Abstracts


Presented in the form of a series of case studies, this book is designed to be used in various ways to expand the concepts of students. Each case study is based on some type of family or individual problem requiring sound judgment for a solution.

The first case study in each group of case studies for each subject-matter area has been analyzed. A procedure for making intelligent decisions has been used to serve as an example for choosing suitable alternatives in other case studies. Each case analysis can be discussed to stimulate further thinking about the situation, and judgments can be made about the decisions. Users of the book can then make their own decisions for the remaining case studies.

Subject-matter areas include human development and the family, home management and the family, food and nutrition, clothing and textiles, and housing. Each area is treated in terms of values, management, and human development.


The authors describe this handbook as a collection of principles, methods, and strategies useful in the planning, design, and evaluation of studies in education and the behavioral sciences.

It's explained that many of the books on research design and statistics are sophisticated, in-depth treatments that require time and attention to detail. But, often the researcher only wants an overview, a summary of alternatives, an exhibit of models, or a listing of strengths and weaknesses.
This book was prepared to meet such needs for a wide range of people, including the busy project director, the occasional researcher, the proposal writer, the evaluator, the reviewer and consumer of research, the undergraduate student in beginning courses, the graduate student preparing for research, and a research staff or project team that needs a general reference.

Even though the greatest danger of such a book is oversimplification, it’s understood that users will supplement it with more complete information from other sources.


Using the basic theme that people with causes to promote, a product to sell, or an idea to put over must communicate with people to get them to do what you want, the author presents the nuts and bolts as well as the keys to effectiveness in communicating and promoting a cause.

He describes the techniques for setting forth your objective, knowing your audience, planning a campaign, providing motivation, being effective person-to-person, and using committees and meetings. He also explains how to be effective with mass media, write press releases, create publicity, use radio and television, and make displays and exhibits.

The author explains that the first chapter on “communicating” is the core of the book, with the remainder of the chapters being explanations of how it’s used.


This book is designed to be a practical manual for both laymen and professional group workers to use in diverse settings where social tension or conflict threatens or exists.

The authors say the techniques explained in this book are learned easily, mostly because they’re so natural. They say: “Even in its minimal achievements, such as in single brief sessions without follow-up, Group Conversation has been found pragmatically to move groups forward in mutual understanding, compassion and communication . . . never backward, never leaving them at status quo.”

Divided into three main sections, the book includes one section on the art of group conversation, one on the techniques, and a final section on applications. The concluding portion of the book is an annotated bibliography on group methods.

The subtitle to this book is somewhat of a misnomer, but that shouldn't detract from its usefulness as a manual for the application of principles of effective human communication.

Divided into four sections, the first deals with the world of words and how they affect people and the relationships between people. It also discusses how communication breaks down because of the misuse of words.

The second part of the book explores how the things people think about other individuals can affect those persons or the institutions they represent. Included are discussions of human relations principles that work for or against a person, depending on how they are used. Leadership from a cooperative standpoint is dealt with in the third section. The final section is concerned with putting human relations and communication principles into practice for better human understanding.

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