

Book Reviews



Agricultural Extension: Farm Extension Services in Australia, Britain and the United States of America. Donald B. Williams. New York, New York: Cambridge University Press, 1969. 218 pp. \$12.50.

Interested in comparative extension? If so, you would gain much insight by reading this book. Williams leads the reader through three countries—the United States, Britain, and Australia—in a thorough review of the scope and purpose of extension and its organization.

This review is particularly interesting to the student of extension who wants to compare this activity among the three countries. Let's not, however, consider it limited to students. It should also appeal to those in extension—particularly those interested in comparing extension organizations and how they function. It's also of concern to those engaged in any aspect of agriculture because it's written in simple language and relates to the needs of the recipient of extension education programs.

At the beginning and again toward the end, Williams suggests "farmers beware"—that farmers as well as agricultural industry, government, and research institutions should take active interest in adapting extension to new and changing needs. He asks if extension is organized and directed to the best advantage of the farmer.

The author initially discusses the nature and purpose of agricultural extension and why public funds are justified in conducting extension work. He then describes, in detail, the historic development, scope, purpose, and organization of agricultural extension in each of the three countries. Since Williams is an Australian, he puts more effort and takes some editorial privileges in describing extension in his homeland.

Several areas of emphasis indicate the special concerns that motivated Williams to study the three countries.

First, there's a concern that extension must have a broad scope; it shouldn't be limited to technical advice farmers receive to meet their day-to-day production problems. The production orientation common to

most extension workers in the past is gradually changing and Williams wants to see this change take place more rapidly to encompass broader family and community concerns. Technological, social, and economic changes rapidly affect farmers and rural communities. "Consequently, the activities of agricultural extension services impinge on the whole economic and social fabric of the rural community."

Secondly, the concern threading through the book is the effective bridging of the gap between research results and their successful application in agricultural production. The author discusses the barriers and the measures that are being tried to overcome these in the three countries.

Thirdly, Williams expresses concern over the essential relationships between agricultural extension and the various activities and agencies that do similar work. Agricultural education programs are usually separate from extension services and thus potential sources of interrelationship problems. Various commercial, organizational, and consulting agencies provide extension information to farm people. Here efforts are required to provide for positive liaison.

Fourthly, there's concern for adequate application of farm management extension. He puts farm management extension in perspective by combining the several thrusts that are often applied separately—technology and innovations, production economics, marketing, and accounting. He stresses the need for putting these into one complex of "whole farm management," which is the skillful application of all these types of expertise to obtain the highest returns from the resources available. Here Williams doesn't stress the human factor as much as in other parts of the book.

Finally, the author stresses the need for new emphasis in extension programs on marketing and agricultural policy.

It captures the important elements in describing extension work in Britain, the United States, and Australia. Although, it would be feasible to write a separate book on extension for each of these countries, the value of this book is in the comparisons among the three countries and the author's practical philosophy.

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The Concept of Community: Readings with Interpretations. David W. Minar and Scott Greer. Chicago, Illinois: Aldine Publishing Company, 1969. 370 pp. \$4.95.

This book of 36 readings together with comments of the 2 authors make a definite contribution to the existing body of knowledge on the concept of community. This isn't a definitive or systematic treatise, but the readings provide a profound insight into the empirical illustrations of the

concept community. Community is defined to include ecological, social, organizational, and value dimensions.

The readings are divided into four main categories: (1) roots of community and social life—scenes and kinds of social interaction, (2) kinds of communities, (3) politics and community, and (4) community and social change in today's world.

The authors are obviously concerned with selecting literature to help answer two major questions: (1) What do we want as a society? and (2) Under what conditions is our desired state of affairs possible? The literature is taken from various social sciences as well as the arts.

They identify several recurring antinomies: (1) the continual tension between the individual interest and community interest, (2) the continuing tension between the small community and the larger one (localism versus nationalism), (3) stability versus change—change destroys the idealized form of community in which there is high identification with others in the social unit, and (4) narrow parochialism versus universalism—as we go to large-scale social society, ethnocentrism declines and our freedom to act increases.

Because of technological developments and economic exploitation, the peasant village is being destroyed in a relatively short time. The unity of nations can't exist without a greater degree of order than the classical economists prescribe. In our investigation of new styles of community, we can't just extrapolate from history, but rather we must invent new styles.

The authors feel that the political community greatly determines the characteristics and quality of the human condition. Therefore, there's a heavy emphasis on the political aspects of the community.

This isn't a recipe book. It should be of extreme interest to Extension staff working on community development programs. While not providing strategies for development, it gives a basic understanding about the historical development of community and the basis for arriving at alternatives for developing more viable communities.

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Higher Adult Education in the United States: The Current Picture, Trends and Issues. Malcom S. Knowles. Washington, D.C.: American Council on Education, 1969. 105 pp. \$3.00 (paper).

This publication grew out of a need expressed by leaders of adult education in the United States. It's a report of a study commissioned by the Committee on Higher Adult Education of the American Council on Education. The original purpose was to assess the current situation regarding the education of adults in institutions of higher learning. But as the

project developed, the purpose was broadened to include a much larger audience.

The study was based on an analysis of abstracts of books, monographs, and papers from the ERIC Clearinghouse on Adult Education and the Library of Continuing Education at Syracuse University.

The researcher and author, Malcom Knowles, points out that the study's primary purpose was to provide a guide to discussion and inquiry, not a platform or blueprint for the future.

The introduction is written by Paul A. Miller. In it he describes the emerging role of adult education as a distinct field of study and practice. If the book ended with the introduction, it would make a significant contribution to the field of adult education.

In Chapter 1 the author outlines the content of the book as follows:

The analysis of the literature of higher adult education starts with an attempt to place the field in perspective. Chapter 2 presents a brief synopsis of the historical roots and a broad-stroke picture of the current situation. Chapter 3 identifies some of the external and internal forces that seem to be pressing for change. Chapter 4 summarizes the trends discerned in the literature, and Chapter 5 isolates the national, state, and institutional issues that are revealed as concerns of adult educators in institutions of higher education.

Appendix A reorganizes these issues into a classification system to serve as a guide to policy makers in constructing guidelines to policy and practice for the field and for their institutions. Appendix B suggests some operational objectives and questions as a starting point for evaluating existing institutional programs. Appendix C presents a general set of guidelines promulgated by the NUEA which might serve as another framework for the development of more specific guidelines by individual institutions.

One of the most valuable sections of the book is a complete annotated bibliography of references used in the study.

This book should be on the "must" reading list of every adult educator in the United States. It's remarkable to see so much vital information compressed into such a small volume—105 pages.

Extension and other adult educators will find the volume extremely useful as they try to interpret the phenomenon of higher adult education to policy makers, administrators, faculties of universities, and relevant publics.

University and Extension administrators will find the book valuable as a basis for analyzing their own adult education programs and as a guide to future planning.

For the first time, adult educators have available in one compact volume, a reference, which if properly used, could accelerate the elevation

of higher adult education to its rightful place in the main body of educational practice.

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Modernization by Design: Social Change in the Twentieth Century.
Chandler Morse *et al.* Ithaca, New York: Cornell University Press,
1969. 426 pp. \$11.50.

This book offers an interdisciplinary view on the processes involved in development, focusing primarily on relevancy to the late developing countries. Development is looked at through several disciplines: psychology, sociology, political science, public administration, and economics.

Primary focus is on a series of conceptual frameworks for looking at various aspects of development. Role structure, for example, is examined in detail. Development entails, at the individual level, a change and proliferation in the basic role structure of society and this change must permeate all social systems down to the "grass-roots" level. Coupled with the change in the role structure, there must be fundamental changes in the values and attitudes of people, resulting in a positive attitude toward change and an awakening desire for need achievement among people.

Moving to a broader perspective, the book also dwells heavily on the development of organizations and institutions to promote and support progress. The introduction of new structures or the adaptation of old ones causes changes in role structure, and these changes must be assimilated and proliferated in the society. A leadership structure must also be built to support the structures that are developed.

The concept of a change-resistant elite is examined in some detail. The point is made that these individuals must be replaced, first, by a revolutionary elite to initiate change, and then by a successor sub-elite who are usually well-trained from a technical standpoint and who will consolidate change. The elite structure, consequently, is a key to development since it's they who make and implement decisions affecting development.

From the standpoint of the Extension worker, the book has primary relevancy to those engaged in development-type work on the international scene. It should enable them not only to understand better the things that must take place for change to be effected, but also to visualize how the particular activity they are leading can have an impact. One fundamental job in most developing countries is to change the peasant farmer's orientation from subsistence to commercial agriculture. This requires a change in fundamental role structure for the farmer and creates a whole series of satellite roles to service this commercial system: salesman, dealer, buyer, credit manager.

The book also has some relevancy to the problems of working on some of the new programs in the U.S., particularly those associated with economically-depressed areas or low-income people. In some instances, at least, there are a few fundamental changes that must be effected, new roles to be played, new institutions to be developed, and new values and attitudes to be assimilated. The concepts expressed in the book, consequently, could help the Extension worker to understand the nature of the tasks he is undertaking and to visualize some of the things that could be done to promote change and development. As an illustration, in the low-income nutrition program, the introduction of the program aide as a subprofessional into the low-income community introduces a new role—the adult educator. In some states, a formal group for educational purposes is being formed by this aide. What are the ultimate consequences of these actions in the low-income community? How can positive attitudes toward these new roles be developed? This book, hopefully, provides some concepts for formulating answers to these questions.

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