

# research in brief

## **Father/Son Partnerships**

Agents looking for gaps between fathers and sons in the way they get farming information will find little difference between generations in father-son partnerships. That's what Gregory Kowalski concludes from his study of 145 father-son farms in Kentucky. As in previous studies, farm magazines rank at the top as information sources—for both generations.

Extension agents get top ranking among change agents from both fathers and sons. However, fathers rank the agents second to farm magazines, while the sons put "other farmers," including their own fathers, in second place by a wide margin. Other sources: salesmen, newsletters, radio, and newspapers are all far down in "helpfulness" percentages behind farm magazines, other farmers, and agents.

Kowalski, now in the Department of Sociology at Auburn University, writes that the farmers he studied "generally prefer those sources which are current, professional, most direct, and free of interruptions."

"The Helpfulness Information Sources to Father-Son Partnerships." Gregory S. Kowalski. Lexington: University of Kentucky, Agricultural Experiment Station, 1976.