

Abstracts

Positive and Negative Motivations Toward Work. Frank Friedlander and Eugene Walton. *Administrative Science Quarterly*, IX (September, 1964), 194-207. Available from Graduate School of Business and Public Administration, Cornell University, Ithaca, N.Y. Single copy \$2.00.

A study based on the premise that "elements which attract the scientist to remain with an organization are not necessarily the opposite of those that will precipitate his departure" is reported in this article. The two sets of reasons are classified into work-process and work-context categories. Findings of this study are related to findings from numerous other studies indicating that positive and negative motivations (job satisfiers and dissatisfiers) have different origins—that satisfiers are more likely related directly to the job (the work to be done) while dissatisfiers are more likely related to conditions surrounding the job. These findings indicate that positive motivations are more often related to the work process.

Helping Families Manage Their Finances. Home Economics Research Report No. 21, Agriculture Research Service, U.S.D.A. June, 1963. 62 pp. Available from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. 40 cents.

This publication is designed to help professional personnel (Extension workers, teachers, and others concerned with helping families use their incomes and other resources wisely) answer some of the day-to-day finance questions being posed by families. It describes the steps families may follow and some of the things they may consider in planning their spending. Sections of the publication deal with such topics as choosing goals, making family spending plans, carrying out the spending plan, evaluating family expenditure patterns, saving and debt patterns, and credit. A list of other publications relating to family finances is also provided, categorized under appropriate topics and sources.

Evaluation for Congruence as a Factor in Adoption Rate of Innovations. Lowell Brandner and Bryant Kearn. *Rural Sociology*, XXIX (September, 1964), 288-303. Available from Howard M. Sauer, South Dakota State University, Brookings, South Dakota. \$8.00 per year.

Research designed to study the relationship of the acceptance of an innovation (hybrid sorghums) to a previous favorably evaluated practice (hybrid corn) is reported in this article. Comparisons are made between the adoption of hybrid sorghums by farmers who followed the practice of growing hybrid corn and those who did not. Among factors consid-

ered were age, education, income, and economic importance of the innovation.

Results suggest (1) the possibility of hastening adoption of any new practice by emphasizing its similarities with practices previously accepted, (2) some degree of instability in adoption categories (innovator, early adopter, etc.), and (3) the need for caution in analyzing individual behavior in the adoption of individual innovations.

The Development of Motives and Values in the Child. Leonard Berkowitz. 1964. 114 pp. Available from Basic Books, Publishers, 404 Park Avenue South, New York 16, N.Y. \$2.95.

The author addresses himself to the process by which children learn to become adult members of society. His treatment of the subject is focused on achievement motivation and morality. However, a wider variety of factors are considered, e.g., culture, religion, the examples set by parents, and manner of discipline. Findings from a number of empirical studies are summarized in an effort to help adults decide how children should be brought up. Such decisions, the author maintains, should be based, at least in part, "on carefully collected facts rather than on religioromantic speculations on the inherent nature of man." He concludes that the parent who wants his child to be reasonably successful and a responsible, law-abiding citizen has to take an active part in developing appropriate values and motives in the child.

Collected Papers on Administration in Government. Clarence M. Ferguson (ed.). 1964. 150 pp. Available from the National Agricultural Extension Center for Advanced Study, University of Wisconsin, Madison, Wis. 53706. \$3.00.

This publication contains papers presented during Administration Seminars of the National Agricultural Extension Center for Advanced Study held in Washington, D.C., 1961-63 for Fellows of the Center and other interested students. Twenty-two papers are classified under (1) administrative philosophy in government, (2) attaining agency objectives, (3) philosophy and procedures of the Federal Extension Service, (4) future Extension organization, and (5) in-service training programs for government executives.

In Defense of Middle-Class Values. James E. Heald. *Phi Delta Kappan*, XLVI (October, 1964), 81-83. Available from Phi Delta Kappa, Eighth St., and Union Ave., Bloomington, Ind. Single copy 60 cents.

Based on suggestions that middle-class teachers need to move away from their value structure in order to solve learning problems of impoverished (lower-class) children, the author examines relative merits of the two value systems (as determined by Havighurst and Taba) and factors that need to be considered in making judgments. He concludes that neither should middle-class values be condemned, readjusted, or reoriented but that their lack of inclusiveness should be recognized so

they can be expanded. He maintains that weakness of middle-class values lie not in what they include but what they omit.

Individual, Family, and Community. Leonard J. Duhl and Antonia Handler Chayes. *Journal of Home Economics*, LVI (October, 1964), 579-85. Available from American Home Economics Association, 1600 20th St., N.W., Washington, D.C. 20009. Single copy \$1.00.

"If we are to communicate with the poor, we shall have to learn and respect their language," the authors state. "We must begin with a respect for differences, with a recognition that the basic syntax of our middle-class lives and values is alien to the poor." On this premise, the authors explore the problems related to communicating, maintaining that the culture of poverty is basically an adaptation to this society's unresponsiveness as a listener. Opportunities for home economists are suggested.

Farm Policy: New Directions. Geoffrey S. Shepherd. 1964. 292 pp. Available from Iowa State University Press, Press Building, Ames, Iowa. \$6.95.

Farm policy needs to be reconstructed so as to deal more directly with farm people and less with farm products and land, the author maintains. He says the farm problem has been inaccurately defined and some of the programs to deal with it have been inappropriate for the job. Farm programs are reviewed and appraised, alternate proposals for solving the problem are outlined, and the place of goals and values in the determination of policy are discussed.

Leading the Learning Group. Leadership Pamphlet #18. 1963. 48 pp. Available from Adult Education Association of the U.S.A., 1225 19th St., N. W., Washington, D.C. 20036. 60 cents.

This manual is designed to help the teacher or leader of adults who is concerned with (1) how adults react, (2) individual barriers to learning, (3) how to win community support, and (4) how to create a better learning situation. Topics, varying from the methods of adult education to controversial issues, are treated by five different authors.

Hidden Costs of Large Size—And How to Avoid Them. Bernard P. Indik and Stanley E. Seashore. *Personnel*, XLI (March-April, 1964), 16-25. Available from American Management Association, 135 W. 50th Street, New York, N.Y. 10020. Single copy \$1.75.

Studies are summarized which compare larger and smaller organizational units and explore (1) factors underlying the influence of organizational size on behavior of individual members, and (2) ways of offsetting the effects of large size. Resulting from such studies, the authors suggest ways that large organizations can overcome some of the hazards of size: better communications, greater coordination, more flexibility, less job specialization, less rigid control, and decentralization.

Attitude Change and Social Influence. Arthur R. Cohen. 1964. 156 pp. Available from Basic Books, Publishers, 404 Park Avenue South, New York 16, N.Y. \$2.95.

Based on controlled experimental research, this volume summarizes much of the evidence provided on the general topics of attitude change and social influence. The focus is on immediate and direct ways a person's attitudes are influenced by members of his social group and persuasive communications. Such topics as (1) the effects of the organization of the communication and characteristics of the communicator on attitude change, (2) the structure of rewards and punishments that affect the persuasiveness of a communication, (3) processes underlying attitude change, and (4) the problem of building resistance to persuasion are covered.

Education Midst Controversy. Edwin O. Haroldsen. *Adult Leadership*, XIII (September, 1964), 66-68, 83. Available from Adult Education Association of the U.S.A., 1225 19th St., N.W., Washington, D.C. 20036. \$5.00 per year domestic.

This article samples and summarizes reactions by state Extension personnel to Extension's participation in the 1963 national wheat referendum. Questions were asked of Extension directors in states with many eligible voters. Replies were received from 21 states (including 13 of the 15 leading wheat states).

Open Door to Learning: The Land-Grant System Enters Its Second Century. Herman R. Allen. 1963. 154 pp. Available from University of Illinois Press, Urbana, Ill. 61803. \$5.00.

How well the nation's 68 Land-Grant institutions are meeting today's educational needs and what they are doing to prepare for the challenge ahead are the focus of this book. It is based on the work of 12 different centennial study groups both from within and without the Land-Grant system.

The first part of the book is concerned with the need of the institutions to expand their constituencies in general extension and urban and foreign fields. The second part evaluates where the institutions stand after a century of service and what is being done to strengthen their efforts in such fields as agriculture, home economics, veterinary medicine, education for teachers, etc.

Research and Investigations in Adult Education. Wilson Thiede and James Draper. *Adult Education*, XIV (Summer, 1964), 195-225. Available from Adult Education Association, 1225 19th St., N.W., Washington, D.C. 20036. Single copy \$1.25.

Studies in progress and completed relating to adult education are categorized and summarized. Of the 136 studies reported, those of clientele (needs, interests, and other characteristics) are most numerous, teachers and leaders second, and evaluation third.