an actual condition. In other words, they saw the goal, which was regarded as of more than moderate importance, as having been essentially achieved. All

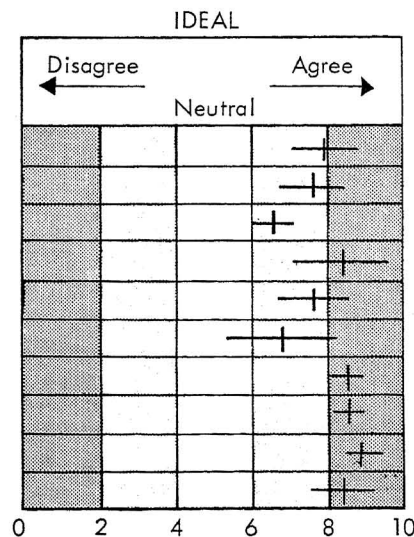
other groups rated this statement very near to or well into the very strongly agreed position in the ideal Q-sort. Farm commodity representatives, agribusiness executives, and agricultural journalists agreed with the statement more as an ideal than as a perceived reality, thus voting in favor of more emphasis on training for adaptability. Legislators strongly agreed with training for adaptability as an ideal but saw the College as already doing this in considerable degree. In general, the relative position of ideal and actual sorts suggested that most groups saw the need for more stress on training for adaptability than was being provided.



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The typical graduate does not have a wide enough background to make a contribution to society.

This was another question that provided indication of how capable the respondents felt the College of Agriculture graduates were to assume responsible positions upon graduation. Although this type of question is subject to a broad interpretation, it permitted a generalized evaluation of training in terms of its utility for life and productivity under present conditions of reality as respondents saw it. All but farm organization officials and agribusiness executives disagreed moderately with the

statement that the graduates were not getting a wide enough background. Agricultural journalists showed considerable diversity of opinion among themselves.

As an ideal, all groups disagreed moderately with the statement, again indicating a belief that broad training for College of Agriculture students was an ideal situation. However, since the aggregate ideal and perceived actual sorts closely coincided, an assumption of a need for more work in this direction was not suggested.

General Reactions

Since some responses originally classified as general could also apply to teaching, research, and extension activities of the College, they were included under those sections. Only responses which were not directly applicable to the three activities of the College are discussed in this section.

RESPONSIBILITY FOR AGRICULTURAL SURPLUSES

The history of agricultural production in this country has been one of remarkable achievement and one in which colleges of agriculture have figured prominently through their teaching, research, and extension programs.

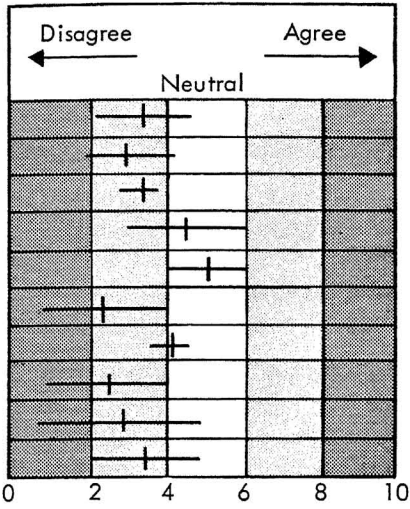
However, either in an attempt to rationalize present embarrassment about agricultural surpluses or to find real reasons for them, an accusing finger sometimes has been pointed toward the colleges of agriculture.

Is mainly responsible for our agricultural surplus.

Evidence from this study shows wide disagreement about college responsibility in this dilemma. Farm organization leaders, guidance counselors, bankers, and legislators either disagreed slightly or were neutral in their responses. Views expressed by farm organization officials varied greatly. Agricultural journalists strongly disagreed with the accusation. Labor and agribusiness leaders also tended to strong disagreement. Leading farmers were borderline moderate in their reactions, thus not very sure that the colleges were not mainly to blame.

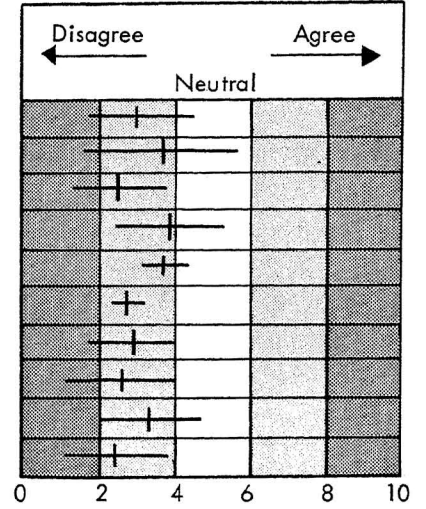
In the ideal sort all but agricultural journalists rated the statement in a moderately low disagree position. Agricultural journalists disagreed very strongly. However, the implied meaning of such a rating is hard to interpret. It may mean that it is ideally wrong that the College is mainly responsible for the surpluses or that it ought to cease being responsible for them. The former seems most tenable since most groups at least doubted that the College was mainly responsible for the surpluses.

ACTUAL

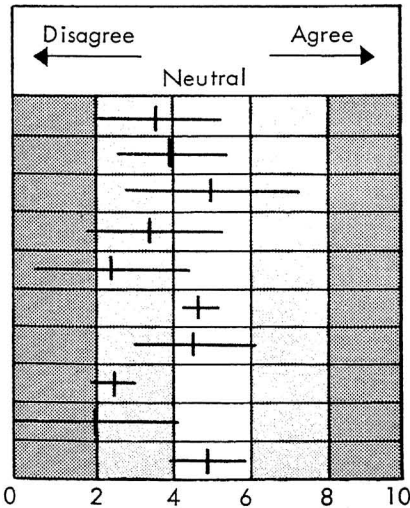


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IDEAL

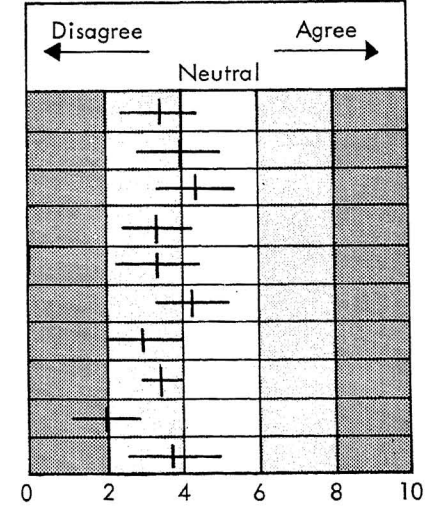


ACTUAL



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IDEAL



FEDERAL CONTROL OVER FARMERS

This is a subject often discussed and one about which fears are frequently voiced. Indeed, this sometimes takes precedence over matters more nearly related to the functions of public institutions and government programs.

Promotes federal control over individual farm operators.

All but farm organization officials disagreed at least moderately that the College of Agriculture promoted federal control over farmers. Farm organization officials were very slightly on the agreement side with considerable differences of opinions being expressed among themselves. Agricultural journalists were among those least sure that promotion of federal control did not occur, or were least concerned about it.

All but farm organization leaders disagreed moderately to the promotion of federal control statement in the ideal sort. Farm organization leaders were neutral,

but varied widely among themselves in opinions expressed. Agribusiness executives were the only group indicating strong disagreement with the statement as an ideal. However, leading farmers, farm commodity groups and agribusiness executives rated actual and ideal sorts in such a way as to indicate a feeling that there ought to be less tendency to promote federal control over individuals than is presently the case. Nevertheless, it will be observed that the aggregate view on this matter was only moderate.

THE FAMILY FARM

Many ideas have centered about the family farm as a national ideal. Public policy generally has been dedicated to preserving it as a way of life and as the means of producing the food supply of the nation. In the heated arguments that have ensued through the decades, it has been difficult to avoid commitment or identification as being committed one way or another with the College of Agriculture being in at least a suspected pro-position.

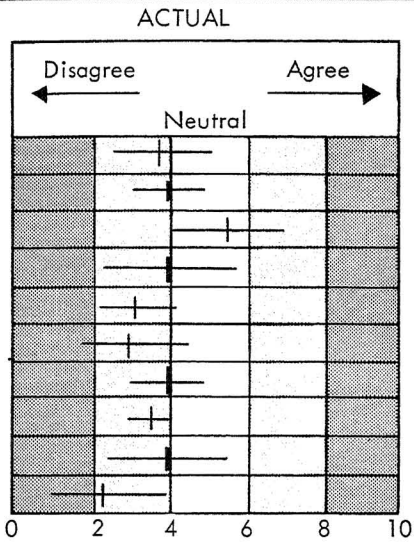
It promotes the belief that the family farm should be preserved.

All groups except farm organization leaders agreed slightly or moderately that this was the case. Labor leaders were in strongest agreement on this subject. Farm organization officials did not see the College as committed to a belief that the family farm should be preserved.

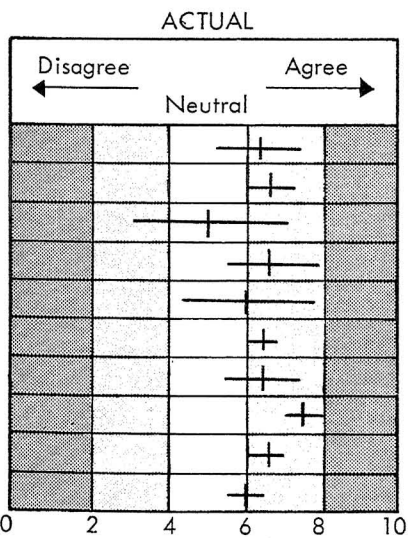
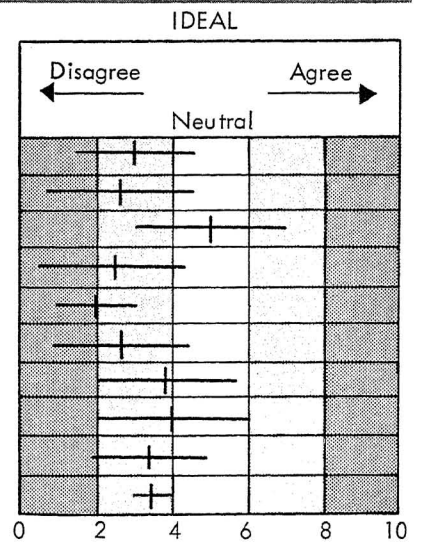
Ideals regarding commitment to preserving the family farm on the part of the College were very similar to views of the actual, with one exception. Farm organization officials who did not see the College as committed were highly disagreed regarding the position it should take even though the average of their reactions was neu-

tral. Bankers were almost neutral and much more in agreement among themselves than leading farmers. Guidance counselors were slightly of the opinion that no commitment to the family farm should exist.

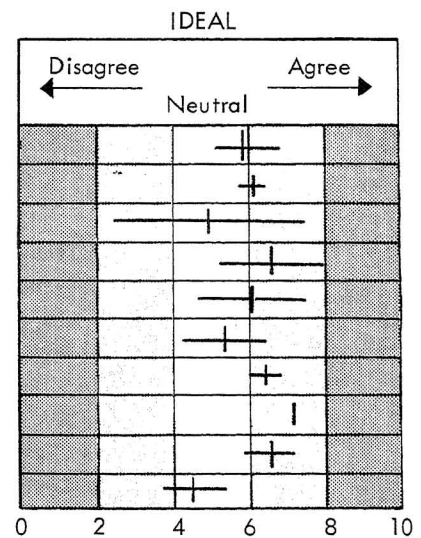
Comparison of ideal and actual sorts by groups suggests that bankers and guidance counselors may recommend less emphasis on the preservation of the family farm by the College than at present. None suggested more emphasis by inference from their comparative ratings .



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SCOPE OF INTEREST

This relates to the broad generalized aspects of the College which were previously examined in some degree under the three types of activity. Breadth of program, concern with practical problems of the people in the state, self orientation, and extension of technical skills to other countries are considered.

Takes in more than just farming.

Again quite pertinent to questions discussed previously regarding the general orientation of the teaching, research and extension programs of the College, all groups agreed moderately or strongly that the College of Agriculture "takes in more than just farming." Agribusiness executives, bankers, and agricultural journalists agreed strongly that this was the case. Legislators and farm organization officials agreed least.

All groups believed moderately or strongly that concern of the College ideally should be broader than farming. Agribusiness executives and labor leaders felt strong-

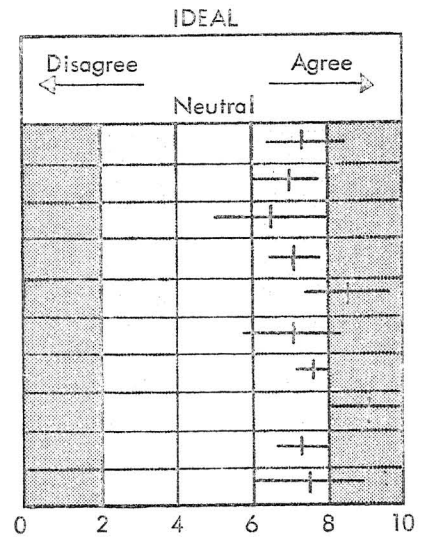
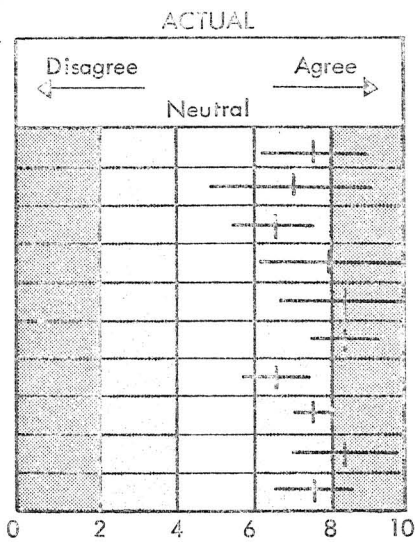
ly that this should be the case while farm organization officials at the other extreme agreed only slightly. Again by comparison of ideal and actual ratings, legislators and labor leaders seemed to suggest more emphasis on the broader orientation than they believed existed, while farm commodity representatives, bankers, and agricultural journalists seemed to vote for less than they perceived. Again, it will be observed that all groups were either moderately or strongly committed to a broad college orientation except leading farmers.

Has done more to solve the practical problems and help people in the state than any other college in the University.

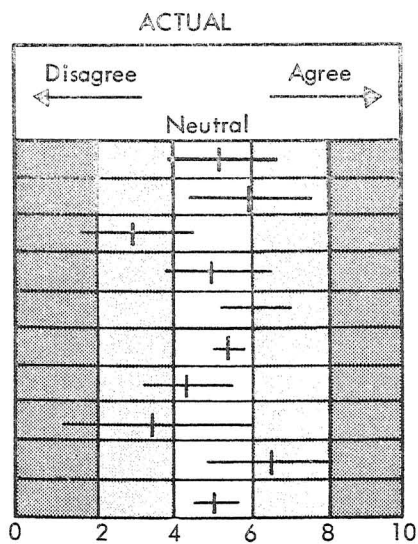
Opinions varied on this statement. Farm and labor organization officials moderately agreed that this was not the case. Agricultural journalists and agribusiness executives moderately agreed that it was. Leading farmers also tended to this position. All others were nearly neutral in their reactions.

The general inclination in the ideal sort was to agree slightly or moderately that the College of Agriculture should do more than other colleges to solve practical problems and help people in the state. Leading farmers agreed most, but others sharing an approximate moderate agreement position were agribusiness executives,

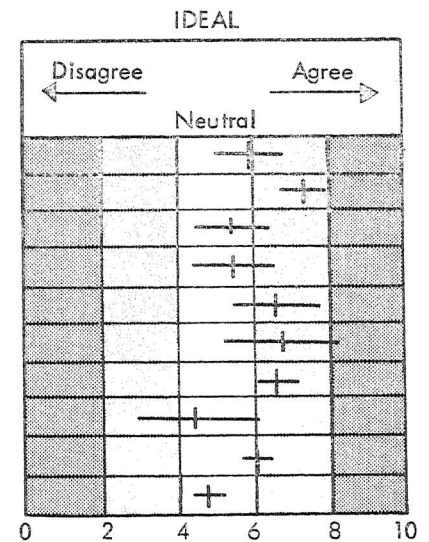
bankers, legislators, and agricultural journalists. Labor leaders, guidance counselors, farm organization officials and farm commodity representatives ranged more closely to a neutral position. While not recommending that the College of Agriculture do more than other colleges, farm organization officials indicated by comparative ideal and actual sorts that they felt the College should be doing much more than now to solve practical problems and help people in the state. Agribusiness executives, bankers, legislators and labor organization officials tended to share this position.



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It tries to extend knowledge and technical skills to people in other countries.

Extension of knowledge and skill by colleges to developing countries of the world is a relatively new role of land-grant institutions. All but labor leaders moderately agreed that the College was trying to extend knowledge and technical skills to people in other countries. Labor leaders expressed neutral responses while guidance counselors and legislators agreed most that this was true.

Most groups were quite reserved in suggesting this as a proper function of the College. Farm leaders, farm commodity representatives, agribusiness executives, and legislators agreed with the statement as an ideal only

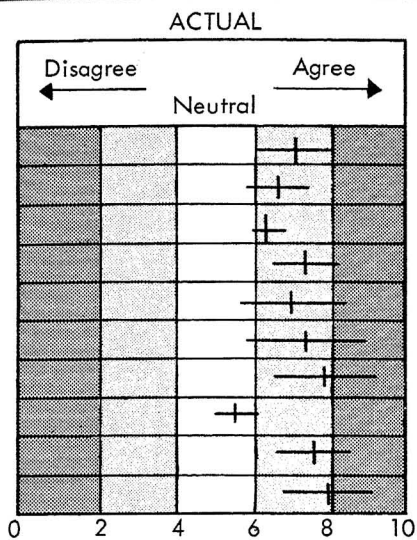
slightly while bankers, guidance counselors, agricultural journalists, and farm organization officials agreed moderately. Comparison of ideal and actual ratings suggests a vote for slightly greater emphasis on extension of assistance to other countries by labor leaders than they thought now exists, while leading farmers, farm commodity representatives, agribusiness executives, legislators, and agricultural journalists seemed to vote for considerably less foreign help emphasis than they thought actually existed.

Is more concerned with getting money for itself than with educating students and adults.

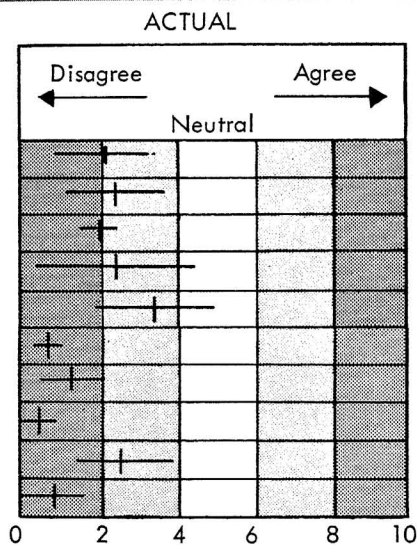
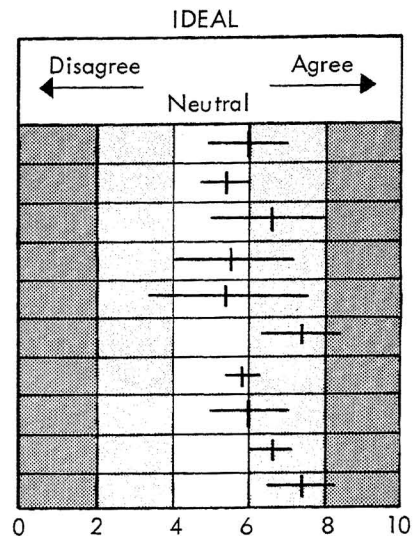
This statement is similar to questions of relative self concern of the College staff as opposed to public concern in research matters. All groups disagreed moderately to very strongly to this statement, with agribusiness executives disagreeing least but still moderately.

As an ideal, all groups also disagreed sharply or moderately, as they did in the previously discussed question relating to research. Comparative ideal and actual

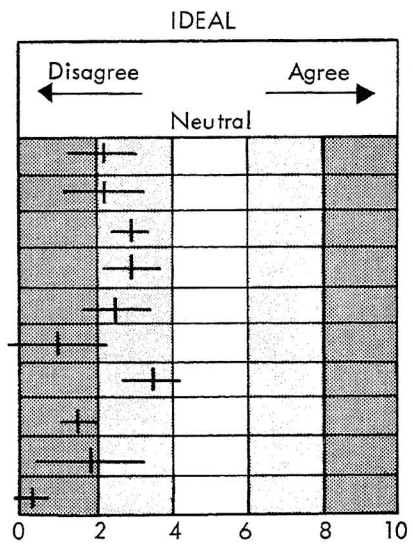
sorts showed no groups with a strong feeling that anything needed to be done to change matters of relative public concern in the College. However, agricultural journalists and guidance counselors placed the ideal disagreement slightly higher than the actual, thus, suggesting a need for greater emphasis over self concern than at present.



ALL GROUPS
 Leading Farmers
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Rates lower than other colleges in the University.

Rating of colleges and schools in a university on a prestige or esteem basis seems to be a common practice both on and off campus. There are some conditions which might contribute to colleges of agriculture being held in lower public esteem than other colleges. It is agricultural in nature and therefore is associated with an occupation that stands about average in the occupational status hierarchy. It tends to be applied and occupational in its orientation which is sometimes regarded as a-intellectual if not anti-intellectual. Even so, no group except guidance counselors regarded the College of Agriculture as occupying a lower prestige position than other

colleges in the University. Even they occupied a near neutral position. Other groups tended to be neutral or in slight disagreement. Bankers disagreed most.

As an ideal, the general feeling was moderately or strongly that the College should not rate lower than other colleges in the University. Farm officials felt strongly that this should not be. Guidance counselors were neutral. Some groups indicated a feeling of need for status improvement by virtue of their actual and ideal sorts. This was particularly true for leading farmers, farm organization officials, and farm commodity representatives.

Is a place where youth learn many bad habits.

Perhaps the day is past when cities are regarded by farm people as iniquitous places where farm boys learn bad habits and where centers of learning may ruin farm youth by cluttering their minds with impractical learning. In any case, all groups disagreed moderately or very strongly with the statement that the College of Agriculture was a place where youth learned many bad habits. Bankers were least sure on this point while agricultural

journalists and guidance counselors were very sure that this was not the case.

Also, as an ideal and as expected, all groups registered moderate to strong disagreement to this statement. Furthermore, no group except possibly bankers indicated any need for alleviating the possibility that youth do learn many bad habits at the College of Agriculture by virtue of comparative actual and ideal views.

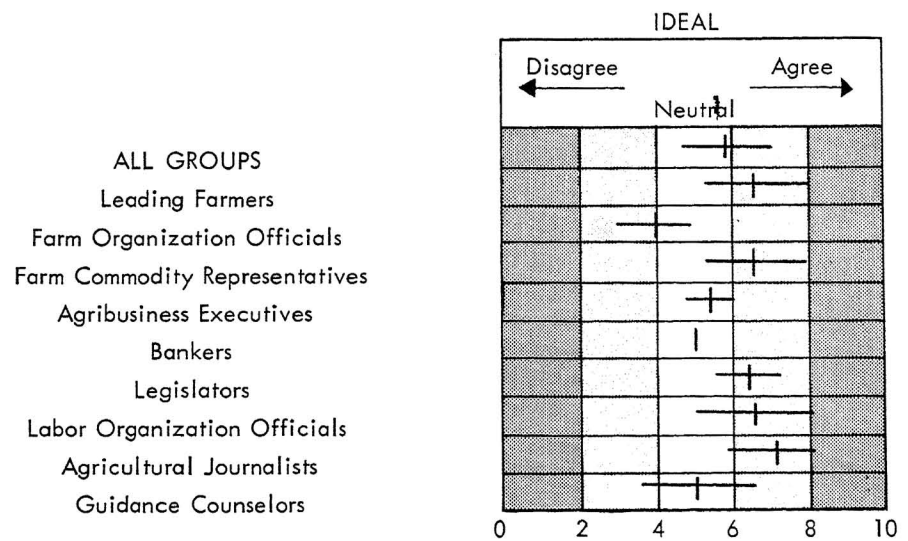
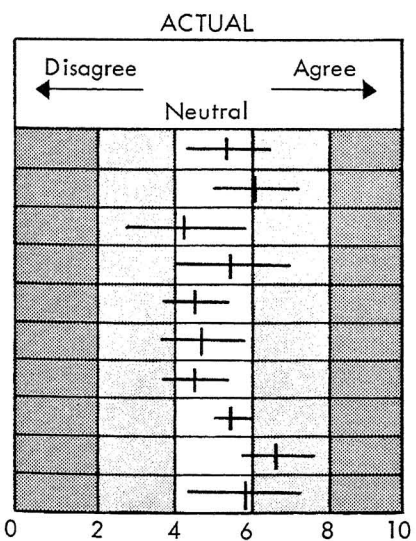
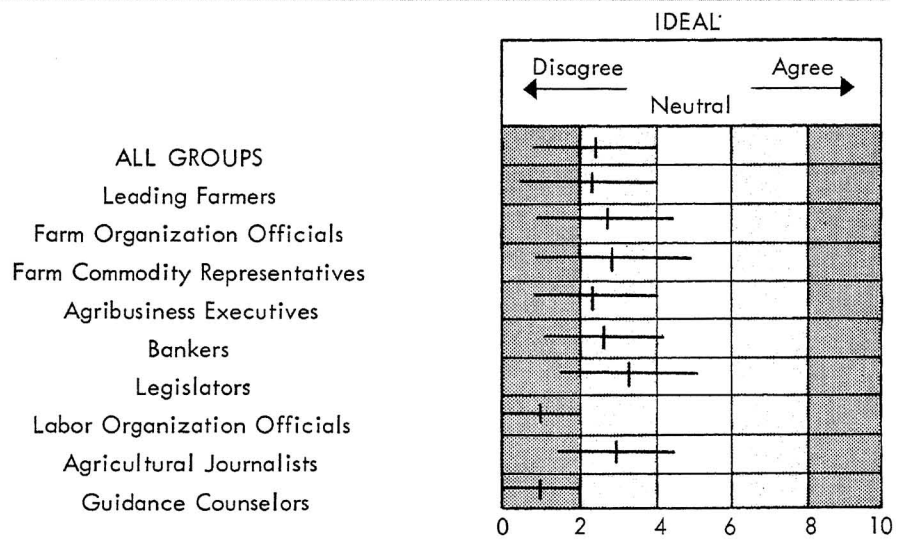
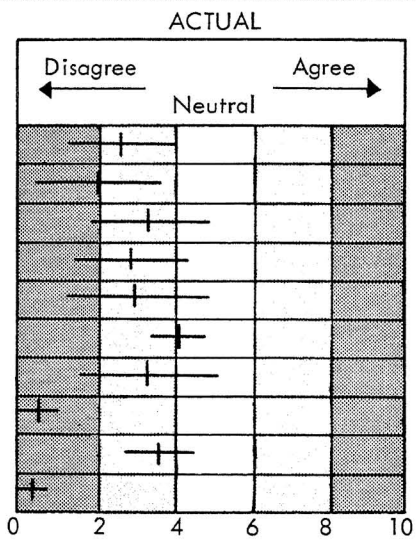
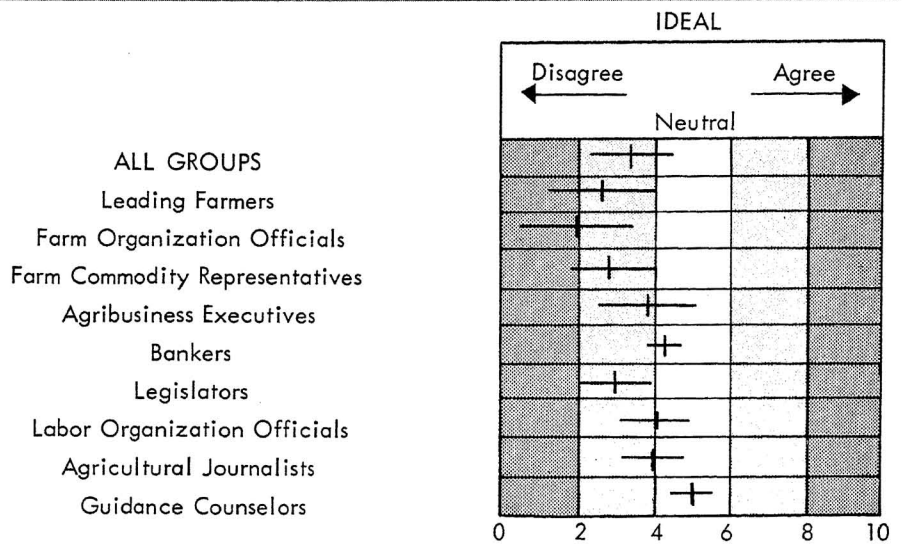
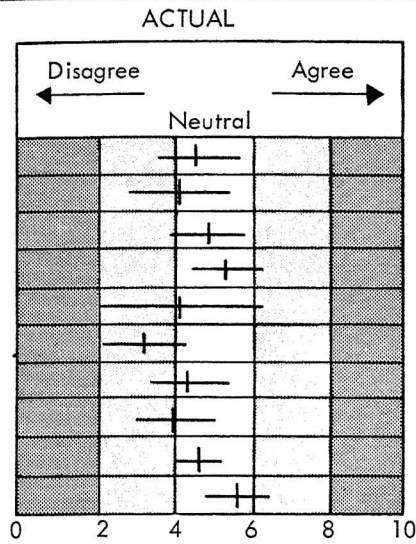
It's a good place for a boy to go to school if he wants to get a high paying job.

The prospect that a school offers for achieving high occupational status often provides an important incentive to attending particular schools. Most groups interviewed in this study were by no means sure that the College of Agriculture was the place to go for this purpose.

As an ideal, all groups were neutral or moderately agreed that the College of Agriculture should be a good place for a boy to go to school if he wanted to get a high paying job, except farm organization officials who, for some unexplainable reason, rated this statement in a slight disagree position in the ideal sort. Groups that

agreed moderately included leading farmers, farm commodity representatives, legislators, labor organization officials, and agricultural journalists. Bankers, agribusiness executives and guidance counselors were essentially neutral in expressed opinions. Comparison of ideal and actual sorts suggests that farm commodity representatives, agribusiness executives, legislators, labor leaders, and perhaps leading farmers, felt some need for training in the College of Agriculture that would prepare youth for higher paying jobs than was the actual case.

rates in relation to other colleges in the University and the nature of what students learn.



Part II

The Aggregate View

•The aggregate view of what respondents thought about the College of Agriculture, as it was, and what they thought it ought to be is presented in this section. Ten items of highest agreement, ten of greatest disagreement, and the strength of feeling that respondents held for their opinion were used for this purpose. Finally, an attempt was made to assess the relation contributions of research, teaching, and extension to the prestige of the College.

VIEW OF WHAT IS

A study of responses was made to see if the respondents fell into groups displaying a particular attitude toward various aspects of the College (see "Factor analysis" discussion in Appendix). Thirty-six of 40 persons included in this analysis indicated a positive orientation to the College of Agriculture and a strong belief that the College was worthy of public support. Howard R. Delaney, who conducted this part of the analysis stated, "Although they saw the research, teaching, and extension program as being broadly conceived and of service to all people in the state, they saw research receiving more emphasis than the other two functions. Research results are viewed as being free from powerful interests while the findings are carefully checked under practical conditions before being released. The teaching program is seen as offering a broad background in science, art, and the humanities in addition to technical agriculture. In general, the program is seen as preparing young people to cope with changing conditions in agriculture."⁷

Extension was also viewed as a broadly conceived program helpful to everybody in the state and as providing the most reliable source of information that a farmer has. Respondents believed that extension workers did a good job of getting information out to people in the state.

Statements About College Most Agreed With

The general view of the College was further indicated by items with which all persons interviewed were in most and least agreement. In the following scoring, zero represents strongest disagreement and 10 the strongest agreement. Actual average ratings for responses ranged from 2.8 to 9.0. Statements of highest agreement in order from high to low were:

<i>Average Score</i>	<i>Response Item</i>
9.0	Is deserving of public financial support.
8.2	Research results are carefully checked and tested under practical conditions.
7.7	Its research helps everybody in the state.
7.7	The extension service of the College of Agriculture is the most reliable source of information that a farmer has.

- 7.6 Takes in more than just farming.
- 7.5 Extension workers do a good job of getting information out to people in the state.
- 7.4 It prepares young men to cope with changing conditions in agriculture.
- 7.3 The extension service tries to help all people in the state.
- 7.2 The extension service is concerned with the improvement of both city and country life.
- 7.2 Allows students to specialize in many fields that are broader than agriculture and at the same time provides students with an understanding of our economy, society, etc.

Statements About College Least Agreed With

On the disagree end of the continuum from most to lesser disagreement, items were arrayed as follows:

<i>Average Score</i>	<i>Response Items</i>
2.1	Is more concerned with getting money for itself than with educating students and adults.
2.2	The extension service does not try to assist farmers with their problems.
2.5	Should not get heavy financial support for research from public funds.
2.5	Is a place where young people learn many bad habits.
2.5	Spends a lot of money on research that has little use except to help staff members get salary increases.
2.6	Teachers are not much concerned with students.
2.7	Researchwise, it is one of the poorest agricultural colleges in the United States.
3.0	Extension people do not keep up with latest developments in farming.
3.2	Is not a place where students can graduate if they can't succeed in other colleges in the University.

In general it can be said that respondents had very weak feelings either way about the following: research results from the College being more reliable than that from industry; the utility of research for getting agricultural production up; extension being directed mainly to large farmers; extension being concerned with ways of disposing of agricultural products; the College being generally oriented to solving practical problems of the people in the state. Nor did they seem to have strong feelings either way about research results supported by industry being useful mainly to those making the research grants.

Neutral feelings were generally expressed in response to items indicating a heavy practical farm orientation in the College teaching program; also about the possibility that competent students tend to avoid the College of Agriculture and that the College is a good place to obtain training for a good paying job. Likewise, respondents were inclined to rate in neutral positions such allegations as, "The College has one of the most outstanding faculties in the United States" or that it rates lower than other colleges in the University in other than a neutral position.

VIEW OF WHAT OUGHT TO BE

There was less unanimity in what respondents thought the College ought to be than in what they regarded it to be. One group of seven persons tended toward an attitude emphasizing teaching. These included three farmers, two agribusiness executives, one farm organization official, and one legislator. They, as most others in the sample, viewed the College in the ideal state as being worthy of public support with a further belief that students should receive training in the arts, sciences and humanities in addition to agricultural training. They also felt that teachers should have considerable freedom to develop and express their ideas. A distinctive feature was the broad training in social, economic, and even international matters that they saw as being needed for agricultural students.

A smaller and definitely minority group saw the need for a broadly oriented teaching and extension program, the latter being concerned with such things as community development and services to both country and city people. They tended to view research as a means of supplying reliable and valid information to the extension service for all people in the state. Items upon which both groups showed high agreement were the need for a broadly oriented teaching and extension program, academic freedom, and integrity and reliability in research, with results to be made quickly available to all people in the state.

Statements Most Thought Should Be True

Many of the same items emerged as paramount when aggregate views of the ideal were viewed. The top ten items stated in the descending order of agreement in the "should be" context were:

<i>Average Score</i>	<i>Response Items</i>
8.8	It should be deserving of public financial support.
8.3	It should have one of the most outstanding agricultural college faculties in the United States.

- 7.9 Research results should be carefully checked and tested under practical conditions before release.
- 7.9 It should provide training broader than agriculture, i.e., provide students with an understanding of our economy, society and such things as the common market.
- 7.8 It should prepare young men to cope with changing conditions in agriculture.
- 7.8 Teaching programs should offer a broad educational background in science, arts and the humanities, plus technical agriculture.
- 7.8 The extension service should be one of the best found anywhere.
- 7.5 Extension workers should do a good job getting information out to people in the state.
- 7.4 It should take in more than just farming.
- 7.4 The extension service should be the most reliable source of information that a farmer has.

Statements Most Thought Should Not Be True

The ten items most definitely relegated to the "should not be" position in descending "should not be" order were:

<i>average Score</i>	<i>Response Items</i>
2.1	It should not be more concerned with getting money for itself than with educating students and adults.
2.3	Researchwise, it should not be one of the poorest agriculture colleges in the United States.
2.4	It should not be guilty of not trying to assist farmers with their problems.
2.5	It should not be more concerned with helping itself than with helping people in the state.
2.6	It should not be a place where youth learn many bad habits.
2.6	It should not be a place where teachers are not much concerned with students.
2.8	It should not be unworthy of heavy financial support for research from public funds.
2.8	It should not spend a lot of money on research that has little use except to help staff members get salary increases.
3.0	It should not be a place that trains students too narrowly to make a contribution to society.
3.0	It should not be a place where students can graduate if they find it impossible to do so in other colleges in the University.

Again as in the actual sort there were some things about which feelings were not strong in either direction. This could either indicate neutral opinion or no opinion.

Since in either case, items would have been assigned to the neutral position, the items assigned represent gray areas of opinion or actually no opinion. Matters of little concern in the ideal sort were: whether research results from the College are more reliable than those from industry; whether research is concerned with getting agricultural production up or with theoretical matters; whether the College stresses practical farm problems; and whether the College is concerned with solving practical problems of people in the state. All were of equally little concern to the respondents. Also, when thinking of the ideal, they rated most other things of greater concern than academic freedom for the teaching staff, and preservation of the family farm.

AGREEMENT BETWEEN ACTUAL AND IDEAL VIEWS

Correlations between the actual and ideal sorts of individuals ranged from 0.09 to 1.0.⁸ One individual, after doing the actual sort, indicated he could change nothing in reflecting his view of the ideal situation. For the person showing the greatest disagreement between the two sorts, one bore little resemblance to the other.

Average correlations by groups were as follows:

ALL GROUPS	.48
Leading Farmers	.37
Farm organization officials	.51
Farm commodity representatives	.28
Agribusiness executives	.50
Bankers	.58
Legislators	.41
Labor organization officials	.33
Agricultural journalists	.49
Guidance counselors	.65

Thus it may be seen that guidance counselors showed least disagreement between the actual and ideal views and farm commodity groups the highest.

If extreme disagreement between the actual and the ideal is defined as a correlation of 0.25 or less, none of the groups or "publics" showed a concentration of dissatisfaction with the College as it is. The eight persons with this low agreement included two farmers, a farm organization official, a farm commodity representative, a labor organization official, an agribusiness executive, an agricultural journalist, and a legislator.

On examining the views of these eight "dissenters", no pattern of disagreement could be found that was distinctive from the actual and ideal expressed by the entire group. Only 10 items showed more than a 1.5 deviation of the actual from the ideal. The eight dissenters saw less need for carefully checking research under practical conditions than they thought actually occurred. They put less stress on insuring that research results are not biased in favor of powerful interests in the ideal than in the actual

situation. However, a slight inclination to this opinion was expressed. They also expressed less concern about research designed to increase production than they thought was being centered on it now. In regard to teaching, the eight thought that the faculty should have more freedom to develop ideas than at present, even though there was no inclination to feel that they were being unduly deprived of this privilege.

A strong vote was cast in favor of a much broader training in the sciences, arts, and humanities in addition to technical agriculture than they thought was presently true. This was regarded as being very important. Strongest feelings of all were expressed toward the need for developing a faculty that is one of the most outstanding in the nation. There was a slight tendency to disagree that the faculty met these standards at present.

A vote for making the Extension Service one of the best to be found anywhere was cast by the eight and, perhaps somewhat surprising, they thought less attention than they saw at present should be exerted to providing a broad extension program for both farm and city people. These dissenters stood about neutral on this matter as an ideal.

Although they felt strongly that College of Agriculture was not more concerned with getting money for itself than with helping students and adults, they disagreed less than others that the College should be concerned with enhancing its own support. They were by no means sure that the College of Agriculture rated well in quality with other colleges in the University, but expressed only moderate views that it should.

When viewing the samples as a whole, seven items appeared in the top ten agreement positions in both the ideal and actual sorts. The three that appeared in the actual but not in the ideal sorts were:

- (1) Its research helps everybody in the state. (3rd actual, 11th ideal)
- (2) The Extension Service tries to help all people in the state. (8th actual, 14th ideal)
- (3) The Extension Service is concerned with the improvement of both country and city life. (9th actual, 13th ideal)

All of these statements relate to a broad research, teaching, and extension orientation and to the problems and interests of all people in the state. Shifts in item positions were quite small and still very definitely in an agree position. However, the inclination was to ascribe less importance to these broad orientation statements as an ideal than they were thought to be receiving under present conditions. Nevertheless, it should be recognized that the respondents saw the College as highly dedicated to helping all the people in the state.

Items appearing in the ideal top ten but not in the actual were:

- (1) Has one of the most outstanding agricultural college faculties in the United States. (18th actual, 2nd ideal)
- (2) The extension service is one of the best found anywhere. (12th actual, 6th ideal)
- (3) The teaching program offers a broad educational background in science, arts and the humanities, plus technical agriculture. (15th actual, 7th ideal)

The fact that quality of the faculty was raised from 18th position in the actual sort to second in the ideal indicates a strong feeling that improvement of quality is needed. The need for improving extension services was also present, but by comparison, quality of faculty took distinct precedence; as an ideal, quality of the faculty also was rated well above having the best extension service found anywhere.

Although the College is viewed as offering broad training, the need for broader education in the sciences, arts, and humanities is indicated by a position of seventh for the item in the ideal sort and a fifteenth in the actual.

STRENGTH OF FEELING ABOUT COLLEGE ACTIVITIES AND PRESTIGE

This feature was measured with a five-point strength-of-feeling scale ranging from neutral (5 on the Q-sort) to a +5 in the agree direction and a -5 in the disagree direction. Thus, strength of feeling ranged from 0 to 5 in either direction. Scores were computed for each of the items, which were then classified by the college activity to which they related and into a general response category.

The strongest views were expressed about research items (average 2.5). (See Figure 2). These were followed by extension (2.2), general matters (2.0), and teaching (1.7). Variations in the strength of feeling responses among groups about each of the major activities were generally small (less than .3 point), except for state legislators and guidance counselors. (See Appendix Table 1). Legislators expressed stronger than average feeling about both extension and research, and counselors had somewhat stronger than average feelings about teaching and weaker than average feelings about extension.

Strength of feeling was much more evenly distributed among the three activities in the ideal than in the actual sort. (See Figure 3). In no case was variation from the group average, by publics, more than 0.2 point. Although differences were small, most tended to express strongest feelings about research. However, bankers expressed strongest opinions about extension and least about teaching. (See Appendix Table II).

Four items indicative of prestige were accorded to each of the teaching, extension, and research activities of the College and to the College in general. This provided a basis for assessing the relative contribution of each activity to the prestige of the College, both in the perceived actual state and the ideal.

From Figure 2 it can be readily seen that the research and extension activities contributed more than

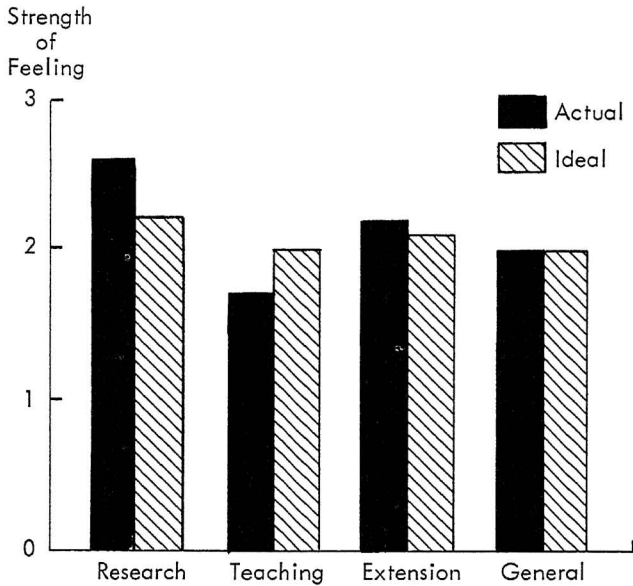


Fig. 2 - Strength of Feeling about Activities of the College, Actual and Ideal Situation.

teaching or general matters to the prestige of the College. The same pattern prevailed for all groups except agribusiness representatives, who were inclined to upgrade teaching and downgrade extension as a prestigious activity. They, along with farm organization officials and farm leaders, upgraded research in this category. The research upgrading was particularly notable among the leading farmers. (See Appendix Table III).

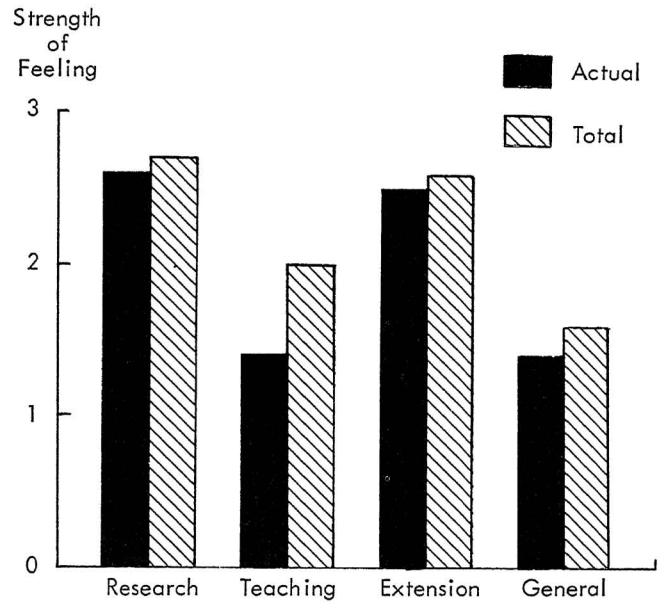


Fig. 3 - Strength of Feeling about Prestige of Various Activities of the College, Actual and Ideal Situation.

Summary and Conclusions

The opinions of 44 leaders in farming, farm organizations, farm commodity groups, agribusiness, banking, state legislation, agricultural journalism, labor organizations, and educational guidance on 48 statements about the College are reported in this study. The statements were selected as representative of the kind of things people react to when thinking about the College. Persons interviewed were key people in their groups.

The small sample was selected on the assumption that limited research resources could best be concentrated on people known to have opinions, who either represented sizable constituencies or who held key positions relative to services of the College, who were in a posi-

tion to act on their opinions, and who had shown an inclination to do so. An attempt was made to include key persons thought to be critical of the College and its policies as well as those favorable. Respondents were asked to arrange items in a Q-sort on an agree-disagree basis. This involves an 11-point scale from most disagree to most agree in which a few items were placed in the extreme positions to progressively more in the middle or neutral position. Two sorts were provided; one the way each thought the College was and the other the way they thought it ought to be. The average rank order in which the respondents rated the statements on the disagree-agree scale was as follows:

SCALE OF AGREEMENT OR DISAGREEMENT WITH THE STATEMENTS AS ACTUAL ▼ AND AS IDEAL ▲ CONDITIONS

Response Item	Strongly Disagree		Disagree			Neutral		Agree		Strongly Agree	
	0	1	2	3	4	5	6	7	8	9	10
Is deserving of public financial support. (01)											▲
Research results are carefully checked and tested under practical conditions before released. (00)										▲	▼
It's research helps everybody in the state. (10)									▲	▼	
The extension service of the college is the most reliable source of information that a farmer has. (32)									▲	▼	
Takes in more than just farming. (45)									▲	▼	
Extension workers do a good job getting information out to people in the state. (24)									▲	▼	
It prepares young men to cope with changing conditions in agriculture. (21)									▲	▼	
The college extension service tries to help all people in the state. (29)									▲	▼	
The extension service is concerned with the improvement of both country and city life. (25)									▲	▼	
Allows the student specialization in many fields of work that are broader than agriculture, and, at the same time, provides him with an understanding of our economy, society, and the common market. (17)									▲	▼	
Research results are not purposely biased to favor powerful interests. (06)									▲	▼	
The extension service of the college is one of the best found anywhere. (28)									▲	▼	
It tries to extend knowledge and technical skills to people in other countries. (36)									▲	▼	
Teachers have much freedom to develop and express individual ideas. (20)									▲	▼	
The teaching program offers a broad educational background in science, arts, and the humanities plus technical agriculture. (12)									▲	▼	
Community development is a major function of the college extension service. (35)									▲	▼	
It promotes the belief that the family farm should be preserved. (37)									▲	▼	
Has one of the most outstanding agriculture college faculties in the United States. (16)									▲	▼	
Research findings are more reliable than research findings from industry. (11)									▲	▼	
Most research is concerned with getting agricultural production up. (07)									▲	▼	
It is a good place for a boy to go to school if he wants to get a high paying job. (44)									▲	▼	
Has done more to solve the practical problems and help people in the state than any other college in the university. (41)									▲	▼	
Offers superior training when compared to other colleges in the university. (40)									▲	▼	
The purpose of the extension service is to teach ways of disposing of agricultural products. (26)									▲	▼	

SCALE OF AGREEMENT OR DISAGREEMENT WITH THE STATEMENTS AS ACTUAL ▼ AND AS IDEAL ▲ CONDITIONS

Response Item	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		
	0	1	2	3	4	5	6	7	8	9	10
Rates lower than other college in the university. (42)				▲	▼						
Competent students tend to avoid it. (18)				▲	▼						
Curriculum is mostly an extension of high school vocational agriculture courses. (15)				▲	▼						
Teaches mostly how-to-do-it courses dealing only with applied knowledge. (13)				▲	▼						
Financial grants to the college of agriculture from industry generally result in research findings useful to industry but not to farmers. (34)				▲	▼						
Extension work within the college is primarily directed to large farmers. (33)				▲	▼						
Is mainly concerned with teaching boys how to farm. (14)				▲	▼						
Is mainly responsible for our agricultural surpluses. (39)				▲	▼						
Promotes federal control over individual farm operation. (46)				▲	▼						
Research projects develop information that is useful for big farmers but not for little ones. (02)				▲	▼						
Its standing rests mainly on how well students are taught to feed cattle, hogs, and chickens. (19)				▲	▼						
Is more concerned with theoretical research than practical, applied research. (04)				▲	▼						
The typical graduate does not have a wide enough background to make a contribution to society. (23)				▲	▼						
The extension service tends to put the farmer under more federal regulations. (27)				▲	▼						
If a student can't make the grade in other colleges, he can always make it in the college of agriculture. (43)				▲	▼						
County extension agents of the college do not keep up with the latest developments in farming. (31)				▲	▼						
Researchwise, it is one of the poorest agricultural colleges in the United States. (08)				▲	▼						
Teachers are not much concerned with students. (22)				▲	▼						
Spends a lot of money on research that has little use except to help staff members get salary increases. (09)				▲	▼						
Is a place where youth learn many bad habits. (47)				▲	▼						
Should not get heavy financial support for research from public funds. (05)				▲	▼						
Is more concerned with helping itself than with helping people in the state. (03)				▲	▼						
The college extension service does not try to assist farmers with their problems. (30)				▲	▼						
Is more concerned with getting money for itself than with educating students and adults. (38)				▲	▼						

Appendix

APPENDIX A

A PARTIAL LISTING OF POSITIONS HELD BY THE PERSONS INTERVIEWED

This listing of positions held by respondents is incomplete. Some escaped the attention of the interviewer and some respondents were hesitant to list their positions. Since descriptions were made as respondents gave them, organizational titles appearing here may vary somewhat from exact names. They are listed as evidence in support of the elite nature of the respondents interviewed.

President of:

Missouri Farmers' Association
Missouri Bankers' Association
Missouri Farm Bureau Federation
National Farmers Organization of Missouri
CornBelt Publishers, Inc. (Chicago)
Kansas City Farmers Club
American Royal Livestock Show (Vice-President)
Missouri State Horticulture Society
Livestock Exchange—St. Louis
Meat Cutters' Union (Local 88 in St. Louis)
Federated Garden Clubs
Federal Reserve Bank—St. Louis (Vice-President)
Two past presidents of the Missouri Livestock Board

Member-Boards of directors, Committees, Commissions, etc.:

The American Soybean Association (National Office)
Missouri Farmers' Association
Mid-West Wool Cooperative
National Sheep Producers Council
Board of Trustees, Central Methodist College
Board of Trustees, Missouri School of Religion
National Soybean Processing Association
American Feed Manufacturers Association
Missouri Public Expenditures Survey
Associated Industries of Missouri
4-H Foundation (State)
State Advisory Committee of Animal Sciences
Missouri Restaurant Association
Senate Agricultural Committee

Educational Committee of the Senate, State of Missouri
Senate Agricultural Committee (Chairman)
Republican State Committee (Chairman)
State Committee on Atomic Engineering
Advisory Council of the College of Agriculture (4 members interviewed)
(4 members interviewed)
4-H Council of the College of Agriculture
Rural Area Development Committee of the College of Agriculture
State Executive Committee of the Rural Area Development Program
Governor's Watershed Committee
Governor's Emergency Food Plan Committee
State Livestock Disease Committee
State Chamber of Commerce
State School Teacher's Retirement Committee
Agricultural Committee, Kansas City Chamber of Commerce

Member of:

American Agricultural Editor's Association
Newspaper Farm Editors Association
Feed Improvement Association
State and National Meat Packers Association
Agribusiness Club, St. Louis
State Poultry Association
State Retail Tractor Association
Missouri Agribusiness Club
American Royal Horse Show Association
Board of Directors of many local business, banks, REA, city development corporations, etc.

Managerial and Executive Responsibilities in:

Swift Packing Company—St. Louis (Manager)
Missouri Ruralist (Editor)
Kansas City Star (Farm Editor)
St. Louis Post Dispatch (Editor)
Missouri Farmers' Credit Association (Officer)
Several bank presidents

APPENDIX B

TABLE I - AVERAGE STRENGTH-OF-FEELING SCORES RELATED TO THE WAY DESIGNATED LEADERS SEE THE COLLEGE BY RESPONSE AREA

Response Area	Average Strength-of-Feeling Scores for Leaders in:									
	All Groups	Farming	Farm Org.	Farm Com. Groups	Agri-Business	Banking	State Leg.	Agri. Journ.	Labor Org.	Guid. and Couns.
Research	2.5	2.6	2.6	2.4	2.5	2.3	2.7	2.6	2.3	2.7
Teaching	1.7	1.8	1.7	1.7	1.7	1.9	1.3	1.7	1.5	1.9
Extension	2.2	2.0	2.2	2.2	2.1	2.3	2.7	2.1	2.3	1.6
General	2.0	1.9	1.8	2.1	2.0	1.9	1.7	2.0	2.2	2.0

TABLE II - AVERAGE STRENGTH-OF-FEELING SCORES RELATED TO WHAT THE COLLEGE OUGHT TO BE BY RESPONSE AREA

Response Area	Average Strength-of-Feeling Scores for Leaders in:									
	All Groups	Farming	Farm Org.	Farm Com. Groups	Agri-Business	Banking	State Leg.	Agri. Journ.	Labor Org.	Guid. and Couns.
Research	2.2	2.2	2.3	2.2	2.2	2.1	2.3	2.4	1.9	2.3
Teaching	2.0	2.2	1.9	2.1	1.9	1.7	2.2	1.8	2.3	2.0
Extension	2.1	1.9	2.1	1.9	2.2	2.4	2.1	2.1	1.7	2.1
General	2.0	1.9	1.8	2.0	2.1	2.0	1.7	2.1	2.5	1.9

TABLE III - AVERAGE STRENGTH-OF-FEELING SCORES REGARDING PRESTIGE THAT DESIGNATED LEADERS ASSIGNED TO COLLEGE ACTIVITIES

Prestige Items Relating To:	Average Strength-of-Feeling Scores for Leaders in:									
	All Groups	Farming	Farm Org.	Farm Com. Groups	Agri-Business	Banking	State Leg.	Agri. Journ.	Labor Org.	Guid. and Couns.
Total	2.0	2.3	2.1	1.9	2.0	1.9	2.1	1.7	1.8	2.1
Research	2.6	3.1	2.9	2.3	2.8	2.2	2.5	2.5	2.6	2.7
Teaching	1.4	1.7	1.1	1.2	1.9	1.2	1.1	1.1	1.3	2.0
Extension	2.5	2.5	2.8	2.8	1.7	2.8	3.8	1.9	1.9	2.5
General	1.4	1.8	1.6	1.3	1.6	1.3	1.1	1.5	1.4	1.1

TABLE IV -- AVERAGE IDEAL STRENGTH-OF-FEELING SCORES FOR PRESTIGE ITEMS CLASSIFIED BY RATERS AND ACTIVITIES OF THE COLLEGE

Prestige Items Relating to:	Average Strength-of-Feeling Scores for Leaders in:									
	All Groups	Farming	Farm Org.	Farm Com. Groups	Agri-Business	Banking	State Leg.	Agri. Journ.	Labor Org.	Guid. and Couns.
Total	2.2	2.3	2.5	2.2	2.2	2.2	2.3	2.0	2.2	1.9
Research	2.6	2.9	3.2	2.7	2.4	2.3	2.7	2.5	2.3	2.5
Teaching	2.0	2.2	2.0	2.1	2.1	2.1	2.5	1.4	2.4	1.6
Extension	2.6	2.5	3.0	2.4	2.3	3.1	2.7	2.4	2.4	2.6
General	1.6	1.8	1.9	1.7	1.6	1.3	1.4	1.6	1.8	1.0

APPENDIX C

WHAT OTHER STUDIES HAVE SHOWN

Many parents and students think of a college education mainly as a means of improving employment opportunities and thus of attaining high status positions.¹⁰ This seems to be a predominating view of students enrolled in agricultural colleges.^{10, 11} A California study showed that agricultural college students regarded themselves as different from liberal arts students, but not in ways that reflect unfavorably upon themselves. Speaking of their own self-conceptions, Templeton states, "Indeed the students see themselves as a virtuous group. They are serious about their futures, tolerant, friendly, and open-minded. In contrast to the image of the liberal arts student, they are not 'money grubbing' or 'greasy-grinds' or 'good-time Charlies.' In particular, they are not 'long-haired' for to be 'long-haired' might well be a contradiction of the serious practicability which seems to characterize the vocationally oriented student."¹¹

Turning from the academic to the research function of the colleges, there is some evidence from other studies that farmers place a high value on research findings from agricultural college experiment stations,^{12, 13} and that people place a high value on research generally,^{9, 14} also there is evidence that doing something for the public besides teaching students, such as conducting research and extension programs, is an important factor in public feelings that colleges are worthy of public support.⁹

Studies of the public view of extension services and activities indicate considerable lack of knowledge about the scope of this activity. There was a feeling on the part of farmers and, in one study, on the part of state legislators, that it is all right to extend extension efforts to other clienteles so long as services to farmers are not impaired.^{15, 16, 17, 18, 19} Two urban studies indicated a willingness for public funds to be spent for extension efforts in suburban areas and indeed seemed desirous that this be done.^{20, 21} With these urbanites, as with legislators in North Carolina, the more they knew of extension work the more favorable they were to it.

Many opinions have been expressed about what various publics think of farming and farm people. However, documented evidence of what these views are is lacking. Speaking of a nation-wide sample of dairy farmers, Frank Neu stated the view that the average citizen has little time to worry about agricultural problems and is therefore little concerned about them.²² Others are not so sure that the general public is little concerned about agricultural problems and their impact on non-farm people.²³ Whatever the views are of agriculture in general and farming in particular they are likely to attach to agricultural colleges and to have some bearing on the way people relate themselves to the College of Agriculture in Missouri.

APPENDIX D

DISCUSSION OF Q-SORT TECHNIQUE

Whiting describes Q-sort as superior to the interview, questionnaire, attitude scale, or rating scale as a flexible means of obtaining information about attitudes, opinions, and expectations of people. According to him, it is also more amenable to experimental control; is superior in minimizing personal bias, in validity, in reliability, simplicity, and ease of application; and in the diversity of analysis to which data so obtained can be subjected.²⁴

Difficulties enumerated by Whiting seem to stem mainly from poor selection of items, improper use of the instrument, and discomfort often caused to raters by the forced choice requirement. Cronback also suggests that failure to take cognizance of differences in elevation of the item profiles (strength of feelings) inherent in the method is sometimes a limitation². Raters often complain, as in this study, that they cannot adequately express strong feelings held for particular items in the Q-sort because of limitations in number of statements they can place in one position. This complaint was particularly directed to placement of items on the negative side of the sort. Although relative position of items in the strength of feeling array were determined, intensity of feelings in this direction may have been underestimated.

Factor Analysis

Responses of 40 of 44 persons interviewed were subjected to factor analysis to determine the manner in which responses were organized in the thinking of respondents, both in the actual and ideal sorts and the degree to which different individuals tended to organize their views into-similar, thought patterns.²⁵

Limitations of the Study

Aside from limitations inherent in the method and its application, some of the sub-samples were too small to yield statistically significant differences at the usual confidence level. However, the contention here is that ratings assigned are more properly assessed in terms of the power and influence positions held by the persons interviewed and the special importance of the constituencies they represent to the College. Perhaps, the sample can be regarded as more adequate for the correlation of persons than items which is the technique involved in the factorial analysis directed to finding how persons are correlated on certain groups of item responses.¹

Another limitation stems from the self analysis nature of this study. Although the investigators introduced themselves as members of the "Sociology Department" of the University, their identification with the College of Agriculture was surely known to most of the respondents; also, the reasons for the study. At least two observations are pertinent in this regard. First, respondents who mentioned the self-study limitation showed little reluctance to make critical comment about the College. Volunteered critical statements were often followed by an admonition "tell this to the Dean." In the second place, biased responses are probably more difficult in forced choice situations such as the Q-sort required than where "no" answer options are provided and qualified statements are permitted. Perhaps, this was a major reason for the discomfort often expressed by those rating the items. Complaints seemed to be most often elicited from difficulties encountered in not being able to emphasize disagreement with unfavorable statements about the College.

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