

## *About This Issue*

WITH THIS issue the *Journal* becomes a totally subscription-supported publication. Individual subscription responses from Extension personnel and others have assured its continuation for the second year. The future beyond Volume II depends on: (1) our ability to identify and present pertinent and stimulating material, (2) the willingness of people with useful ideas and information to prepare manuscripts, (3) the extent to which readers make use of the content, and (4) subsequent subscription renewals.

Concepts and even the language used in some of the material presented in the *Journal* may be unfamiliar to many Extension people—especially those without backgrounds in the social and behavioral sciences. However, the kinds of ideas being explored are complex—they do not always lend themselves to “everyday” language. But contributors have made special efforts to limit use of the special language of their disciplines.

Due to the nature of research in the social and behavioral sciences, findings cannot be broadly generalized without running the risk of implying conclusions that cannot appropriately be deducted. And like all the other sciences, there is never a final answer. Answers often raise an entirely new set of questions. Some of the articles included in this issue should illustrate the point. For example, Bailey tackles the subject of what we know from research about result demonstrations as a means of teaching. Couch, Miller, and Murray delve into the complexities of the roles of specialists and agents, illustrating some ways of viewing a very involved set of relationships. Boyle and Brown identify some thought-provoking questions (but not answers) that have arisen from their study of 4-H in urban situations. Even though their study was extensive, they succeeded mainly in focusing the questions rather than arriving at final answers. Smith explores present knowledge on understanding the consumer and suggests a new perspective. Scheel’s proposed way of viewing Extension publics needs verification.

None of these articles provides answers that can be “plugged in” to tomorrow’s activities and applied like a new variety of corn. But they can provide stimulation for analyzing and viewing problems and situations from a different perspective, as suggested by Collings in her discussion of professionalism. In addition, you will find the discussion of administration pointing toward the kinds of insights identified by Collings as being mandatory of the professional—insights that do not come from seeking “how-to-do” answers.

*The Editors*