

About This Issue

“UNLESS there is planning based on information and preparation, the chances of success are diminished and you find yourself helpless before the impact of an unexpected problem or twist of events,” according to the lead article in this issue. Two sorts of detailed planning are identified: (1) the nervous, fussy, and pestering kind and (2) planning that, with a definite end in view, takes the necessary pains to attain it. This philosophical and thought-provoking treatment of the subject has implications for personal as well as professional planning. A strong case is built against leaving things to chance.

In light of considerable current discussion among Extension people at all levels regarding the use of awards and competition in 4-H, the article, “Intrinsic Motivation in 4-H,” is presented to suggest some ways of viewing this aspect of the program. As the authors point out, attempting to understand such a complex phenomenon as motivation is no simple undertaking. Addressing themselves to the idea of intrinsic motivation, the authors synthesize much of the research that approaches the problem from one particular point of view—achievement and affiliation.

Exploring a related but less abstract concern in regard to needs of young people, Lindstrom summarizes research findings dealing with the characteristics and interests of rural young people (farm and non-farm) in relation to plans for college and career potentials. Implications for possible responsibilities of Extension are identified.

Looking at another possible source of Extension responsibility, Brown explores organizational (internal) forces that must be reckoned with in attempts to adopt Extension programs to the urban environment. Brown identifies two major dimensions of the problem of adaptation as (1) internal organizational dynamics and (2) the organizational environment. A subsequent article will deal with the organizational environment.

Fuguitt examines a related concern for the changing environment in which Extension must operate—the small town in the rural area. This systematic look at what is happening to small towns should be most helpful, especially in relation to such efforts as resource development, area development, community development, and similar undertakings. The evidence presented suggests the possibility of predicting what may be expected to happen to small towns in varying circumstances.

Of special interest to home economists is the discussion of “frontiers.” The results of a survey of professional personnel and lay leaders provide the basis for suggesting the character of today’s frontiers in home economics Extension.

Bruce summarizes current and pertinent research in “Research in Brief.”

The Editors