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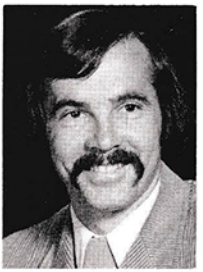

Selected Information Source Perceptions and Use Patterns in One Rural Ohio County
- - - an Analysis

Ted L. Napier, Peggy J. Ross and Douglas Bachtel

Introduction

The major purpose of this paper is to present findings from a survey which was designed to evaluate information use patterns and perceptions of selected residents of a predominately rural county toward several mass media sources. The primary objectives of the research were to ascertain the principal sources of information and to determine what types of information were sought from the various sources. The data are presented and discussed in the context of action oriented programs to make more efficient information delivery to client groups.

Literature Review and Hypotheses Formation

One of the most significant concerns of researchers, extension personnel, community development specialists and others engaged in educational programs is the rapid dissemination of relevant information to client

groups. Early in our social history, the primary mechanism for diffusion of newly generated knowledge was through personal contact. Since the mass media systems were not well developed, there were very limited alternatives to the personal contact mechanism for the dissemination of information. As mass media systems began to be elaborated in terms of technological capabilities and to be socially acceptable to various groups, more extensive use was made of these communication systems and less emphasis was placed upon personal interaction as the means to diffuse knowledge. The transition from personal to impersonal means of information dissemination was slow due in part to historical inertia.[1] Other reasons for the reluctance to resort to mass media use were the lack of two way communication, lack of personal influence, poor credibility and relative inability of the mass media to influence adoption of innovative ideas (Rogers; 1962: 98-105). Rogers basically suggests that uncertainties associated with acceptance are not easily overcome by impersonal contact. While it is highly probable that an individual more readily accepts information from a knowledgeable personal associate than from an impersonal media source, there are forces in operation which have tended to relegate personal contact to the background, and the prime factor is time.

In a complex society such as ours, one factor that tends to bring about integration is rapid communication (Fuguitt; 1963) which in turn contributes to increased community interdependence (Napier; 1973: Greer; 1962: Nelson; 1957). The necessity for integration of the various activities of societal groups precludes the use of personal contact due to the very slow nature of that form of communication. If one accepts the premise that the United States is an interdependent social system and that communication flow is essential to facilitate the operation of the system, then the necessity for mass media use must logically follow in lieu of personal contact. If a farmer needs market information and if the prices are fluctuating, for example, then rapid reports are necessary. He cannot allocate hours to conversation and travel to determine the prices of changing commodities. When other information needs are added to the information requirements for conduct of day to day activities, rapid and reliable information sources become essential.

Anxieties relative to negative consequences of the adoption of innovations from mass media communications may also be less important today, given the mechanisms for testing new practices or products prior to introduction to potential users. National and state norms relative to truth in advertising and protection of consumers from potentially harmful consumer products have also served to mitigate fears about the information provided through the mass media.

[1] Historical inertia is a concept used to denote the tendency to maintain a behavioral pattern which is in existence and has proved to have been functional in the past.

While considerable evidence exists to indicate that mass media use is increasingly more important in our society, use patterns are not standardized. De Fleur (1970: 118-124), for example, has observed that response to mass media is a function of sociological and psychological phenomena. In essence, De Fleur is suggesting that how a person feels about the media and how he/she uses the media is influenced by his/her social background and psychological orientation. ne must conclude that the use of the various media, as well as perceptions about the media, is a partial function of the individual's social roles, statuses and psychological composition.

Several mass media use studies have focused attention consistently upon the importance of sex and education in the explanation of mass media use patterns. Females tend to be more favorable and more frequent users of the mass media than are males (Greenberg, 1966: Westley and Severin, 1964). College educated people have been demonstrated to use the mass media less frequently, particularly the electronic media, and to perceive the mass media less positively than non-college educated people. Political orientation has been shown to affect use and attitude toward television. Bower (1973) discovered that political conservatives believed television to be less biased than liberals.

Each of the factors noted above and undoubtedly many others suggest that mass media systems should be regarded as extremely important information sources in our society. It is therefore hypothesized that: (1) Mass media mechanisms for the dissemination of information will be the most frequently used source of information for all types of information needs. (2) It is further hypothesized that: Variation in mass media use and attitudes toward the media will be related to differences in sex, education and social-psychological dispositions.

Research Techniques of the Study

A county in North Central Ohio was purposely selected to evaluate the merits of the hypotheses above. The criteria used in the county selection process were: (1) primarily rural residents using a census definition of rurality, (2) occupationally oriented toward production agriculture, and (3) located within the influence area of a major metropolitan community but not dominated politically or economically by the city.

Once the study county was selected, a systematic random sample (Blalock; 1960) was drawn from the county population using a commercial directory which contained names and addresses of the county residents. A questionnaire was developed, pretested, and distributed to a sample of 1000 people. The questionnaire was mailed to the selected sample with a follow-up mailing about two weeks later. Approximately thirty-five percent of the respondents completed and returned usable questionnaires. The sample size could have been increased by more numerous follow-up mail-

ings and telephone calls, but the researchers deemed this a form of harassment and elected not to pursue the matter upon completion of the first follow-up mailing. The findings must be interpreted within the limitations of the response rate and the selectivity of mailed questionnaire returns.

The socio-demographic characteristics of the sample are presented in Table 1 which shows that the respondents were basically middle aged and high school graduates with income approximating the national median. The respondents were long term residents of the county with about 14 percent engaged in full time production agriculture. Approximately 30 percent of the remaining respondents were engaged in part time farming.

TABLE 1

Summary Characteristics of Respondents to Information Sources Study

Characteristic	Summary Data
Percent Male	68.4%
Average Age	46.7 years
Average Years of Education	12.0
Median Income	$12,000
Length of Residence in County	27.6 years
Percent Farming (full-time)	14.1%
Percent Farming (part-time)	29.6%
Percent Not Farming	56.3%

Measurement of the Variables

Data on the following variables were deemed necessary to answer the questions posed in the hypotheses: Sex of respondent, educational achievement level of respondent, satisfaction with community of residence, political orientation of respondent, perceptions of the adequacy and objectivity of existing information sources and information usage measures. The variables were operationalized in the following manner:

1. Sex was specified as male or female,
2. Education was total years of formal education,
3. Community satisfaction was measured by a self-designated rating scale from 0-10 with 0 indicating complete dissatisfaction and 10 complete satisfaction with their community of residence,

4. Political orientation was measured by a self-designated rating scale with 0 indicating conservative and 10 indicating liberal,
5. Perception of adequacy of existing information sources was measured with Likert-type (Edwards: 1957) attitude items (see Table 6 for the items),
6. Perception of objectivity of the national news media was measured by Likert-type attitude items (see Table 7 for items),
7. Source of information was measured by asking the respondents to check the most frequently used source of information for each category of information included in the study (see Table 2 for information type),
8. Extent of use for selected mass media types was measured by number of newspapers read, hours of radio listening and hours of television watching daily.

Study Results

The findings for the ranking of the most important source for 18 different types of information needs appear in Table 2 on page 28.

Without exception, one of the mass media systems was designated as the single most important source of information for each of the content areas evaluated. The most interesting finding in the table is the relative importance of newspapers as an information source to the respondents. Newspapers were the most important source of information for ten (10) of the eighteen (18) issues evaluated. Television was the most important for three (3) content areas while the radio and special interest magazines were most important sources for two (2) areas each. Books were most important only for religious information. It is most interesting to note that personal contact was relatively unimportant except for the role of county extension agent in new agricultural practices (actually many did not seek that type of information).

Newspapers tended to serve the need of the respondents for information about local issues while television was more national in scope. Television also was used frequently for entertainment and weather reports although other mass media sources were used more frequently for these content areas. Radio was mentioned most frequently for weather reports and farm market prices but tended to play a rather important role as a source of local news. Special interest magazines tended to provide information about new agricultural practices but county agents were relatively important in this content area. Special interest magazines were also the most frequently used source in terms of information about the respondents' occupation.

Agricultural Information Sources

To determine the relative importance of various information sources for people seeking agricultural information, the respondents were requested to

TABLE 2

The priority of Information Sources: Percent of the Respondents Ranking Each of the information Categories As Most Important Source*

Type of Information	Public Officials	Radio	County Extension Agent	Books	Newspapers	Neighbors	Special Interest Magazines	Extension Bulletins	Equipment Dealers	Grain Elevator Operators	Family Members	Television	Other	Don't Seek this type of Information
New Agricultural Practices (N-246)	0.0	5.7	17.8	2.8	6.5	3.2	**20.7**	3.6	3.2	2.8	0.8	1.2	0.4	31.3
Religious Information (N-242)	0.4	5.8	0.0	**24.4**	15.7	1.2	6.2	0.4	0.0	0.0	5.8	4.5	14.5	21.1
Weather Reports (N-257)	0.8	**58.4**	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.4	33.8	1.2	2.7
Information About Occupation (N-242)	1.7	4.1	2.1	18.2	10.3	0.8	**25.6**	3.3	2.1	0.8	1.2	1.7	9.5	18.6
New Community Development Programs (N-243)	9.1	6.2	2.5	0.0	**47.3**	6.2	0.0	0.8	0.0	0.0	1.2	1.2	0.8	24.7
Social Activities (N-247)	0.4	5.7	0.0	1.2	**43.7**	9.3	0.0	0.4	0.0	0.0	6.5	1.6	2.4	28.8
Consumer Information (N-244)	1.2	9.9	2.9	4.9	**30.3**	0.0	13.9	5.3	0.0	0.0	1.2	7.0	1.2	22.2
Entertainment (N-246)	0.0	7.3	0.0	2.8	**35.4**	0.4	1.6	0.0	0.0	0.0	5.3	33.8	1.6	11.8
Local School Issues (N-255)	7.8	7.5	0.0	0.4	**62.8**	2.7	1.2	0.0	0.0	0.0	4.3	0.4	3.9	9.8
General Community Problems (N-252)	11.1	11.9	0.8	1.2	**50.0**	10.7	0.0	0.4	0.0	0.4	3.2	1.2	1.2	7.9
Local News (N-263)	0.0	29.6	0.0	0.0	**54.4**	4.9	0.0	0.8	0.0	0.0	0.8	6.1	0.4	3.0
National News (N-258)	0.0	19.8	0.0	0.0	15.5	0.0	0.4	0.0	0.0	0.0	0.8	**60.8**	0.0	2.7
Farm Market Prices (N-259)	0.0	**43.6**	0.0	0.0	12.4	1.2	0.0	1.2	0.0	6.9	0.8	6.9	0.8	26.2
Taxing Issues (N-247)	13.8	7.7	1.2	0.0	**53.0**	0.8	0.8	0.8	0.8	0.0	1.6	8.9	0.8	10.6
Local Election Candidates (N-254)	7.5	7.1	0.0	0.0	**64.6**	3.9	0.0	0.0	0.0	0.0	2.0	3.1	2.0	9.8
National Election Candidates (N-253)	1.2	8.3	0.0	0.0	21.7	0.4	1.6	0.0	0.0	0.0	0.4	**58.1**	0.4	7.9
Sports (local) (N-250)	0.0	18.0	0.0	0.0	**49.2**	2.8	0.0	0.0	0.0	0.0	4.0	7.2	0.4	18.4
Sports (National) (N-243)	0.0	10.3	0.0	0.0	11.9	0.0	0.4	0.0	0.0	0.0	1.2	**55.6**	0.0	20.6

*The numbers within the parentheses denote the number of respondents who elected to answer this portion of the questionnaire. Some people checked the appropriate response rather than ranking 1 through 3, therefore, no means existed to assess which of the designated sources was the most important and those cases were eliminated for this analysis. The percentage figures in bold face type indicate the most frequently mentioned first choice for the issue being evaluated.

rank eight (8) information sources in order of importance from 1 (most important) to 8 (least important). A mean rank score was computed from the data and a rank order was assigned to the sources using the rank scores to order the sources. Fewer people responded to this question since many did not perceive a need for agricultural information (primarily the nonfarm group) and several people elected to rank fewer than 8. Table 3 shows the findings. The table is organized in order of importance from most important source (rank 1) to least important (rank 8).

TABLE 3
Rank Order of Information Sources for Respondents Seeking Agricultural Information

Source of Information	Mean Rank Score	Rank Order	Number of People Ranking Source
Farm magazines	2.15	1	117
Newspapers	3.25	2	93
Radio	3.42	3	97
Neighbors	3.96	4	92
Extension Bulletins	3.99	5	90
County Extension Agent	4.16	6	86
Books	5.19	7	67
Television	5.34	8	74
Other	4.46	-	11

These findings are consistent with the data in Table 2 which shows that the mass media were extremely important as information sources. Data from Table 3 clearly demonstrate that mass media are the most frequently used sources of agricultural information for those responding to the question. The findings in Table 2 relative to agricultural practices are not inconsistent with those in Table 3 since the data in Table 2 are related only to new agricultural practices while Table 3 is oriented to general agricultural information. Special interest magazines, however, were demonstrated to be the most important source in both tables.

The conclusion to be derived from the usage data is that mass media are the most frequently utilized sources of all types of information evaluated. This finding basically supports one of the hypotheses of the study.

Summary Mass Media Use Findings

The respondents were requested to indicate the extent of their use of several mass media sources and the degree of satisfaction with each of the sources. Table 4 presents the summary data.

TABLE 4
Summary of Mass Media Information Use Patterns and Perceptions of Satisfaction with Sources

Type of Media	Radio	Television	Newspapers
	Listening Hours	Watching Hours	Papers Read
Use daily (mean value)	3.0	3.9	2.0
Mean satisfaction with media score (4=dissatisfied) (1=satisfied)	1.9	1.9	2.0

The data show that the respondents tended to use the various mass media extensively during their daily activities. This is very revealing since one medium often must be used exclusive of the others. The respondents demonstrated relatively high satisfaction with all of the media sources evaluated. A value of 1 was complete satisfaction while a value of 4 was complete dissatisfaction with the information provided by the media. The respondents were asked to note when they preferred to use the various media and the majority of respondents indicated that they prefer to read their paper in the evening (72.2%). Most people preferred to listen to the radio early in the morning and early afternoon while television tended to be used more frequently after 6 in the evening.

Analysis of Variance Findings for Media Usage

Analysis of variance was computed using the various usage factors (number of newspapers read, number of hours listening to the radio and number of hours watching television) as dependent variables and using sex, education, community satisfaction and political orientation as predictive variables. The findings presented in Table 5 demonstrate that few differences were identifiable among the groups relative to media use.

Females tended to watch television for more hours than males and non-college people tended to watch television for greater lengths of time than college educated people. These findings are consistent with the second major hypothesis and in the direction expected but for the most part the relationships were not significant at the .05 level.

There were no significant differences relative to mass media use among groups with differing degrees of community satisfaction and political orientation. These findings are not consistent with the second hypothesis. The three community satisfaction groups were determined by grouping the

TABLE 5

Analysis of Variance Findings for Mass Media Usage and Satisfaction With Information Provided by the Media[1]

Media Factor		Sex		F-ratio	Education		F-ratio	Satisfaction w/ Community			F-ratio	Political Orientation			F-ratio
		Male	Female		No College	College		Low	Moderate	High		Conser-vative	Mod-erate	Liberal	
# of News-papers Read	$\bar{X}$	2.0	1.9		2.0	2.0		1.6	2.0	2.0		2.1	2.0	1.9	
	SD	1.0	1.0	0.94	1.0	1.1	0.00	1.0	1.0	1.0	2.7	1.1	0.9	1.1	0.53
	N	235	108		256	88		33	171	140		79	199	66	
# of Hours of Radio Listening	$\bar{X}$	2.8	3.3		2.9	3.0		3.3	3.0	2.7		2.9	3.0	2.8	
	SD	2.8	2.6	2.2	2.3	2.3	0.15	2.7	2.3	2.3	1.1	2.6	2.3	2.1	0.15
	N	227	100		245	83		28	166	134		74	193	61	
# of Hours of T.V. Watching	$\bar{X}$	3.6	4.5		4.1	3.2		3.8	4.1	3.7		3.6	3.9	4.0	
	SD	2.3	2.8	4.4*	2.6	2.1	10.0**	2.2	2.6	2.4	1.3	2.4	2.6	2.3	0.49
	N	233	104		251	87		33	168	137		77	196	65	
Satisfaction w/ Inform. from Newspapers	$\bar{X}$	2.0	2.1		2.0	2.2		2.4	2.0	2.0		2.1	2.0	2.2	
	SD	0.7	0.6	1.5	0.6	0.7	3.76	0.9	0.6	0.6	5.9*	0.6	0.6	0.9	2.4
	N	228	102		245	86		30	165	136		76	193	62	
Satisfaction w/ Inform. from Radio	$\bar{X}$	1.9	1.7		1.8	2.0		2.0	1.9	1.7		1.8	1.9	1.8	
	SD	0.6	0.7	3.1	0.6	0.7	7.0**	0.7	0.6	0.5	2.7	0.7	0.6	0.6	0.01
	N	220	95		231	85		29	156	131		73	186	57	
Satisfaction w/ Inform. from T.V.	$\bar{X}$	1.9	1.9		1.9	2.1		1.9	2.0	1.9		2.1	1.9	1.9	
	SD	0.7	0.7	0.1	0.7	0.8	4.0*	0.7	0.7	0.7	0.9	0.7	0.7	0.8	1.6
	N	101	225		241	86		30	163	134		74	191	62	

* Significant at the .05 level.

** Significant at the .01 level.

[1] The number of subjects used in the analyses may vary since some of the respondents elected not to respond to portions of the questionnaire.

respondents' responses on the continuum in the following manner: Low satisfaction 0-3, moderate satisfaction 4-7, high satisfaction 8-10. The data revealed that the respondents tended to be basically satisfied as a group with their respective communities since the mean score was 6.5 of a possible 10 for this variable.

Political orientation groups were constructed as follows: conservative 0-3, moderate 4-7, liberal 8-10. The mean for the total sample was 4.8 of a possible 10 which indicates that the majority of the respondents were moderates in terms of political orientation.

The conclusion to be drawn from these data is that the variables selected for explanatory purposes are poor predictors of mass media use and that people with different characteristics tend to use the mass media in quite similar ways. It is also evident that mass media use is a complex phenomenon to understand and necessitates multrivariant explanations.

Analysis of Variance Findings For Satisfaction with Media

The respondents were requested to indicate the extent to which the various mass media sources were able to satisfy their information needs and the responses were scored 1 through 4 (as in Table 4). The respondents' sex, education, degree of community satisfaction and political orientation were used as explanatory variables and were used in the same manner as was noted in the previous section of this paper. The findings are presented in Table 5. One way analysis of variance was computed on the mass media satisfaction scores which revealed few significant differences among the groups. Non-college respondents exhibited a higher degree of satisfaction with the radio and television than college educated respondents. This finding is consistent with the hypothesis and in the expected direction. Both groups would be defined as highly satisfied since scores close to the value 2 indicate basic satisfaction with the media.

The only other significant difference was in terms of community satisfaction. Individuals who exhibited low perceptions of their community were less satisfied with the newspapers than the moderate and high community satisfaction groups. No significant differences were noted among the political orientation groups.

Again the explanatory factors proved to be of little utility in the explanation of the variance in media perception. New explanatory factors should be considered in future research.

Attitudes Toward Adequacy of Existing Information Sources

Likert-type attitude items were constructed to evaluate perceived adequacy of existing information sources. The responses ranged from

strongly agree to strongly disagree. The categories of strongly disagree and agree were collapsed into a category termed "agree" and the strongly disagree and disagree were combined to form a "disagree" category. The data are presented in Table 6.

TABLE 6
Responses to Selected Items Evaluating Perceived Adequacy of Existing Information Sources

		Percent Agree	Percent Undecided	Percent Disagree
1.	I am usually able to secure all the information I need about my occupation from existing information sources.	68.1	13.0	18.9
2.	The existing information sources do not provide enough information about new consumer products.	56.5	28.4	15.1
3.	I often have difficulty securing accurate information about local community affairs.	43.7	20.3	35.9
4.	The existing sources of information about national issues are quite adequate for me.	58.8	14.5	26.7
5.	The existing sources of information about national economic problems are not adequate.	54.0	22.9	23.2
6.	I am well informed on most local problems.	59.7	15.7	24.6
7.	I am well informed on most international problems.	37.1	24.3	38.6
8.	I am well informed on most national problems.	43.7	22.9	33.3
9.	Sports activities are adequately reported by the existing information sources.	84.6	9.0	6.3
10.	The existing information sources are doing an excellent job of providing me relevant information.	49.0	30.1	20.9
11.	The existing information sources most often give too much emphasis to the wrong types of information.	55.9	27.5	16.5
12.	The existing information sources provide rapid reports of important happenings in the world.	78.3	14.8	7.0

The data in Table 6 show that the respondents tended to perceive that they were being well informed in certain areas but not in others. Occupation related information, national issues, local problems, and sports appear to be adequately reported. Information relative to new consumer products, national economic problems, international problems, and local community affairs tend to be perceived as less adequate. The respondents basically perceived the existing sources as providing information quite rapidly but often placing emphasis upon the wrong type of information. Almost half (49%) of the respondents agreed that the existing sources were doing an excellent job of providing them relevant information.

Perception of Bias In The National Media

Likert-type items were constructed to evaluate the perceived degree of biasing in the national news reporting media. The responses were strongly agree to strongly disagree. The same procedure was used to present the data in Table 7 as was used in Table 6.

TABLE 7
Perceived Degree of Biasing
In The National News Reporting Media

	Percent Agree	Percent Undecided	Percent Disagree
1. National television news is basically reported in a very biased way.	54.8	22.9	22.3
2. National television news personnel are politicially too conservative.	23.4	37.4	39.2
3. National television news reporting basically reflects the opinion of most Americans on most issues.	24.3	25.5	50.2
4. The national news systems should be subject to more control by the government.	15.4	17.1	67.5
5. National news interpretation as presented on the television has a very strong influence upon the opinion of most Americans.	79.1	13.0	7.8
6. I am basically satisfied with national T.V. news reporting.	50.5	20.0	29.5
7. National news is presented in a very honest manner.	26.3	35.1	38.5
8. Local T.V. news reporting is much more objective than national news reporting.	53.3	30.1	16.5
9. The interpretation of news reporters is often misleading.	63.8	21.2	15.0
10. National news reporting by CBS, NBC and ABC is a true picture of what is happening in the world today.	31.6	31.0	37.4
11. Editorial comments y news reporters tends to be in agreement with my own interpretation of the news being reported.	29.6	36.2	34.2
12. News reporters should report the news without making interpretation of the issues being reported.	75.1	13.6	11.3

The data clearly indicate that the respondents perceived the national news media as being biased in terms of reporting newsworthy items to the public. They basically felt that the interpretation of national news reporting had a strong influence upon opinion but that the opinions expressed on national television did not reflect the opinion of most Americans on most issues. They also indicated that the interpretations of the national media

were misleading. The respondents felt that local news is presented in a much more objective manner than the national news. The greatest majority (75%) believed that news should be reported without interpretation. Approximately 50% of the respondents were basically satisfied with the national news media even though they were aware of the biasing and felt that increased federal control of the national news media was undesirable.

Summary and Conclusions

The study data basically validated the hypothesis that the mass media would be demonstrated to be the most significant source of information for all types of information needs. The findings show that the mass media systems for information dissemination have emerged as the primary source of information for the respondents to the study. The respondents indicated that certain information needs were not being adequately met with the existing information delivery system and that often the wrong types of information were being emphasized. It was noted, however, that the majority of the respondents felt the existing mass media delivery systems were basically adequate.

The respondents indicated that they perceived the national news media to be biased in terms of reporting news and felt that news should be reported without interpretation. More involvement of the federal government in the news media was not a popular means of achieving less biasing.

Study Implications

The major implication of this study is that development groups which are concerned about providing information to client groups for the purpose of enhancing group decision making abilities should rely much more heavily upon mass media systems to present information. More effective use of professional resources should result assuming that the individuals preparing mass media presentations are competent in development of materials that are understandable to the client groups. Resistance to the expanded use of the mass media by educators and developers is anticipated by the authors since established practices of personal contact are difficult to redirect since established procedures are resistant to change. Many educators and development personnel will resist the use of the mass media since it will probably necessitate the acquisition of new communication skills and techniques of instruction.

While the study clearly demonstrated the importance of the mass media to the respondents, other research is needed to document the impact of various types of information delivery systems. Research should be undertaken using a series of pretest-post test analyses to determine the benefits derived from the use of mass media systems as opposed to the personal

contact method of information dissemination. Comparison of the costs and benefits derived from both methods would probably demonstrate the merits of the mass media system. It is certain that a more extensive clientele group could be served by the mass media approach. The time involved for the communicator and recipient of the information would also be reduced if newspapers, radio, television and magazines were used to diffuse needed information rather than group meetings.

The data relative to the adequacy and biasing have significant implications for future information delivery. Existing content areas should be reviewed by the various media and more emphasis placed upon more relevant areas such as consumer information. Perhaps more frequent national and/or regional surveys of client group information needs would be appropriate. More relevant information would result from such research efforts. The data from the respondents would suggest that the national news systems should review the degree to which they permit reporters to make interpretations of news. The means to achieve more objectively is not through new national norms since the study respondents were quite negative toward more government control of the media.

Effective use of the mass media systems appears to be essential to create and maintain a well informed public. While the role of impersonal communication may be foreign to many education oriented professionals, it is certain that educators in their various action oriented roles must begin to acquire and employ the communication skills necessary to use these very important information diffusion tools.

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What's Coming

With the annual meeting between "bedtime" for this issue of the Quarterly and copy time for the next, we aren't too certain what the summer issue will contain. We can say that high on the list of possibilities are Terry Day's "Working with the Metropolitan Media" and Gene Ingalsbe's "Substitute a Reader Survey for Psychic Power". Other good possibilities are: "AAACE and Independence—One Member's Opinion", by R. E. Stevenson (Auburn); "Is Your Lead Really Leading?", by Ohio's Howard Frisbee; "Killing a Sacred Cow? (The Weekly News Packet)", by Jack Drummond (Okla); and Kansas' Don Springer's "Video Cassettes 'Tops' ".

We've been alerted that other contributions are on the way. May have a "bumper" in one of them.