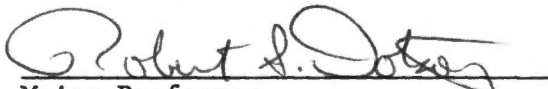


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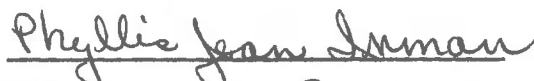
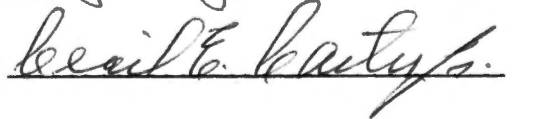
November 20, 1972

To the Graduate Council:

I am submitting herewith a thesis written by Lois Claudine Dixon entitled "Characteristics of Viewers of a Tennessee Agricultural Extension Service Educational Television Series on Renovating Furniture." I recommend that it be accepted for nine quarter hours of credit in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension Education.


Major Professor

We have read this thesis
and recommend its acceptance:

Accepted for the Council:


Vice Chancellor for
Graduate Studies and Research

CHARACTERISTICS OF VIEWERS OF A TENNESSEE AGRICULTURAL
EXTENSION SERVICE EDUCATIONAL TELEVISION
SERIES ON RENOVATING FURNITURE

A Thesis
Presented to
the Graduate Council of
The University of Tennessee

In Partial Fulfillment
of the Requirements for the Degree
Master of Science

by
Lois Claudine Dixon
March 1973

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ABSTRACT

This study was concerned with the characteristics of viewers of a Washington County educational television nineteen-program series on chair renovation. The purpose was to investigate certain characteristics of respondents who had previously renovated furniture, who had renovated during the educational television series and who planned to renovate a chair following the series, and to compare them with those respondents who had not. Data were collected from homemakers responding to a mail evaluative questionnaire in a five-state area in Tennessee, Kentucky, Virginia, North Carolina, and West Virginia. A total of 1,477 evaluation forms were judged to be complete and accurate and all were used in the analysis. For purposes of the analysis, data from the 1,477 viewers were studied under four major headings according to the relation of the respondents': (1) membership status; (2) previous renovation of furniture; number of Extension units in the series watched; and (4) chair renovation rating.

Thirteen independent variables were identified and used as a basis for comparing certain characteristics of respondents who had renovated furniture and who had not renovated. Contingency tables were used to show the relation between the dependent and independent variables. Chi square statistical analyses were made to show the significance level of relations identified. Chi square values which achieved the .05 level were accepted as being statistically significant computations were done by The University of Tennessee Computing Center.

Major findings of the study were:

1. Respondent Extension-related membership status was significantly related to previous formal educational training. Though the test did not identify the area of variation, it appeared to focus on 4-H leaders, and parents (i.e., the former appeared to be slightly better and the latter less-well educated, respectively, than others).

2. Respondent Extension-related membership status was significantly related to all but one source of publicity that encouraged participation in the classes. The test identified television, newspapers, letters from the home agent, and "others" as the sources where the respondents in the various membership statuses varied significantly. Four-H leaders reported television and newspaper more frequently, while home demonstration club leaders reported letters from the home agent more than others. Differences on radio were not significant.

3. Respondent Extension-related membership status was significantly related to renovation of a chair before watching the series. More home demonstration club members and leaders and 4-H parents had renovated chairs previously than was true of 4-H leaders and non-members.

4. Respondent Extension-related membership status and three types of future television programs desired was significantly related. Significant differences were noted on a specific craft (more home demonstration clubs, 63 percent, and 4-H leaders, 69 percent, than others indicating interest), food preservation (more 4-H parents, 49 percent, and non-members, 44 percent, than others showing interest), and food buying (more 4-H parents, 35 percent, and non-members, 32 percent, than others expressing interest).

5. Respondent Extension-related membership status and certain types of classes attended were significantly related. Extension-sponsored and "other" classes had been attended by more leaders prior to viewing than by members of other categories participating. Differences on night classes were significant while others were not.

6. Whether or not respondents renovated chairs while the educational series was in progress was significantly related to their previous formal educational training. Though the test did not show where the differences occurred, observation of tabled data suggested that those renovating chairs tended to have at least some high school work, while non-renovators more frequently did not respond or indicated grammar school or at least some college.

7. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents assisted someone else in renovating chairs were significantly related. More viewers renovating chairs themselves during the educational television series tended to assist others in renovating them.

8. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents intended to renovate chairs after having seen the educational television series were significantly related. More of those not renovating chairs during the educational series were certain they did not plan to do chairs following the series.

9. The actual number of Extension units watched by respondents and whether or not they had renovated chairs while the educational television series was in progress were significantly related. This

suggests that those renovating chairs during the series tended to watch a significantly higher number of the Extension units, and those not renovating tended to watch fewer.

10. The actual number of Extension units watched by respondents and whether or not they had assisted someone else in renovating chairs while the educational television series was in progress were significantly related. This means that those helping someone else to renovate chairs during the series tended to watch more Extension units than others; while those not assisting others tended to watch fewer.

11. The actual number of Extension units watched by respondents and whether or not they intended to renovate chairs after seeing the educational television series were significantly related. More of those who had chair renovation plans viewed more Extension units in the series; the reverse also applying with those not having plans for renovation.

12. The actual number of Extension units watched by respondents was significantly related to each of six topics for future television programs desired by respondents. A summary of results showed that the following television series topics were significantly related to the number of Extension units viewed: (1) buying home furnishings; (2) window treatment; (3) food preservation; (4) food buying; (5) work simplification; and (6) money management. The higher the number of units watched, the greater the likelihood they would select each of the six topics listed.

13. Respondent chair renovation rating was significantly related to "other" sources of publicity (e.g., telephone, face-to-face contact, meetings) regarding the series. Relations with remaining sources

(i.e., letters from home agents, newspaper, radio, television) were not significant.

14. Respondent chair renovation rating was significantly related to having renovated chairs before watching the educational television series. Thus, those who had renovated prior to viewing tended to have higher renovation ratings. This means that more of those who had completed chairs before the series also did so during the series and planned to renovate more following the series.

15. Respondent chair renovation rating was significantly related to renovating chairs while the series was in progress.

16. Respondent chair renovation rating and whether or not respondents assisted someone else in renovating chairs during the educational television series were significantly related. Thus, more viewers helping someone else renovate had higher renovation ratings; while more not helping someone else had lower.

17. Respondent chair renovation rating was significantly related to respondent plans to renovate chairs after having seen the series. This is, of course, partially due to the fact that plans to renovate were included as one of the three criteria used for renovation ratings.

18. Respondent chair renovation rating and the viewing of each of the fifteen suggested Extension units were significantly related.

19. Respondent chair renovation ratings and whether or not respondents were satisfied with their renovated chairs were significantly related. Those having higher renovation ratings tended to be better satisfied with renovated chairs.

20. Respondent chair renovation rating was significantly related to the number of units watched. Those viewing more units tended to have higher renovation ratings.

21. Respondent chair renovation rating was significantly related to all types of adult education classes previously attended. Those having previously attended more adult education classes tended to rate higher.

Implications and recommendations also were made.

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CHAPTER I

THE PROBLEM AND ITS SETTING

I. INTRODUCTION

One consistent characteristic of Cooperative Extension work since its beginning has been the continuing necessity to shift programs and methods to meet the ever-changing socio-economic conditions and demands. Extension workers have been acutely aware of this need since the start. The tempo of such changes has been accelerated dramatically during the past decade. Every evidence points to an even faster acceleration in the decade ahead (1:5).*

Every educational innovation has at least three major elements: a recognized and definable educational need, a means for satisfying this need, and an educational institution willing and able to engage in the experiment (4:14).

There is hardly a person in the United States today who does not have access to at least one television set in his or her own home. The 1960 U. S. Census estimated that 96 percent of all American homes had sets (8:4). Television today is recognized as an integral part of our everyday life; therefore, it offers one means of reaching large numbers of people. A woman may tune to educational television to broaden her

*Numbers in parentheses refer to similarly numbered items in the Bibliography; numbers following the colon are page numbers in the reference.

knowledge of literature and politics, and music or cooking, nutrition and child care. One may look to educational television for college preparation or as an art gallery for learning to appreciate fine art or just to learn to read--all without leaving the living room (5:4).

The Roper Research Associates (10:26) have asked a national sample on several occasions to report the number of hours they spend watching television. There has been a steady increase since 1961, when median viewing time was 2 hours 17 minutes, and 1968, when they viewed 2 hours and 47 minutes.

Television and other mass media provide new and exciting opportunities for Extension to reach and teach hitherto inaccessible audiences. The two Extension Home Economists in Washington County, Tennessee, considered the use of a television education series in response for instruction in the renovation of furniture. A planning committee made up of the Extension agents in Washington County, Tennessee, U. T. Extension specialists, and a representative of W.J.H.L. television station in Johnson City, Tennessee, helped plan for and assisted in preparation of a series of such lessons in the fall of 1969. Since this involved a departure from the usual teaching methods of the agents, considerable preparation had to be made.

II. STATEMENT OF THE PROBLEM

Thus, based on the expressed interest of area homemakers, the Extension home economists in Washington County, Tennessee, developed and taught a suggested fifteen program television series on chair renovation in the spring of 1970. The television station is located in the

northeastern part of the State of Tennessee as may be seen by reference to Figure 1.

Little was known prior to the present study regarding the characteristics of viewers of Washington County educational television programs. For this purpose the present study was designed.

III. NEED FOR STUDY

A study of the characteristics of viewers of Extension television furniture renovation instructions was needed to serve as a basis for improving such instruction in the future. No previous study had been made to identify the homemakers regularly watching Washington County television programs. Likewise a review of literature indicated that no such effort had been made earlier in Tennessee. Therefore, the study was needed on the grounds that a knowledge of certain characteristics of regular viewers should prove useful to planners as they seek to develop additional home economic Extension subject matter areas for television use in Tennessee and elsewhere.

Since contact with television viewers is necessarily limited, it was felt that a study looking at habits and the characteristics of the factors possibly influencing viewers would be significant.

IV. PURPOSE OF THE STUDY

The major purposes of this study were to investigate certain characteristics of respondents who had previously renovated furniture, who had renovated during the educational television series and who

planned to renovate a chair following the series, and to compare them with those respondents who had not.

Specific objectives were to characterize the different renovation groups according to:

1. Different membership status.
2. Other renovation completed.
3. Different numbers of Extension units in the educational television series watched.
4. Other renovation planned.
5. Renovation ratings.
6. Other home economics subject matter areas in which viewers of the chair renovating series were interested.

A secondary purpose was to try to determine whether the educational television series on chair renovation was effective and to what extent.

V. DEFINITION OF TERMS

Respondents. For the purpose of this study, the term respondent will be used to designate those persons enrolled in the television educational series and responding in the mail evaluation questionnaire at the end of the series.

Furniture. For the purposes of this study, the term furniture renovation will be used to designate the reupholstering of a chair or other pieces of upholstered furniture.

Chair Renovating Rating. For the purposes of this study, the term chair renovation rating will be used to designate rating of

answers to questions five, six, and seven of the survey (see Appendix A). In the rating scheme used: 0 meant that questions five, six, and seven, all received a "no" answer; 1 was given to those who answered either five, six, or seven with a "yes" answer; 2 designated those who answered any two of the questions five, six, or seven with "yes" answers; while 3 recognized those who answered "yes" to questions five, six, and seven.

Series. For the purposes of this study, the term series will be used to designate the order of the suggested fifteen programs in the television production.

Program. For the purposes of this study, the term program will be used to designate the prospective courses of instruction to be offered in the future.

Extension Units. For the purposes of this study, the term Extension units will be used to designate the following: all the demonstrations given in the series; part of the demonstrations given in the series; and repeats of demonstrations given in the series.

Chi Square. Chi Square is a statistical test of the independence (or lack of statistical association) between two variables; it does not measure the degree of association; it only indicates the likelihood of having a distribution as different from statistical independence by chance alone as the observed distribution. Its formula is

$$X^2 = \sum_i \frac{(f_o^i - f_e^i)^2}{f_e^i}$$

with $(r - 1)(c - 1)$ degrees of freedom, where f_o^i equals the observed frequency in each cell, f_e^i equals the expected frequency, c equals the

number of columns in the table, and r equals the number of rows in the table. The expected frequency f_e^i is calculated as $f_e^i = (\frac{c_i r_i}{N})$ where c_i is the frequency in a respective column marginal, r_i is the frequency in a respective row marginal, and N stands for total number of valid cases.

CHAPTER II

REVIEW OF LITERATURE

According to Lo Scinto's 1971 study of television habits (8:6 and 7) most adult Americans do view television daily and they watch for at least two hours. Women tend to watch more than men, probably since many women work at home and have more opportunity during the day. A study by La Freniere (6:26) of the "greater" Detroit area of Michigan in 1960 of 86 homemakers showed many of the mothers of pre-schoolers, when interviewed, expressed appreciation for a means to learn at home via television. Recorded observations also seem to indicate that homemakers with children in school find the classes convenient from the standpoint of time. These mothers are often busy with school activities and hesitate to take on another meeting, but will enroll for a class they can follow at home. A 1968 Long Beach City College, California (69:6) study also found that television courses offered education to many who could not otherwise attain it, mainly housewives with children.

During recent years, various studies have been made relative to television teaching and the characteristics of viewers who participated in educational series. A review of available literature indicates the problem to be of major interest and importance to Extension workers, though only a limited number of relevant studies was found. Studies will be reported related to two themes, namely: (1) research related to the personal characteristics of viewers; and (2) research related to the effectiveness of educational television series.

I. RESEARCH RELATED TO PERSONAL CHARACTERISTICS OF VIEWERS OF EDUCATIONAL TELEVISION SERIES

Education

The homemakers participating in an educational television series tend to have completed high school and/or gone beyond. For example, Cheney, Wages, and Alexander's (3:8) study in 1969 with 121 respondents of a television series "Beginning Sewing" in Albany, New York, found that the respondents as a whole appeared to be quite well-educated. Further, an experiment in educational telecasting conducted by Long Beach City College, California (9:3), revealed that one of every ten students who had completed the course was either an elementary or secondary school teacher.

La Freniere's (6:21) Michigan State study with 86 homemakers interviewed indicated a relatively high level of education of the group, measured in terms of grades completed in school. Nearly one third had received some college training, while only 6 percent left school in the grammar grades. The majority, nearly two thirds of the women, attended high school.

Age

Viewers of previous educational television series have been found to be in their thirties. For example, the study conducted by Long Beach City College, California (9:3), found that nearly three-fourths of all adults who completed the course were 30 years of age or older. Findings from La Freniere (6:24) study cited earlier also indicated that the

women interviewed were relatively young. More than one-half of them were under 40 years of age.

Brown (2:78) conducted a survey, in the fall of 1966, of students' reaction to three college credit courses, Astronomy, Latin America I, and Latin America II, broadcast in major cities in the state of New York. Nearly two-thirds of the 608 interviewed were more than 31 years of age on a composite basis; while 59 percent of the students for credit and 68 percent of the non-credit were over 30. Also Cheney, Wages, and Alexander (3:1) concluded that respondents in their study were essentially middle aged women.

Occupation

Based on previous research reviewed, it appears that the occupations of the television viewers, though quite varied, have been mostly homemakers. La Freniere (6:24) noted that mothers of young children often found it impossible to leave home to attend meetings and formal classes, but could take advantage of television training. According to the "Survey of the Viewers of College Courses Taught Over Television" by Brown (2:81) housewives accounted for the largest percent of viewers; followed in order by teachers and students.

In the study conducted by the Long Beach City College (9:6), it was concluded that television courses offered education to those who could not otherwise attain it, mainly housewives with small children thus agreeing with La Freniere.

Cheney, Wages, and Alexander's (3:15) study also supports this contention.

Previous Experience

Previous experience in the subject matter of the television series would seem to influence the enrollment in a television series. In the Cheney, Wages, and Alexander (3:18) study almost three-fourths of the respondents had sewn before. La Freniere (6:73) also found that about three-fourths of her respondents were experienced sewers and had made many garments each year. More than two-thirds of those in this last study had had sewing training other than that received in school.

Satisfaction Received

Satisfaction received from completed items and/or plans to use information in the future have been found to be factors in determining the effectiveness of a television series. For example, La Freniere (6:75) learned in her study that the respondents who were "well satisfied" with their skirts also rated themselves higher on "quality" construction than did the women who were only "fairly well-satisfied." On another track, Brown (2:5) found that most viewers were "satisfied" with the courses studied. Cheney, Wages, and Alexander (3:20) found that their respondents as a whole appeared to be "favorably impressed" by the television sewing programs.

In brief summary findings from the preceding studies indicate that education, age, occupation, sources of publicity, actual number of lessons viewed, previous experience, and satisfaction received have been identified as factors which may have influenced the characteristics of viewers of education television series.

CHAPTER III

METHODS AND PROCEDURE

I. POPULATION AND SAMPLE

At the conclusion of the educational television series the information basic to this study was collected from homemakers responding to a mail questionnaire (see Appendix A). Television station W.J.H.L. serves parts of a five-state area in Tennessee, Kentucky, Virginia, North Carolina, and West Virginia (see Figure 2). The viewing audience for the Kathryn Willis Show on which the educational program used in this study appeared was estimated in 1972 to be in the range of 32,000. A total of 2,566 homemakers requested and were sent kits of material. The population and sample included the 1,477 homemakers who completed and returned the evaluation form (see Appendix A).

II. SOURCE OF DATA

The instrument used in gathering information was a mail questionnaire. The questionnaire was developed by the Interior Design and Housing Specialist of The University of Tennessee Extension Service (Survey, Television Series - Renovating a Chair).

The questionnaire consisted of four sections designed to provide information necessary to the solving of the problem.

Section one of the questionnaire was designed to discover some of the factors about the television viewers: state of residence;

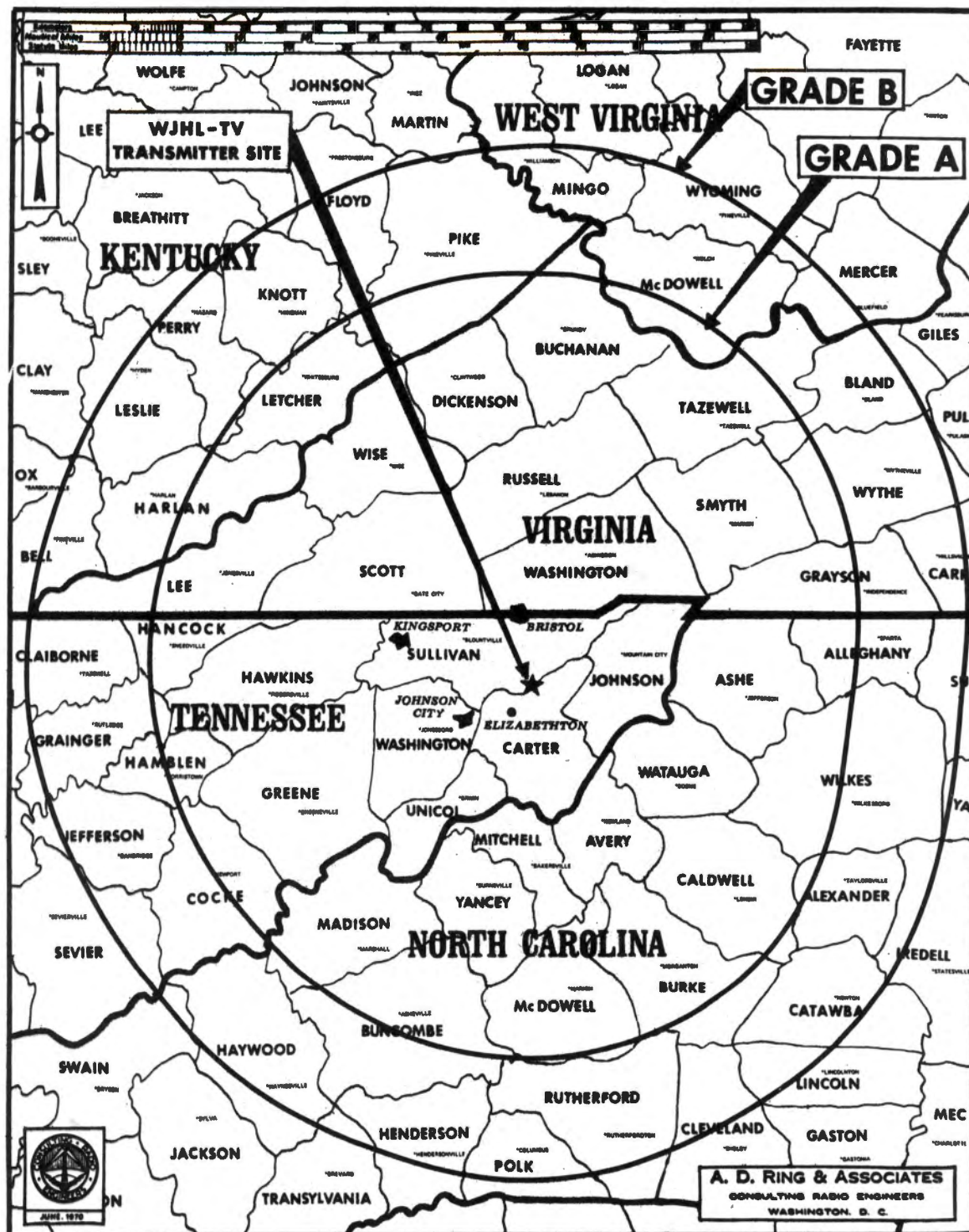


Figure 2. Viewing area for television station W.J.H.L., Johnson City, Tennessee.

previous educational training; membership status; and sources of publicity. Section two dealt with the number of programs watched in the television educational series. Section three of the survey was concerned with: previous experience in renovating furniture, furniture renovated during program, plans to renovate following the series, and satisfaction received from any of the above. The final section of the questionnaire requested information pertaining to the type of future programs the television viewers would like to have.

One questionnaire was placed in each kit sent to the 2,566 enrolled in the television educational series. During the last two Extension units of the series a request was made and also a written request that the survey be completed and returned to the Extension Home Economist of Washington County, Tennessee (see Appendix B). A total of 694, or 27 per cent of the questionnaires mailed to the original population were returned. Two follow-up letters were sent to those who had enrolled but failed to return the completed questionnaires (see Appendix C). Following the last two appeals, 930, or 36 percent, more surveys were returned. Thus, 63 percent responded. A total of 1,477 or 58 percent, were considered useable (complete).

III. ANALYSIS OF DATA

A chi square statistical test of significance was used in the analysis of data. Chi square values which achieved the .05 level of significance were accepted as being statistically significant. Computations were made by The University of Tennessee Computing Center.

A contingency table analysis program was used in the analysis of relationships between: (1) membership status; (2) respondents who had or had not renovated a chair; (3) Extension units in the series watched; (4) chair renovation rating and each of thirteen variables, including: (1) state of residence; (2) membership status; (3) previous educational training; (4) sources of information regarding the series publicity; (5) renovation of a chair before watching the series; (6) renovation of a chair while the series was in progress; (7) renovation of a chair with someone else; (8) plans to renovate a chair after the series; (9) reasons given why respondent did not intend to renovate a chair; (10) number of Extension units watched; (11) satisfaction of respondent with renovated chair; (12) desired future television series; and (13) types of classes previously attended.

Output for the analysis included: (1) two-way frequency tables; (2) row, columns, and table percentages; and chi square value and degrees of freedom.

Although research and null hypothesis were not stated, an assumed null hypothesis existed for each of the independent variables. The assumed null hypothesis for each independent variables was: there is not a significant relationship between: (1) membership status; (2) respondents who had or had not renovated a chair; actual number of programs watched; chair renovation rating and each independent variable.

The chi square test requires that the expected frequencies in each cell should not be too small. Cochran (1954) recommended that for chi square tests with degrees of freedom larger than one (that is,

when either "column K" or "row R" is larger than two), fewer than 20 percent of the cells should have an expected frequency of less than five (7:178).

CHAPTER IV

FINDINGS OF THE STUDY

This chapter includes the findings relevant to selected characteristics of respondents of an educational television series. This will be done under the following purpose-related topics:

1. Relations between respondents Extension-related membership status and selected personal characteristics.
2. Relations between respondents who did or did not renovate chairs while an educational television series was in progress and selected personal characteristics.
3. Relations between actual number of Extension units watched by respondents and selected personal characteristics.
4. Relations between chair renovation ratings by respondents and selected personal characteristics.

I. RELATIONS BETWEEN RESPONDENTS EXTENSION-RELATED MEMBERSHIP STATUS AND SELECTED PERSONAL CHARACTERISTICS

Relations Between Respondents' Extension-Related Membership Status and States of Residence

As seen in Table I, the vast majority of homemakers responding to the survey of Extension television viewers of an extensive Extension television series were from Tennessee counties (80 percent of the total). Of the remainder, most (14 percent) were Virginians. Three other states were represented from the viewing area.

TABLE I
RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP
STATUS AND STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Membership Status					
		Home		Demonstration		4-H Leader	
		Demonstration Club Member (N=204) Percent	Home Leader (N=57) Percent	Demonstration Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Tennessee	80	83	93		81	77	79
Virginia	14	12	7		13	19	14
West Virginia	2	2	0		0	2	3
Kentucky	3	3	0		6	2	3
North Carolina	1	0	0		0	0	1
TOTAL	100	100	100		100	100	100

**Not significant at .05 level (Chi Square Test).

Somewhat larger percents of home demonstration club members (83 percent), home demonstration leaders (93 percent) and 4-H leaders (81 percent) were from Tennessee than was true for 4-H parents (77 percent) and non-members (79 percent). It is interesting to note that nearly one-fifth (19 percent) of the 4-H parents were from Virginia.

A chi square test of significance showed the relation between membership status and state of residence was not significant at the required 5 percent level of confidence.

Relations Between Respondents' Extension-Related Membership Status and Previous Formal Education Training

A study of data in Table II shows that 82 percent of the respondents had either completed high school and/or gone beyond. About one-fourth each of home demonstration club members, home demonstration leaders and non-members had at least some college work. Surprisingly, one-half of the 4-H leaders and only 8 percent of the 4-H parents had done college work. Four-H parents (14 percent) and non-members (13 percent) had largest percents with grammar school education only.

A chi square test of significance showed the relation between membership status and previous formal educational training was significant at the required 5 percent level of confidence. Though the test did not identify the area of variation, it appears to focus on 4-H leaders and parents (i.e., the former appear to be slightly better and the latter less-well educated, respectively, than others).

TABLE II
RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND
PREVIOUS FORMAL EDUCATIONAL TRAINING*

Previous Educational Training	Membership Status							
	Home		Demonstration		Home Demonstration Leader		4-H Parent	
	Total (N=1477)	Percent	Club Member (N=204)	Percent	(N=57)	Percent	(N=86)	Non-Member (N=1114)
No response ^a	6		4		2		5	6
High school	56		58		66		73	55
College	26		26		25		8	26
Grammar school	12		12		7		14	13
TOTAL	100		100		100		100	100

^aNo responses were deleted for purposes of computing Chi Square value.

* Significant at .05 level (Chi Square Test).

Relations Between Respondents' Extension-Related Membership Status and Sources of Publicity Regarding the Television Series That Encouraged Participation in the Classes

Table III presents data pertaining to the sources of publicity regarding the television series that encouraged participation in the class with 85 percent reporting television as the main source and 7 percent each in newspaper notices and letters from the home agent. More than one-third (37 percent) of the home demonstration club leaders reported letters from the home agent as a source, while 31 percent of the 4-H leaders reported source information was seen in the newspaper.

A chi square test of significance showed the relation between respondents' membership status and all but one source of publicity that encouraged participation of the classes was significant at the required 5 percent level of confidence.

The test identified television, newspapers, letters from the home agent, and "others" as the sources where the respondents in the various membership status varied significantly. Differences on radio were not significant.

Relations Between Respondents' Extension-Related Membership Status and Whether or Not Respondents Had Renovated Chairs Before Watching an Educational Television Series

The data in Table IV indicate the relations between respondents' membership status and whether or not they had renovated a chair before watching the educational television series. Sixty-five percent reported not having renovated a chair before watching the educational television

TABLE III
RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND SOURCES
OF PUBLICITY THAT ENCOURAGED PARTICIPATION IN THE CLASSES

Source of Publicity	Total (N=1477) Percent	Membership Status					
		Home		Demonstration		4-H Parent	
		Demonstration Club Member (N=204) Percent	Home Club Leader (N=57) Percent	Demonstration Club Leader (N=16) Percent	4-H Leader (N=86) Percent	Non-Member (N=1114) Percent	
Television**	85	75	74	94	92	87	
Newspaper**	7	14	11	31	13	9	
Letters from Home Agent**	7	16	37	19	6	4	
Other sources**	5	11	9	0	6	4	
Radio*	2	1	5	0	5	2	
Average Total Percent ^a	21	23	27	29	24	21	

^aPercents will not add to 100 percent as respondents reported more than one source.

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

TABLE IV

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT
RESPONDENTS HAD RENOVATED CHAIRS BEFORE WATCHING AN EDUCATIONAL TELEVISION SERIES*

Respondent Renovated Chairs Before Watch- ing an Educational Television Series	Membership Status							
	Home		Demonstration		Home		Demonstration	
	Total (N=1477) Percent	Club Member (N=204) Percent	Club Member (N=204) Percent	Club Leader (N=57) Percent	Club Leader (N=57) Percent	4-H Parent (N=86) Percent	4-H Leader (N=16) Percent	Non-Member (N=1114) Percent
No response ^a	7	7	7	4	4	5	0	7
Yes	28	32	32	42	42	34	12	27
No	65	61	61	54	54	61	88	66
TOTAL	100	100	100	100	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

series. Twenty-eight percent of total sample reportedly renovated a chair prior to the educational television series. Further, 32 percent of the home demonstration club members, 42 percent of the home demonstration club leaders, and 34 percent of 4-H parents renovated a chair before watching the program. Smaller percents of non-members (27 percent) and 4-H leaders (12 percent) had done so.

A chi square test of significance showed the relation between membership status and renovation of chairs before watching the series was significant at the required 5 percent level of confidence. More home demonstration club members and leaders and 4-H parents had renovated chair previously than was true of 4-H leaders and non-members.

Relations Between Respondents' Extension-Related Membership Status and Whether or Not Respondents Renovated Chairs While an Educational Television Series was in Progress

Table V presents data relative to relations between respondents' membership status and whether or not respondents renovated chairs while the series was in progress. The majority (82 percent) of the respondents did not renovate a chair while the series was in progress. A somewhat larger percent of 4-H club leaders (19 percent) reported renovating chairs while the series was in progress than was true for others.

A chi square test of significance showed the relation between respondents' membership status and whether or not respondents renovated chairs while the series was in progress was not significant at the required 5 percent level of confidence.

TABLE V

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT
RESPONDENTS RENOVATED CHAIRS WHILE AN EDUCATIONAL TELEVISION
SERIES WAS IN PROGRESS**

Respondent Renovated Chairs While an Educational Television Series was in Progress	Membership Status					
	Home		Demonstration		4-H Parent	
	Total (N=1477)	Percent	Club Member (N=204)	Club Leader (N=57)	4-H Leader (N=16)	Non-Member (N=1114)
			Percent	Percent	Percent	Percent
No response ^a	12		13	5	0	13
Yes	6		3	3	19	7
No	82		84	92	81	80
TOTAL	100		100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Relations Between Respondents' Extension-Related Membership Status and Whether or Not Respondents Assisted Someone Else in Renovating Chairs While an Educational Television Series Was in Progress

Table VI discloses that 65 percent of the respondents reportedly did not assist someone else in renovating chairs while the series was in progress. However, again more of the 4-H leaders (13 percent) reported assisting someone else in renovating chairs while the series was in progress than was true for others. Thirty-one percent did not respond on the item.

A chi square test of significance showed the relation between respondents' membership status and whether or not respondents assisted someone else in renovating chairs while the series was in progress was not significant at the required 5 percent level of confidence.

Relations Between Respondents' Extension-Related Membership Status and Whether or Not Respondents Intended to Renovate Chairs After Seeing an Educational Television Series

As seen in Table VII, a majority of homemakers responding to the survey of Extension television viewers intended to renovate chairs after seeing the educational series (66 percent of the total). Of the remainder, most (18 percent) did not intend to renovate chairs. Sixteen percent did not reply to the question.

Somewhat larger percents of 4-H parents (77 percent) planned to renovate chairs after seeing the series. It is interesting to note that nearly one-fourth (25 percent) of the 4-H leaders did not plan to renovate chairs. The small number of those involved, however, negates only large difference seen.

TABLE VI

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT
RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS**

Respondent Assisted Someone Else in Renovating Chairs While an Educational Television Series Was in Progress	Membership Status							
	Home		Home		Demonstration		4-H Parent	
	Total (N=1477)	Percent	Club Member (N=204)	Percent	Club Leader (N=57)	Percent	(N=86)	Non-Member (N=1114)
No response ^a	31	28	28	28	18	29	32	
Yes	4	5	4	4	13	5	4	
No	65	67	68	68	69	66	64	
TOTAL	100	100	100	100	100	100	100	

^aNon-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

A chi square test of significance showed the relation between respondents' membership status and whether or not respondents planned to renovate chairs after seeing the series was not significant at the required 5 percent level of confidence.

Relations Between Respondents' Extension-Related Membership Status and Reasons Given by Respondents Who Did or Did Not Intend to Renovate Chairs

Table VIII presents data pertaining to reasons given by respondents who had not or had not intended to renovate chairs with the vast majority (71 percent) giving no reason at all. Somewhat larger percent than expected 4-H parents (73 percent) also reported no reason. Twenty-six percent of the home demonstration club leaders and smaller percents of the other groups checked other miscellaneous reasons for not renovating chairs. Twelve percent of the 4-H leaders didn't want to put forth the effort needed to do it.

A chi square test of significance showed the relation between respondents' membership status and reason given by respondents who did or did not intend to renovate chairs was not significant at the required 5 percent level of confidence.

Relations Between Respondents' Extension-Related Membership Status and Respondents Who Watched the Fifteen Suggested Extension Units

A study of data in Table IX shows the percents of the respondents watching the fifteen suggested Extension units in relation to membership status. The survey indicated the greatest number of Extension units viewed (71 to 61 percent) were the first five in the series. Surprisingly, one-third or more of the homemakers responding to the survey of

TABLE VIII

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND REASONS GIVEN
BY RESPONDENTS WHO DID OR DID NOT INTEND TO RENOVATE CHAIRS**

Reason Given for Not or Not Intending to Renovate Chairs	Membership Status							
	Total (N=1477)		Home Demonstration Club Member (N=204)		Home Demonstration Club Leader (N=57)		4-H Leader (N=16)	
	Percent		Percent		Percent		Percent	Non-Member (N=1114) Percent
No reason given	71	67	60	73	69	73	72.0	
Other reasons	19	21	26	19	19	19	18.0	
Don't want to put forth that much effort	6	9	7	1	12	1	6.0	
Need more help	3	3	7	6	0	6	3.0	
Written directions not clear	1	0	0	1	0	1	0.5	
Television directions not clear	1	0	0	0	0	0	0.5	

**Not significant at .05 level (Chi Square Test).

TABLE IX

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND RESPONDENTS WHO WATCHED THE FIFTEEN SUGGESTED EXTENSION UNITS

Extension Units	Total (N=1477) Percent	Membership Status					
		Home		Demonstration		4-H Leader	
		Club Member (N=204) Percent	Demonstration Club Member (N=57) Percent	Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
"Trends; Fabrics; A Chair That Fits"	71	73	74	94	79	70	
"Tools; Supplies; Remov- ing Old Upholstery"	78	78	77	81	90	77	
"Repairing Framework and Wood Finish"	61	62	58	75	70	61	
"Stretching Webbing and Fastening Springs"	69	67	67	75	79	68	
"Tying and Covering Springs"	61	62	58	56	70	60	
"Attaching Edge Rolls; Padding Seat of Chair"	39	33	32	63	41	41	
"Covering Seat of Chair With Separate Cushion"	38	33	39	56	49	38	

Extension television viewers reported watching the last ten Extension units. A look at total average percents for each membership group discloses that a higher percent of the 4-H leaders (58 percent) and parents (57 percent) tended to watch each in the series.

Relations Between Respondents' Extension-Related Membership Status and the Actual Number of Extension Units Watched

The data in Table X indicate the relations between respondents' membership status and the actual number of Extension units watched. Sixty-one percent reported having watched six to fifteen Extension units.

Somewhat larger percents of 4-H leaders (82 percent), and 4-H parents (72 percent) watched six to fifteen Extension units compared to 59 percent for home demonstration club members, only 58 percent for home demonstration club leaders and 50 percent for non-club members.

A chi square test of significance showed the relation between respondents' membership status and the Extension units watched was not significant at the required 5 percent level of confidence.

Relations Between Respondents' Extension-Related Membership Status and Whether or Not Respondents Were Satisfied with Renovated Chairs

Table XI presents data relative to relations between respondents' membership status and whether or not respondents were satisfied with their renovated chairs. Nineteen percent of the 21 percent of all respondents who renovated chairs were satisfied with the chairs.

More than one-fifth each of home demonstration club members and 4-H parents reported being satisfied with the chairs they had renovated (22 percent). Somewhat smaller percents were noted for other groups.

TABLE XI

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT RESPONDENTS WERE SATISFIED WITH RENOVATED CHAIRS**

Respondent Was Satisfied With Chairs Renovated	Total (N=1477) Percent	Membership Status					
		Home		Demonstration		4-H Parent	
		Club Member (N=204) Percent	Demonstration Club Leader (N=57) Percent	Club Member (N=204) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Did not renovate a chair ^a	79	76	82	81	77	80	
Yes	19	22	16	19	22	19	
No	2	2	2	0	1	1	
TOTAL	100	100	100	100	100	100	100

^a Respondents who did not renovate a chair were deleted for the purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Relations Between Respondents' Extension-Related Membership Status and Types of Adult Education Classes Previously Attended

Table XIII presents data pertaining to relation between respondents' membership status and types of adult education classes attended. Thirteen percent reported attending other classes. Eleven percent of the homemakers responding to the survey of television viewers had attended Extension sponsored classes. Somewhat larger percents of 4-H leaders (31 percent) and home demonstration club leaders (21 percent) had attended classes of any kind than was true for others. One-half of the former and one-fourth of the latter had classes in the "other" category. A third or more had attended Extension classes.

A chi square test of significance showed the relation between membership status and types of classes attended was significant in two areas "others" and Extension-sponsored class was significant at the required level of confidence. These were attended by more leaders than members of other categories participating. Differences on night classes were significant.

II. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND SELECTED PERSONAL CHARACTERISTICS

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series was in Progress and States of Residence

As seen in Table XIV, the vast majority who did or did not renovate a chair, while the educational television series was in progress, were from Tennessee counties (80 percent of the total). Of the

TABLE XIII

RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND TYPES
OF ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED*

Class Attended ^b	Membership Status							
	Home		Home		Demonstration		4-H Parent	
	Total (N=1477) Percent	Demonstration Club Member (N=204) Percent	Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent		
Other**	13	13	26	50	9	12		
Extension-sponsored classes**	11	24	32	38	10	7		
Night school*	6	3	7	13	7	6		
Total Average Percent	10	13	21	31	9	8		

^a Respondents not indicating types of adult education classes previously attended were deleted for purpose of computing Chi Square value.

^b Respondents checked one or more categories.

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

TABLE XIV

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL
TELEVISION SERIES WAS IN PROGRESS AND STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress			
		Yes (N=96) Percent		No (N=1201) Percent	
				Did Not Indicate (N=180) Percent	
Tennessee	80	72	81	79	
Virginia	14	21	13	13	
West Virginia	2	3	2	4	
Kentucky	3	4	3	3	
North Carolina	1	0	1	1	
TOTAL	100	100	100	100	

**Not significant at .05 level (Chi Square Test).

remainder, most (14 percent) were Virginians.

On one hand, somewhat larger percent (81 percent) of those who did not renovate a chair while the educational television series was in progress were from Tennessee. On the other hand, somewhat smaller Tennessee percent (72 percent) had renovated a chair. It is interesting to note that 21 percent of the Virginia viewers had renovated a chair.

A chi square test of significance showed the relation between respondents who had or had not renovated a chair while the educational television series was in progress and state of residence was not significant at the required 5 percent level of confidence.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Membership Status

A study of data in Table XV shows that 80 percent of the chairs renovated while an educational television series was in progress were done by non-members. Eight percent of those renovating chairs were home demonstration club members. A somewhat smaller percent (7 percent) was reported by 4-H parents.

A chi square test of significance showed the relation between chair renovation while the program was in progress and membership status was not significant at the required 5 percent level of confidence.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Previous Formal Educational Training

A study of data in Table XVI shows that 88 percent of the respondents who renovated chairs while the educational television series

TABLE XV

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND MEMBERSHIP STATUS**

Membership Status	Renovated Chairs While the Television Series Was in Progress				
	Total (N=1477) Percent	Yes (N=96) Percent		No (N=1201) Percent	
				Did Not Indicate (N=180) Percent	
Non-member	75	80	75	79	
Home demonstration club member	14	8	14	15	
4-H Parent	6	7	6	4	
Home Demonstration Leader	4	2	4	2	
4-H Leader	1	3	1	0	
TOTAL	100	100	100	100	

**Not significant at .05 level (Chi Square Test).

TABLE XVI

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND
PREVIOUS EDUCATIONAL TRAINING*

Educational Status	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress			
		Yes (N=96) Percent		No (N=1201) Percent	
		Did Not Indicate (N=180) Percent			
High school	57	70	56	52	
College	26	18	27	21	
Grammar school	12	9	13	9	
No response ^a	5	3	4	18	
TOTAL	100	100	100	100	

^a Respondents not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

was in progress reportedly had completed high school or beyond. About two-thirds (70 percent) had completed high school, while 18 percent had at least some college training.

Of those respondents who did not renovate chairs while the educational television series was in progress, 56 percent had completed high school, while 27 percent had at least some college training.

A chi square test of significance showed the relation between respondents who had or had not renovated chairs while the program was in progress and previous formal educational training was significant at the required 5 percent level of confidence. Though the test does not show where the difference occurred, observation of tabled data suggests that those renovating chairs tended to have had some high school work, while others had larger percents not responding, with grammar school and completed or at least some college.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Sources of Publicity That Encouraged Participation in the Classes

As seen in Table XVII, the vast majority of the respondents reported their source of publicity about the educational series was television (85 percent). Of the viewers who renovated chairs while the educational television series was in progress, 93 percent reported television was their source of publicity. Newspaper announcements and letters from the home agent were stated as next most popular source of information with 7 percent reporting for each. Like average total percents show little difference between those renovating chairs and those not doing so.

TABLE XVII

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE
AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND SOURCES OF
PUBLICITY THAT ENCOURAGED PARTICIPATION IN THE CLASSES**

Source of Publicity	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress			
		Yes (N=96)		No (N=1201)	
		Percent	Percent	Percent	Percent
Television	85	93	90	73	
Newspaper	7	8	10	14	
Letter from Home Agent	7	8	10	8	
Others	5	6	6	2	
Radio	2	2	2	2	
Average Total Percent ^a	21	23	24	19	

^aPercents will not add to 100 percent as respondents reported more than one source.

**Not significant at .05 level (Chi Square Test).

A chi square test of significance showed the relations between the respondents who had or had not renovated chairs while the program was in progress and source of publicity that encouraged participation in the classes was not significant at the required 5 percent level of confidence.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Whether or Not Respondents Had Upholstered a Chair Before Watching

A study of data in Table XVIII shows the percents of the respondents who had upholstered chairs before and during the educational television series. Of the respondents who renovated chairs while the educational television series was in progress, 28 percent had upholstered a chair before watching the series.

A somewhat larger percent of the homemakers renovating a chair during the series (35 percent) had upholstered a chair before watching the educational television series than was true for those not upholstering a chair (29 percent) during series.

The vast majority (65 percent) of the respondents who did not upholster a chair (63 percent) had not done one previously.

A chi square test of significance showed the relation between respondents who had or had not renovated chairs while the program was in progress and whether or not respondents upholstered chairs before watching the educational television series was not significant at the required 5 percent level of confidence.

TABLE XVIII

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND WHETHER OR NOT RESPONDENTS HAD UPHOLSTERED CHAIRS BEFORE WATCHING**

Respondent had Upholstered Chairs Before Watching an Educational Television Series	Total (N=1477) Percent	Renovated Chairs While an Educational Television Series Was in Progress			
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent	
No response ^a	7	0	3	36	
Yes	28	35	29	19	
No	65	65	68	45	
TOTAL	100	100	100	100	

^aNon-respondent and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Whether or Not Respondents Assisted Someone Else in Renovating Chairs While the Series Was in Progress

A study of data in Table XIX shows that 65 percent of the respondents had not assisted someone else in chair renovation, only 4 percent did, while the educational television series was in progress. Fully one-fourth (25 percent) of viewers who renovated chairs themselves while the educational television series was in progress did assist someone else with renovating chairs also. Only 2 percent of those not renovating chairs themselves assisted someone else in doing so.

A chi square test of significance showed the relation between respondents who had or had not renovated chairs while the educational television series was in progress and whether or not respondents assisted someone else in renovating chairs while the educational television series was in progress was significant at the required 5 percent level of confidence. Observation of percents in the table suggest that more viewers renovating chairs themselves during the educational television series tended to assist others in renovating one.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Whether or Not Respondents Intended to Renovate Chairs After Having Seen the Series

As seen in Table XX, the vast majority of homemakers responding to the survey of Extension television viewers intended to renovate chairs after having seen the educational television series (66 percent). A

TABLE XIX

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND WHETHER OR NOT
RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS
WHILE THE SERIES WAS IN PROGRESS*

Respondent Assisted Someone Else in Renovating Chairs	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress			
		Yes (N=96) Percent		No (N=1201) Percent	
		Percent	Did Not Indicate (N=180) Percent	Percent	
No response ^a	31	68	23	64	
Yes	4	25	2	18	
No	65	26	75	18	
TOTAL	100	100	100	100	

^aNon-respondents and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

TABLE XX

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND WHETHER OR NOT
RESPONDENTS INTENDED TO RENOVATE CHAIRS AFTER HAVING
SEEN THE SERIES*

Respondent Intends to Renovate Chairs After Having Seen the Educational Television Series	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent		Did Not Indicate (N=180) Percent
		No (N=1201) Percent	Percent	
No response ^a	16	25	10	46
Yes	66	70	69	44
No	18	5	21	10
TOTAL	100	100	100	100

^aNon-respondents and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

slightly larger percent (70 percent) of those who renovated chairs while the educational television series was in progress intended to renovate chairs afterward than was true for those not doing chairs (18 percent) and those not indicating (46 percent). Twenty-one percent of those not doing chairs did not intend to do one later as compared to only 5 percent of those doing chairs and 10 percent of those not indicating.

A chi square test of significance showed the relation between respondents who had or had not renovated chairs while the educational television series was in progress and whether or not respondents intend to renovate chairs after having seen the educational television series was significant at the required 5 percent level of confidence. Observation of tabled percents suggests that more of those not renovating chairs during the educational television series were certain they did not plan to do one following.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Respondents Who Watched Each of the Fifteen Suggested Extension Units

Table XXI presents information regarding the relationship between the viewing of Extension units in the educational television series and the renovation of chairs while the series was in progress.

An average of 44 percent of the respondents had viewed each in the fifteen Extension units on chair renovation. It is interesting to note that, on the average, 71 percent of those who did chairs during the viewing of the series watched each of the Extension units as compared with only 49 percent of those not doing chairs and 26 percent of those

TABLE XXI

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE
AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND RESPONDENTS
WHO WATCHED EACH OF THE FIFTEEN SUGGESTED EXTENSION UNITS

Extension Unit	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
"Trends; Fabrics; A Chair That Fits"	65	88	73	52
"Tools; Supplies; Removing Old Upholstery"	71	90	80	54
"Repairing Framework and Wood Finish"	56	82	62	45
"Stretching Webbing and Fastening Springs"	62	83	70	52
"Tying and Covering Springs"	56	74	63	44
"Attaching Edge Rolls; Padding Seat of Chair"	36	68	38	32
"Covering Seat of Chair with Separate Cushion"	35	58	38	27
"Padding a Chair Using Foam Rubber"	38	70	41	34
"Padding and Covering the Seat of Chair"	28	57	30	27

TABLE XXI (continued)

Extension Unit	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
"Padding and Covering Arms"	44	69	49	36
"Adding the Front Band and Padding Inside Back"	36	70	38	31
"Covering the Inside Back and Sewing on Buttons"	33	63	36	28
"Covering Outside Arm and Back"	37	67	41	32
"Fastening Lining Under Bottom of Chair"	37	64	40	33
"Making a Cushion Cover"	30	59	32	23
Total Average Percents	44	71	49	36

Relations Between Respondents Who Did or Did Not Renovate Chairs While
an Educational Television Series Was in Progress and the Actual
Number of Extension Units Watched

The data in Table XXII shows that 28 percent of the respondents watched from eleven through fifteen Extension units. Of those viewing the television series who renovated chairs while watching, 58 percent saw from eleven through fifteen Extension units. Compared to only 27 percent of those not doing chairs and 26 percent of those not indicating.

A chi square test of significance showed the relation between chair renovation and the Extension units watched was significant at the required 5 percent level of confidence. Study of tabled percents suggests that those renovating chairs, then, tended to view more Extension units in the series.

Relations Between Respondents Who Did or Did Not Renovate Chairs While
an Educational Television Series Was in Progress by Types of Future
Television Programs Desired

A study of data in Table XXIII shows the percents of respondents indicating future television program desires. The survey indicated that the greatest demands were for television work in window treatment and basic sewing techniques (49 percent each). Two other home economic areas ranked among those most frequently mentioned, namely: "A specific craft," (43 percent), and "Food preservation" (42 percent). Somewhat smaller percents were interested in "food buying" and "work simplification" (31 percent each), "buying home furnishings" (30 percent), and "money management" (26 percent).

TABLE XXIII

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS BY TYPES OF FUTURE
TELEVISION PROGRAMS DESIRED**

Future Program Desired	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
Basic sewing techniques	49	52	49	45
Window treatment	49	61	51	34
A specific craft	43	54	45	29
Food preservation	42	48	43	34
Food buying	31	33	31	24
Work simplification	31	34	31	22
Buying home furnishings	30	40	31	17
Money management	26	28	26	19
Others	3	6	3	2
Total Average Percents	34	40	34	26

**Not significant at .05 level (Chi Square Test).

Somewhat larger percents of respondents who had renovated chairs while the educational television series was in progress were interested in all possibilities. The majority stated that the future educational television series desired were "window treatment" (61 percent), "a specific craft" (54 percent), and "basic sewing techniques" (52 percent). Somewhat smaller percents wanted "food preservation" (48 percent), "buying home furnishings" (40 percent), "work simplification" (34 percent), and "food buying" (33 percent). Only 28 percent expressed a desire to have "money management" as a future television program.

Those not doing chairs during the series had similar, though smaller percents on all future television program possibilities considered.

The greatest differences were expressed by respondents who did not indicate whether or not they had renovated chairs during viewing. The preferred "basic sewing techniques" (45 percent), "window treatment" (34 percent), and "food preservation" (34 percent).

A chi square test of significance showed the relation between respondents who had or had not renovated chairs while the educational television series was in progress by types of future television programs desired was not significant at the required 5 percent level of confidence.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Types of Adult Education Classes Previously Attended

The data in Table XXIV indicate the relation between respondents who had or had not renovated chairs while the educational television

TABLE XXIV

RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND TYPES OF ADULT
EDUCATION CLASSES PREVIOUSLY ATTENDED**

Type of Class	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent		Did Not Indicate (N=180) Percent
		No (N=1201) Percent	Percent	
Other	12	19	13	9
Extension sponsored classes	10	16	11	12
Night School	5	10	6	5
Total Average Percents	9	14	10	8

**Not significant at .05 level (Chi Square Test).

series was in progress and types of adult education classes attended. Sixteen percent of the respondents who had renovated chairs had attended Extension-sponsored classes compared to only 11 percent for those not doing chairs and 12 percent for those not indicating.

Nineteen percent of those doing chairs reported attending other classes compared to 13 percent for those not renovating. Also, 10 percent of the former and 6 percent of the latter had attended night school.

A chi square test of significance showed the relation between respondents who had or had not renovated chairs while the educational television series was in progress and types of classes they had attended was not significant at the required 5 percent level of confidence.

III. RELATIONS BETWEEN ACTUAL NUMBER OF EXTENSION UNITS WATCHED BY RESPONDENTS AND SELECTED PERSONAL CHARACTERISTICS

As seen in Table XXV, the vast majority of homemakers viewing the Extension units were from Tennessee (80 percent of the total). Of the remainder, most (14 percent) were Virginians. Three other states were represented from the viewing area.

A somewhat larger percent (83 percent) of those not indicating the number of Extension units watched were Tennesseans; while 81 percent of those watching 6 to 10 Extension units were from Tennessee. Seventy-five percent of those viewing 11 to 15 Extension units were also, 75 percent stating they had watched from 1 to 5 of the series were from Tennessee. Of those viewing 1 to 5 and 11 to 15 Extension units, 15 percent were Virginians.

TABLE XXV

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED
AND RESPONDENTS' STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	16-20 (N=167) Percent	
Tennessee	80	78	81	79	83	
Virginia	14	15	14	15	10	
West Virginia	2	2	2	2	3	
Kentucky	3	4	2	3	3	
North Carolina	1	1	1	1	1	
TOTAL	100	100	100	100	100	

**Not significant at .05 level (Chi Square Test).

A chi square test of significance showed the relation between the actual number of Extension units watched and respondents state of residence was not significant at the required 5 percent level of confidence.

Relations Between Actual Numbers of Extension Units Watched and Respondents' Membership Status

A study of data in Table XXVI shows that 75 percent of the respondents were non-members, while 14 percent were club members. A slightly higher percent (76 percent) of those viewing 11 to 15 Extension units were non-members, while a smaller percent (12 percent) were club members.

A chi square test of signification showed the relation between the actual number of Extension units watched and respondents' membership status was not significant at the required 5 percent level of confidence.

Relations Between Actual Numbers of Extension Units Watched and Respondents' Previous Formal Educational Training

Table XXVII presents data relative to relation between actual Extension units watched and previous formal educational training. The vast majority (82 percent) had received at least some high school training or above. Of those who had viewed 11 to 15 Extension units, 83 percent had had some high school training or above. Of those who had looked at 6 to 10 Extension units, 84 percent had had the above training; and of those watching 1 to 5 Extension units, 83 percent had had at least some high school or more.

TABLE XXVI
RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED
AND RESPONDENTS' MEMBERSHIP STATUS**

Membership Status	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	5-10 (N=481) Percent	11-15 (N=420) Percent		
Non-member	75	75	74	76		80
Home demonstration club member	14	16	15	12		11
4-H parent	6	4	7	7		4
Home demonstration club leader	4	4	3	4		4
4-H leader	1	1	1	1		1
TOTAL	100	100	100	100		100

**Not significant at .05 level (Chi Square Test).

TABLE XXVII

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND
RESPONDENTS' PREVIOUS FORMAL EDUCATIONAL TRAINING**

Previous Formal Educational Training	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent		
No response ^a	6	3	4	4		20
High school	56	55	58	61		46
College	26	28	26	22		25
Grammar school	12	14	12	13		9
TOTAL	100	100	100	100		100

^aNon-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

A smaller percent of those watching more Extension units were college trained; while larger percents of those with high school work only watched more Extension units.

A chi square test of significance showed the relation between the actual number of Extension units watched and respondents previous formal educational training was not significant at the required 5 percent level of confidence.

Relations Between Actual Numbers of Extension Units Watched and the Sources of Publicity Regarding the Television Series That Encouraged Participation in the Classes

Table XXVIII presents data pertaining to the actual number of Extension units watched and the source of publicity regarding the television series. The majority reported television (85 percent) as the first source of publicity about the series. Ninety-one percent of those who watched 11 to 15 Extension units heard about the series via television. A test of significance did reach the required level of confidence ($P < .05$). Visual scrutiny of data suggests that the main difference occurred with those not indicating the number of Extension units watched.

A chi square test of significance showed the relation between the actual number of Extension units watched and respondents' source of publicity regarding the television series that encouraged participation in the classes was not significant at the required 5 percent level of confidence.

TABLE XXVIII

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND THE SOURCES
OF PUBLICITY THAT ENCOURAGED RESPONDENTS' PARTICIPATION IN THE CLASSES

Source of Publicity	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15+ (N=420) Percent	Did Not Indicate (N=167) Percent
Television**	85	83	90	91	57
Newspaper*	7	11	9	9	14
Letter from Home Agents*	7	9	10	8	8
Others**	5	7	4	5	7
Radio*	2	1	2	3	1
Total Average Percents	21	22	23	23	17

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Relations Between Actual Numbers of Extension Units Watched and Whether or Not Respondents Had Upholstered Chairs Before Watching an Educational Television Series

Table XXIX discloses that 65 percent of the respondents had not upholstered chairs before watching the educational television series. A somewhat larger majority (70 percent) of those who viewed 6 to 10 Extension units had not upholstered chairs.

The percents of those who reported having upholstered chairs before watching the educational television series tended to increase as the number of Extension units they had viewed increased.

A chi square test of significance showed the relation between the actual number of Extension Units watched and whether or not respondents had upholstered chairs before watching the educational television series was not significant at the required 5 percent level of confidence.

Relations Between Actual Numbers of Extension Units Watched and Whether or Not Respondents Renovated Chairs While an Educational Television Series Was in Progress

As seen in Table XXX, the vast majority of the homemakers viewing the television series (82 percent) had not renovated chairs while the educational television series was in progress.

A chi square test of significance showed the relation between the actual number of Extension units watched and the fact that respondents had renovated chairs while the educational television series was in progress was significant at the required 5 percent level of confidence. This suggests that those renovating chairs during the series may have

TABLE XXIX

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT
RESPONDENTS HAD UPHOLSTERED CHAIRS BEFORE WATCHING AN
EDUCATIONAL TELEVISION SERIES**

Respondent Had Upholstered Chairs Before Watching the Educational Television Series	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent		
No response ^a	7	6	2	1	36	
Yes	28	26	28	34	22	
No	65	68	70	65	42	
TOTAL	100	100	100	100	100	

^aNon-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

TABLE XXX

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT
RESPONDENTS RENOVATED CHAIRS WHILE AN EDUCATIONAL TELEVISION
SERIES WAS IN PROGRESS*

Respondent Renovated Chairs While the Educational Television Series Was in Progress	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent		
No response ^a	12	9	6	11	40	
Yes	6	2	6	13	2	
No	82	89	88	76	58	
TOTAL	100	100	100	100	100	

^aNon-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

tended to watch a significantly higher number of the Extension units, and those not renovating may have tended to watch fewer.

Relations Between Actual Numbers of Extension Units Watched and Whether or Not Respondents Assisted Someone Else in Renovating Chairs While an Educational Television Series Was in Progress

A study of data in Table XXXI shows that 65 percent of the respondents had not assisted someone else in renovating chairs while the educational television series was in progress.

A chi square test of significance showed the relation between actual number of Extension units watched and the fact that respondents assisted someone else in renovating chairs while the educational television series was in progress was significant at the required 5 percent level of confidence. This means that those helping someone else to renovate chairs during the series may have tended to watch more Extension units than others; while those not assisting others may have tended to watch fewer.

Relations Between Actual Numbers of Extension Units Watched and Whether or Not Respondents Intended to Renovate Chairs After Seeing an Educational Television Series

Table XXXII discloses that 66 percent of the respondents intended to renovate chairs after seeing the educational television series. The vast majority of homemakers (85 percent) intending to renovate chairs had watched 11 to 15 Extension units.

A chi square test of significance showed the relation between actual number of Extension units watched and whether or not respondents

TABLE XXXI

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT
RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE AN
EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS*

Respondent Assisted Someone Else in Renovating Chairs While the Educational Television Series Was in Progress	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response ^a	31	29	26	28	55
Yes	4	3	3	9	1
No	65	68	71	63	44
TOTAL	100	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

TABLE XXXII

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT
RESPONDENTS INTENDED TO RENOVATE CHAIRS AFTER SEEING AN
EDUCATIONAL TELEVISION SERIES*

Respondent Intended to Renovate Chairs After Seeing Educational Television Series	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response ^a	16	19	7	5	58
Yes	66	50	77	85	28
No	18	31	16	10	14
TOTAL	100	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

intended to renovate chairs after seeing the educational television series was significant at the required 5 percent level of confidence. This and tabled percents suggest a possible tendency for more of those who had chair renovation plans to view more Extension units in the series; the reverse also being implied with those not having plans for renovation.

Relations Between Actual Numbers of Extension Units Watched and Reasons Given by Respondents for Not Intending to Renovate Chairs After the Educational Television Series

As seen in Table XXXIII, the vast majority (66 percent) of homemakers responding to the survey of Extension television viewers intended to renovate chairs after the educational television series. Six percent did not want to put forth necessary effort. Eighteen percent gave other miscellaneous reasons for not intending to renovate chairs.

A chi square test of significance showed the relation between actual number of Extension units watched and reasons given by respondents who intended to renovate chairs was significant at the required 5 percent level of confidence. Thus, it may be indicated that more of those giving reasons for not planning renovation watched fewer Extension units; while those intending renovation watched more.

Relations Between Actual Numbers of Extension Units Watched and Whether or Not Respondents Were Satisfied with Chairs Renovated During the Educational Television Series

Table XXXIV discloses that 19 percent of the respondents were satisfied with chairs renovated during the educational television series.

TABLE XXXIII

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND REASONS GIVEN BY
RESPONDENTS FOR NOT INTENDING TO RENOVATE CHAIRS AFTER
THE EDUCATIONAL TELEVISION SERIES*

Reasons Given by Respondents for Not Intending to Renovate Chairs	Total (N=1477) Percent	Number of Extension Units Watched			Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	
Intended to Renovate Chair	66	50	77	85	28
Other reasons	18	33	12	10	22
Did not want to put forth that much effort	6	9	6	3	6
No reason given	5	3	0	0	43
Need more help	3	4	3	1	1
Television directions not clear	1	0	1	1	0
Written directions not clear	1	1	1	0	0
TOTAL	100	100	100	100	100

*Significant at .05 level (Chi Square Test).

TABLE XXXIV

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT
RESPONDENTS WERE SATISFIED WITH CHAIRS RENOVATED DURING
THE EDUCATIONAL TELEVISION SERIES**

Respondent Was Satisfied with Renovated Chairs	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent		
No response ^a	79	85	79	68		92
Yes	19	14	19	29		7
No	2	1	2	3		1
TOTAL	100	100	100	100		100

^aNon-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

A chi square test of significance showed the relation between the actual number of Extension units watched and whether or not respondents were satisfied with their renovated chair was not significant at the required 5 percent level of confidence, though more of those doing chairs watched more programs than others.

Relations Between Actual Numbers of Extension Units Watched and Types of Future Extension Television Programs Desired by Respondents

As seen in Table XXXV, more of those watching a larger number of the Extension units tended to desire each type of future television program suggested on the checklist as seen when comparing total average percents since those viewing from one to five Extension units averaged 30 percent, those watching six to ten averaged 35 percent and those viewing eleven to fifteen Extension units averaged 52 percent for each and every type listed.

Nearly one-half (49 percent) of the responding viewers selected "Basic sewing techniques" and "Window treatment" as the kinds of future television programs most desired. Also, 43 percent wanted television teaching emphasis on "A specific craft" and 42 percent liked "Food preservation." Nearly one-third of the respondents chose "Food buying" (31 percent), "Work simplification" (31 percent) and "Buying home furnishings" (30 percent reporting).

Chi square analyses were computed for each item in Table XXXV. A summary of results showed that the following items were significantly related to number of Extension units viewed: (1) buying home furnishings; (2) window treatment; (3) food preservation; (4) food buying; (5) work simplification; and (6) money management.

TABLE XXXV

RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND TYPES OF FUTURE
EXTENSION TELEVISION PROGRAMS DESIRED BY RESPONDENTS

Type of Future Television Program Desired	Total (N=1477) Percent	Number of Extension Units Watched				Did Not Indicate (N=167) Percent
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent		
Basic sewing techniques*	49	49	50	54		34
Window treatment**	49	42	54	58		27
A specific craft*	43	41	48	46		30
Food preservation**	42	38	45	51		32
Food buying**	31	26	30	38		23
Work simplification**	31	25	33	36		22
Buying home furnishings**	30	26	29	39		19
Money management**	26	22	27	31		19
Others*	3	2	4	4		2
Total Average Percents	34	30	35	52		23

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Relations Between Actual Numbers of Extension Units Watched and Types of Adult Education Classes Previously Attended by Respondents

Table XXXVI presents data concerning relations between actual numbers of Extension units watched and types of adult education classes previously attended by respondents. The largest group (13 percent) of the respondents reported attending "other" types than those listed; while 11 percent reported having attended Extension-sponsored classes and 6 percent stated they had attended night school.

A somewhat larger percent (24 percent) who watched one to five Extension units in the series had been enrolled in Extension-sponsored classes, compared to 11 percent who had attended other types and 6 percent who had attended night school.

Twenty-six percent of those watching 6 to 10 Extension units had attended Extension-sponsored classes while 13 percent had attended other types and 7 percent reported night school classes.

Further, 20 percent of those viewing 11 to 15 of the television series Extension units had attended Extension-sponsored classes as compared to 15 percent who had attended other types, and 6 percent attending night school.

A chi square test of significance showed the relation between the actual number of Extension units watched and types of adult education classes previously attended by respondents was not significant at the required 5 percent level of confidence.

TABLE XXXVI
RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND TYPES OF
ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED BY RESPONDENTS**

Type of Class Attended	Total (N=1477) Percent	Number of Extension Units Watched				Did Not (N=167) Percent	Indicate
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	16-20 (N=167) Percent		
Night school	6	6	7	6	9		
Extension-sponsored classes	11	24	26	20	14		
Other	13	11	13	15	11		
Average Total Percent	10	14	15	14	11		

**Not significant at .05 level (Chi Square Test).

IV. RELATIONS BETWEEN RENOVATION RATINGS BY RESPONDENTS AND SELECTED PERSONAL CHARACTERISTICS

Relations Between Chair Renovation Ratings and State of Residence

As seen in Table XXXVII, the vast majority of homemakers responding to the survey of Extension television viewers were from Tennessee counties (80 percent of the total). Of the remainder, most (14 percent) were Virginians. Three other states were represented from the viewing area.

On one hand, somewhat a larger percent (81 percent) of those who had a zero chair renovation rating were from Tennessee. On the other hand, somewhat smaller Tennessee percents (80 percent each) had renovation ratings of 1 and 2. It is interesting to note that 15 percent of the Virginia viewers had a renovation rating of 1.

A chi square test of significance showed the relation between chair renovation rating and state of residence was not significant at the required 5 percent level of confidence.

Relations Between Chair Renovation Ratings and Membership Status

A study of data in Table XXXVIII shows that 75 percent were non-members. Fourteen percent were home demonstration club members. Somewhat smaller percents were leaders and parents.

When the percents of those receiving the various chair renovation ratings are compared, it may be noted that the percents of 4-H parents and leaders tended to increase as ratings increased; while those of other groups were the reverse.

TABLE XXXVII
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND
STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Chair Renovation Ratings ^a			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Tennessee	80	81	80	80	75
Virginia	14	12	15	14	14
West Virginia	2	3	2	3	2
Kentucky	3	3	2	3	7
North Carolina	1	1	1	0	2
TOTAL	100	100	100	100	100

^aScoring system used: (1) 0 = no "yes" answers to questions 5, 6, and 7 on survey; (2) 1 = one "yes" answer to either question 5, 6, or 7; (3) 2 = two "yes" answers to questions 5, 6, and/or 7; and (4) 3 = all "yes" answers to questions 5, 6, and 7.

**Not significant at .05 level (Chi Square Test).

TABLE XXXVIII

RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND MEMBERSHIP STATUSES**

Membership Status	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Non-member	75	78	76	73	70
Home Demonstration Club member	14	13	14	14	12
4-H Parent	6	5	6	6	14
Home Demonstration Club leader	4	3	3	6	2
4-H Leader	1	1	1	1	2
TOTAL	100	100	100	100	100

**Not significant at .05 level (Chi Square Test).

A chi square test of significance showed the relation between chair renovation ratings and membership status was not significant at the required 5 percent level of confidence.

Relations Between Chair Renovation Ratings and Previous Formal Educational Training

Table XXXIX presents data pertaining to relations between chair renovation ratings and previous formal educational training. Eighty-three percent of the respondents had at least completed high school (57 percent) and/or gone beyond (26 percent); while 12 percent had completed grammar school only.

When comparing percents of those having the various chair renovation ratings, it may be seen that percents of those having a high school education increased as ratings increased; while the reverse was true for all other groups.

A chi square test of significance showed the relation between chair renovation ratings and previous formal educational training was not significant at the required 5 percent level of confidence.

Relations Between Chair Renovation Ratings and Sources of Publicity Regarding the Television Series That Encouraged Participation in the Classes

A study of the data in Table XL shows the relation between chair renovation ratings and sources of publicity regarding the television series that encouraged participation in the classes with 85 percent reporting television as the main source and 7 percent each in newspaper notices and letters from the home agent.

TABLE XXXIX

RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND PREVIOUS
FORMAL EDUCATIONAL TRAINING**

Previous Educational Training	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response ^a	5	11	3	4	2
High school	57	52	57	58	70
College	26	25	28	24	19
Grammar school	12	12	12	14	9
TOTAL	100	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

TABLE XL
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND SOURCES OF PUBLICITY
REGARDING THE TELEVISION SERIES THAT ENCOURAGED PARTICIPATION
IN THE CLASSES

Sources of Publicity	Total (N=1477) Percent	Chair Renovation Ratings			
		0	1	2	3
		(N=387) Percent	(N=681) Percent	(N=366) Percent	(N=43) Percent
Television**	85	75	89	89	89
Newspaper**	7	11	9	10	9
Letter from Home Agent**	7	9	9	10	7
Other sources*	5	4	4	7	14
Radio**	2	2	2	3	2
Total Average Percent ^a	21	20	23	24	24

^aPercents will not add to 100 percent as respondents reported more than one source.

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

When the percents of those receiving the various chair renovation ratings are compared, it may be noted that the percents of television, newspapers, and "other sources" tended to increase as ratings increased. "other sources" included individual (e.g., telephone and face-to-face) and group (e.g., meetings) contacts. The percents mentioning radio and letters from the home agent tended to remain the same as ratings increased.

A chi square test of significance showed that only the relation between chair renovation ratings and "other sources" of publicity was significant at the required 5 percent level of confidence. Other relations were not significant.

Relations Between Chair Renovation Ratings and Renovation of Chairs Before Watching an Educational Television Series

Table XLI discloses that 65 percent of the respondents had not renovated chairs before watching the educational television series; while 28 percent reported having renovated chairs before watching.

When comparing percents of those having the various chair renovation ratings, it may be seen that percents of those having renovated chairs before watching the educational television series increased as ratings increased; while the reverse was true for the other group.

A chi square test of significance showed the relation between respondent having renovated chairs before watching the educational television series and chair renovation rating was significant at the required 5 percent level of confidence. Thus, those who had renovated prior to viewing tended to have higher renovation ratings. This means

TABLE XLI
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RENOVATION OF CHAIRS BEFORE
WATCHING AN EDUCATIONAL TELEVISION SERIES*

Respondent Had Renovated Chairs Before Watching an Educational Television Series	Total (N=1477) Percent	Chair Renovation Ratings		
		0 (N=287) Percent	1 (N=681) Percent	2 (N=366) Percent
No response ^a	7	20	3	1
Yes	28	0	11	81
No	65	80	86	18
TOTAL	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

more of those completed chairs during the series and more planned to renovate following the series.

Relations Between Chair Renovation Ratings and Whether or Not Respondents Renovated Chairs While an Educational Television Series Was in Progress

As seen in Table XLII, the vast majority of the homemakers viewing the educational television series (82 percent) did not renovate chairs while the series was in progress. Only 6 percent completed renovation of chairs.

When comparing percents of those having the various chair renovation ratings, it may be seen that percents of those renovating chairs while the series was in progress tended to increase as ratings increased; while the reverse was true for the other group.

A chi square test of significance showed the relation between a respondent renovating a chair while the series was in progress and their chair renovation ratings was significant at the required 5 percent level of confidence.

Relations Between Chair Renovation Ratings and Whether or Not Respondents Assisted Someone Else in Renovating Chairs While an Educational Television Series Was in Progress

A study of data in Table XLIII shows that 65 percent of the respondents did not assist someone else in renovating chairs while the educational television series was in progress. When comparing percents of those having the various chair renovating ratings, it may be seen that percents of those having assisted someone else in renovating chairs

TABLE XLII

RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND WHETHER OR NOT RESPONDENTS
RENOVATED CHAIRS WHILE AN EDUCATIONAL TELEVISION
SERIES WAS IN PROGRESS*

Respondent Renovated Chairs While the Educational Television Series Was in Progress	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=287) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response ^a	12	23	7	9	26
Yes	6	0	3	15	53
No	82	77	90	76	21
TOTAL	100	100	100	100	100

^aNon-responses were deleted for the purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

TABLE XLIII

RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND WHETHER OR NOT RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS*

Respondent Assisted Someone Else in Renovation	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response ^a	31	39	25	31	40
Yes	4	0	1	10	47
No	65	61	74	59	13
TOTAL	100	100	100	100	100

^aNon-responses were deleted for the purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

tended to increase as ratings increased; while those of other groups were the reverse.

A chi square test of significance showed the relation between chair renovation ratings and whether or not respondents assisted someone else in renovating chairs while the educational television series was in progress was significant at the required 5 percent level of confidence. Thus, more viewers helping someone else renovate had higher ratings; while more not helping someone else had lower.

Relations Between Chair Renovation Ratings and Respondents' Plans to Renovate Chairs After Having Seen an Educational Television Series

Review of data in Table XLIV discloses that 66 percent of the respondents intended to renovate chairs after seeing the educational television series. When comparing percents of those having the various chair renovation ratings, it may be seen that the percents of those intending to renovate chairs increased as ratings increased; while the reverse was true for those not having such plans.

A chi square test of significance showed the relation between chair renovation ratings and plans to renovate chairs after having seen the series to be significant at the required 5 percent level of confidence. This is, of course, partially due to the fact that plans to renovate were included as one of the three criteria used for renovation ratings.

TABLE XLIV
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RESPONDENTS' PLANS TO
RENOVATE CHAIRS AFTER HAVING SEEN AN EDUCATIONAL
TELEVISION SERIES*

Respondent Planned to Renovate Chairs	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response ^a	16	44	8	3	0
Yes	66	0	85	96	100
No	18	55	7	1	0
TOTAL	100	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Relations Between Chair Renovation Ratings and Reasons Given by
Respondents for Not Planning to Renovate Chairs

As seen in Table XLV, the vast majority (71 percent) of the homemakers responding to the survey of Extension television series gave no reason for not planning to renovate chairs.

When the percents of those receiving the various chair renovation ratings are compared, it may be noted that the percents of reasons given by respondents for not planning to renovate chairs tended to decrease as ratings increased.

A chi square test of significance showed the relation between chair renovation ratings and reasons given by respondents who had not or had not intended to renovate chairs was significant at the required 5 percent level of confidence. Again, those planning to renovate exceeded others--there being a significant positive relation. With those not planning to renovate, all reasons appeared to be negatively related to renovation ratings.

Relations Between Chair Renovation Ratings and Respondents Who Watched
the Fifteen Suggested Extension Units

A study of data in Table XLVI shows the relation between chair renovation ratings and respondents who watched the fifteen suggested Extension units. They indicated that the greatest number of Extension units viewed (78-61 percent) were the first five in the series. Surprisingly, one-third or more of the homemakers responding to the survey of Extension television viewers reported watching the last ten Extension units.

TABLE XLV
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND REASONS GIVEN BY
RESPONDENTS FOR NOT PLANNING TO RENOVATE CHAIRS*

	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Reasons Given for Not Planning to Renovate Chairs					
Plan to renovate	66	0	85	96	100
Miscellaneous reasons	16	45	9	2	0
No reason given	7	29	0	0	0
Don't want to put forth that much effort	6	19	2	1	0
Need more help	3	5	2	1	0
Television directions not clear	1	1	1	0	0
Written directions not clear	1	1	1	0	0
TOTAL	100	100	100	100	100

*Significant at .05 level (Chi Square Test).

TABLE XLVI

RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RESPONDENTS WHO
WATCHED THE FIFTEEN SUGGESTED EXTENSION UNITS*

Extension Units	Total (N=1477) Percent	Rank	Chair Renovation Ratings			
			0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
"Trends; Febrics; A Chair That Fits"	71	2	55	74	81	84
"Tools; Supplies; Removing Old Upholstery"	78	1	61	82	87	88
"Repairing Framework and Wood Finish"	61	4	42	66	72	84
"Stretching Webbing and Fastening Springs"	69	3	48	75	79	67
"Tying and Covering Springs"	61	5	39	68	72	72
"Attaching Edge Rolls; Padding Seat of Chair"	39	7	18	44	51	63
"Covering Seat of Chair with Separate Cushion"	38	10	19	42	49	51
"Padding a Chair Using Foam Rubber"	42	7	19	49	51	63
"Padding and Covering the Seat of Chair"	32	13	12	36	43	51

TABLE XLVI (continued)

Extension Units	Total (N=1477) Percent	Rank	Chair Renovation Rating			
			0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
"Padding and Covering Arms"	49	6	23	58	57	61
"Adding the Front Bank and Padding Inside Back"	39	9	18	44	51	61
"Covering the Inside Back and Sewing on Buttons"	36	11	14	41	49	56
"Covering Outside Arm and Back"	41	8	17	48	53	54
"Fastening Lining Under Bottom of Chair"	41	8	20	44	54	61
"Making a Cushion Cover"	33	12	13	37	45	42
Total Average Percent	49	--	28	54	60	63

*Significant at .05 level (Chi Square Test).

When the percents of those receiving the various chair renovation ratings are compared, it may be noted that the percents tended to increase as ratings increased.

A chi square test of significance showed the relation between chair renovation ratings and respondents who watched the fifteen suggested Extension units was significant at the required 5 percent level of confidence.

Relations Between Chair Renovation Ratings and Number of Extension Units Watched

The data in Table XLVII indicate the relation between the chair renovation ratings and numbers of units watched. Twenty-eight percent reported having watched eleven to fifteen units. Thirty-three percent of the respondents saw six to ten of the television series units while 28 percent saw only one to five. Eleven percent saw only part (one program) of a single multi-program unit.

When comparing percents of those having the various chair renovation ratings, it may be seen that percents of units viewed tended to increase as ratings increased.

A chi square test of significance showed the relation between chair renovation ratings and number of units watched as significant at the required 5 percent level of confidence. Those viewing more units had higher renovation ratings.

TABLE XLVII
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND NUMBER OF
EXTENSION UNITS WATCHED*

Number of Extension Units Watched	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Less than one	11	26	6	5	2
One to Five	28	44	24	19	23
Six to Ten	33	22	38	35	21
Eleven to Fifteen	28	8	32	41	54
TOTAL	100	100	100	100	100

*Significant at .05 level (Chi Square Test).

Relations Between Chair Renovation Ratings and Respondent Satisfaction With Their Renovated Chairs

A study of data in Table XLVIII shows that 19 percent of the respondents were satisfied with their renovated chairs. Two percent were not satisfied with their chairs.

When the percents of those receiving the various chair renovation ratings are compared, it may be noted that the percents of those satisfied with renovated chairs tended to increase as ratings increased.

A chi square test of significance showed the relation between chair renovation ratings and whether or not respondents were satisfied with their renovated chairs was significant at the required 5 percent level of confidence. Those having higher ratings tended to be better satisfied with renovated chairs.

Relations Between Chair Renovation Ratings and Types of Future Television Programs Desired

Table XLIX presents data pertaining to relations between chair renovation ratings and types of future television programs desired. When comparing percents of those having the various chair renovation ratings, it may be seen that percents of basic sewing techniques, window treatment, a specific craft, work simplification, and food preservation increased as ratings increased; while the reverse was true for all other groups.

Statistical analyses were not computed for data in this table.

TABLE XLVIII
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RESPONDENT
SATISFACTION WITH THEIR RENOVATED CHAIRS*

Respondent Satisfied with Renovated Chairs	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response ^a	79	98	91	46	14
Yes	19	1 ^b	8	50	86
No	2	1	1	4	--
TOTAL	100	100	100	100	100

^aNon-responses were deleted for purposes of computing Chi Square value.

^bAssisted another in renovation.

*Significant at .05 level (Chi Square Test).

TABLE XLIX

RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND TYPES OF
FUTURE TELEVISION PROGRAMS DESIRED

Desired Television Program	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Basic sewing techniques	49	45	49	51	65
Window treatment	49	39	51	57	53
Food preservation	42	33	45	44	65
A specific craft	43	34	46	47	58
Food buying	31	28	35	27	21
Work simplification	31	22	33	34	40
Buying home furnishings	30	26	32	30	26
Money management	26	21	29	26	19
Others	3	1	1	3	3
Total Average Percent	34	28	36	36	40

Relations Between Chair Renovation Ratings and Types of Adult
Education Class Previously Attended

Table L discloses that 13 percent of the respondents to the television survey had attended "other" types of adult education classes. However, 11 percent had attended Extension-sponsored classes and 6 percent had been enrolled in night school.

When comparing percents of those having the various chair renovation ratings it may be seen that those who attended night school and "other" types of adult education classes had the greater increases as the ratings increased; while the Extension-sponsored classes had a small increase as the ratings increased.

A chi square test of significance showed the relation between chair renovation ratings and types of adult education classes previously attended was significant at the required 5 percent level of confidence.

TABLE L
RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND TYPES OF
ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED*

Types of Classes Attended.	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Extension-sponsored classes	11	12	8	16	13
Night school	6	4	6	6	19
Other	13	9	12	15	26
Total Average Percent	10	8	9	12	19

*Significant at .05 level (Chi Square Test).

CHAPTER V

SUMMARY OF MAJOR FINDINGS, IMPLICATIONS, AND RECOMMENDATIONS

I. PURPOSES AND SPECIFIC OBJECTIVES

The major purposes of this study were to investigate certain characteristics of respondents who had previously renovated furniture, who had renovated during the educational television series and who planned to renovate a chair following the series, and to compare them with those respondents who had not.

Specific Objectives

Specific objectives were to examine the characteristics of the different renovation groups according to:

1. Different membership status
2. Other renovation completed
3. Different numbers of Extension units in the educational television series watched
4. Other renovation planned
5. Renovation ratings
6. Other home economics subject matter areas in which viewers of the chair renovating series were interested.

The study was undertaken because little was known regarding the characteristics of viewers of Washington County educational television programs. It was believed that data from such a study would be helpful

in planning additional home economics Extension subject matter areas for television use in Tennessee and elsewhere.

II. METHOD OF INVESTIGATION

For study purposes, the population and sample included the 1,477 homemakers who completed and returned the evaluation forms after viewing the educational television series.

III. METHOD OF ANALYSIS

The completed questionnaires were coded and responses recorded on data sheets. Data were punched on data processing cards. Thirteen independent variables were identified and used in the analysis of factors related to: (1) membership status; (2) respondents who had or had not renovated a chair; (3) Extension units in the series watched; and (4) chair renovation ratings.

The chair renovation rating was used to answer the following questions:

1. Had you upholstered a chair before you saw these programs?
2. While the television series was in progress, did you:
 - a. Renovate a chair?
 - b. Assist someone else?
3. Do you intend to renovate a chair now that you have seen the program?

In the rating system used: 0 meant that question five, six, and seven, all received a "no" answer; 1 was given to those who answered either five, six, or seven with a "yes" answer; 2 designated those who answered

any two of the questions five, six, or seven with "yes" answers; while 3 recognized those who answered "yes" to questions five, six, and seven.

Computations were made by The University of Tennessee Computing Center. A contingency table analysis program was used. This program computed two-way frequency and percentage tables; chi square and contingency coefficients. Output for this program included: (1) frequency tables; (2) row, column, and table percentages; and (3) chi square values which achieved the .05 level of confidence were accepted as significant. Although research and null hypotheses were not stated, an assumed null hypothesis existed for each of the 13 independent variables.

IV. MAJOR FINDINGS

Major findings were classified and presented under headings related to the objectives of the study.

Relations Between the Respondents' Extension-Related Membership Status and Selected Personal Characteristics

1. Respondent Extension-related membership status was significantly related to previous formal educational training. Though the test did not identify the area of variation, it appeared to focus on 4-H leaders, and parents (i.e., the former appeared to be slightly better and the latter less-well educated, respectively, than others).

2. Respondent Extension-related membership status was significantly related to all but one source of publicity that encouraged participation in the classes. The test identified television, newspapers, letters from the home agent, and "others" as the sources where

the respondents in the various membership statuses varied significantly. Four-H leaders reported television and newspapers most frequently, while house demonstration club leaders reported letters from the home agents more than others. Differences on radio were not significant.

3. Respondent Extension-related membership status was significantly related to renovation of chairs before watching the series. More home demonstration club members and leaders and 4-H parents had renovated chairs previously than was true of 4-H leaders and non-members.

4. Respondent Extension-related membership status and three types of future television programs desired was significantly related. Significant differences were noted on a specific craft (more home demonstration clubs, 63 percent, and 4-H, 69 percent, leaders than others indicating interest), food preservation (more 4-H parents, 49 percent, and non-members, 44 percent than others showing interest), and food buying (more 4-H parents, 35 percent, and non-members, 32 percent, than others interested).

5. Respondent Extension-related membership status and types of classes attended was significantly related. Extension-sponsored and "Others" classes were attended by more leaders than members of other categories participating. Differences on night classes were not significant.

Relations Between Respondents Who Did or Did Not Renovate Chairs While
an Educational Television Series Was in Progress and Selected
Personal Characteristics

1. Whether or not respondents renovated chairs while an educational series was in progress was significantly related to their previous formal educational training. Though the test did not show where the differences occurred, observation of tabled data suggested that those renovating chairs tended to have at least some high school work, while non-renovators more frequently did not respond or indicated grammar school or at least some college.

2. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents assisted someone else in renovating chairs were significantly related. More viewers renovating chairs themselves during the educational television series tended to assist others in renovating them.

3. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents intended to renovate chairs after having seen the educational television series were significantly related. More of those not renovating chairs during the educational series were certain they did not plan to do chairs following.

Relations Between Actual Number of Extension Units Watched by
Respondents and Selected Personal Characteristics

1. The actual number of Extension units watched by respondents and whether or not they had renovated chairs while the educational

television series was in progress were significantly related. This suggests that those renovating chairs during the series tended to watch a significantly higher number of the Extension units, and those not renovating tended to watch fewer.

2. The actual number of Extension units watched by respondents and whether or not they had assisted someone else in renovating chairs while the educational television series was in progress were significantly related. This means that those helping someone else to renovate chairs during the series tended to watch more Extension units than others; while those not assisting others tended to watch fewer.

3. The actual number of Extension units watched by respondents and whether or not they intended to renovate chairs after seeing the educational television series were significantly related. More of those who had chair renovation plans viewed more Extension units in the series; the reverse also applying with those not having plans for renovation.

4. The actual number of Extension units watched by respondents was significantly related to each of six types of future television programs desired. A summary of results showed that the following television series topics were significantly related to number of Extension units viewed: (1) buying home furnishings; (2) window treatment; (3) food preservation; (4) food buying; (5) work simplification; and (6) money management. The higher the number of units watched, the greater the likelihood they would select each of the six topics listed.

Relations Between Respondents' Chair Renovation Ratings and Selected Personal Characteristics

1. Respondent chair renovation rating was not significantly related to the state of residence.
2. Respondent chair renovation rating was significantly related to "other" sources of publicity regarding the series. Relations with remaining sources were not significant.
3. Respondent chair renovation rating was significantly related to having renovated chairs before watching the educational television series. Thus, those who had renovated prior to viewing tended to have higher renovation ratings. This means that more of those who had completed chairs before the series also did so during the series and planned to renovate more following the series.
4. Respondent chair renovation rating was significantly related to renovating chairs while the series was in progress.
5. Respondent chair renovation rating and whether or not respondents assisted someone else in renovating chairs during the educational television series were significantly related. Thus, more viewers helping someone else renovate had higher renovation ratings; while more not helping someone else had lower.
6. Respondent chair renovation rating was significantly related to respondent plans to renovate chairs after having seen the series. This is, of course, partially due to the fact that plans to renovate were included as one of the three criteria used for renovation ratings.
7. Respondent chair renovation rating and the viewing of each of the 15 suggested Extension units were significantly related.

8. Respondent chair renovation rating was significantly related to the number of units watched. Those viewing more units tended to have higher renovation ratings.

9. Respondent chair renovation rating and whether or not respondents were satisfied with their renovated chairs were significantly related. Those having higher renovation ratings tended to be better satisfied with renovated chairs.

10. Respondent chair renovation rating was significantly related to all types of adult education classes previously attended. Those having previously attended some adult education classes tended to rate higher.

V. IMPLICATIONS AND RECOMMENDATIONS

Based on the results of the study and the writer's experience and views, the following implications were drawn and recommendations made:

1. Since the respondents' previous formal educational training proved to be a significant characteristic, consideration should be given to planning Extension television series to better meet the needs and interests of all educational levels.

2. Since the respondents' sources of publicity that encouraged participation in the television series tended to make use of television, newspapers, letters from home agents, and "others" sources, more intensive Extension effort is needed to inform the viewers through television publicity regarding future educational series.

3. Since the respondents who had previously renovated furniture, assisted someone else in renovating furniture, and/or planned to renovate furniture tended to watch more of the Extension units than those who had done none of the above, this would imply that educational television series need to be designed with special emphasis on viewer involvement.

4. Since interest in viewing seemed to lessen as the series progressed, as shown by decreasing percents watching later units, it may be implied that future Extension television series be of shorter time period.

5. Since the respondents' renovation of furniture before watching the series was significantly related to Extension-related membership status this would imply that additional consideration should be given to planning television series to better meet the membership and previous experience of the viewers.

Based on the results of the study and the writer's experience and views, the following recommendations were made:

1. Washington County Extension Home Economists could develop educational television series which would better meet the needs and interests of all educational grade levels of the viewers. This could be done by studying the viewing areas of the television station and then finding out through the census and other means the educational levels of the different counties involved. The average percent or lower limits of the different educational levels could be used as a bases for planning the television series.

2. Washington County Extension Home Economists could encourage participation in television series through more efficient use of prior television publicity. This could be done through cooperation with the television station by having the Extension Home Economist make short tapes to inform the public regarding the series. The tapes could be televised two or three weeks before the series began.

3. Washington County Extension Home Economists could make particular efforts to begin educational television series for greater individual involvement. This could be done through supplementary classes taught by Extension Home Economists following each television lesson for leaders and others. These classes could be taught in central locations in the counties.

4. Washington County Extension Home Economists could give additional consideration to planning educational television series to last over a shorter time duration. This could be done by having fewer units in a series.

5. Washington County Extension Home Economists could make appropriate adjustments in planning television series to more nearly meet the needs and interest of a broad audience. This could be done through kits of materials planned for such an audience.

Recommendations for Further Study

1. Additional studies should be conducted to determine ways to motivate television viewers to become more thoroughly involved in educational series.

2. Further research is needed to evaluate the actual learning of the television viewers in terms of the recommended principles taught and the objectives of the series.

3. Other studies should be conducted in Tennessee to further determine the needs and interest of viewers in such educational series.

4. A study should be conducted in Tennessee to further study the influence of such characteristics as age, sex, marital status, number of children, income and others on behavioral changes related to educational television series.

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APPENDICES

APPENDIX A

QUESTIONNAIRE FOR TELEVISION VIEWERS

SURVEY

TELEVISION SERIES - RENOVATING A CHAIR

NAME _____ County _____

Address _____

1. Please check training you have received: Grammar School ____; High School ____; College ____; Night School ____; Classes by Cooperative Extension Service ____; Other ____.
2. What source of publicity made you want to participate in these classes: (please check as many as apply) TV ____; Radio ____; Newspaper ____; Letter from Home Agent ____; Other ____; (please specify what other).

3. Are you (please check one or more)
 - a. a home demonstration club member ____; b. home demonstration leader ____; c. a 4-H club leader ____; d. a 4-H parent;
 - e. have you attended classes other than the above? YES ____; NO ____;
 - f. none of these ____.
4. Of the fifteen (15) television programs on Renovating a Chair, please check the ones you watched:
 1. Trends; Fabrics; "A Chair That Fits" _____
 2. Tools; Supplies; Removing old Upholstery _____
 3. Repairing Framework and Wood Finish _____
 4. Stretching Webbing and Fastening Springs _____
 5. Tying and Covering Springs _____
 6. Attaching Edge Rolls; Padding Seat of Chair with Separate Cushion _____
 7. Covering Seat of Chair with Separate Cushion; Kinds of Padding _____
 8. Padding a Chair Using Foam Rubber _____
 9. Padding and Covering the Seat of a Chair Without Separate Cushion _____
 10. Padding and Covering Arms _____
 11. Adding the Front Band and Padding Inside Back _____
 12. Covering the Inside Back and Sewing on Buttons _____
 13. Covering Outside Arm and Back _____
 14. Fastening Lining Under Bottom of Chair; Repairing Spring Cushions _____
 15. Making a Cushion Cover _____
5. Had you upholstered a chair before you saw these programs? YES ____; NO ____
6. While the TV Series was in progress, did you: (please check) a. Renovate a chair - YES ____; NO ____; b. Assist Someone Else - YES ____; NO ____

7. Do you intend to renovate a chair now that you have seen the program? YES___; NO___.
8. If your answer to the above question is "no," please check the reasons: TV directions not clear ___; Written directions not clear ___; Need more help ___; Don't want to put forth that much effort ___; Other personal reasons___.
9. Are you satisfied with the chair you renovated? YES___; NO___.
10. Please check other phases of home economics in which you would be interested in having future programs from your television station.
- | | |
|-------------------------------|-------------------------------|
| ___a. Buying home furnishings | ___d. Food buying |
| ___b. Window treatment | ___e. Basic sewing techniques |
| ___c. A specific craft | ___f. Work simplification |
| | ___g. Money management |
| | ___h. Food preservation |

APPENDIX B

QUESTIONNAIRE CONTACT--REQUEST LETTER
TO TELEVISION VIEWERS

August 10, 1970

Dear Homemaker,

Did you find the television series on Renovating a Chair useful? Do you think other homemakers like yourself would be interested in this or other similar television series?

Since this is the first program of this type to be conducted on this station, I need your help and suggestions in making plans for future television programs especially for homemakers.

We think that there might be interest in other similar programs both here and in other parts of Tennessee. If you will answer the questions on the enclosed sheet, it will be helpful to us in making the decisions necessary for programs of this kind.

It should not take more than five minutes for you to tell us on the enclosed sheet what we need most to know. A self-addressed envelope is enclosed to make your reply easier. May we hear from you by Wednesday, August 26, 1970?

Thank you for helping us.

Sincerely,

Claudine Dixon
Home Agent

Pamela Byrd
Asst. Home Agent

CD:PB/rl
Encs.

APPENDIX C

QUESTIONNAIRE FOLLOW-UP LETTERS
TO TELEVISION VIEWERS

October 27, 1970

Dear Homemaker:

Did you find the television series on Renovating a Chair useful? Do you think other homemakers, like yourself, would be interested in this or similar television series?

Since this is the first program of this type to be conducted on this station, we need your help and suggestions in making plans for future television programs, especially for homemakers. We failed to receive your survey and we do need yours to have a complete report. We would appreciate any consideration you might give this request.

If you will answer the questions on the enclosed sheet, it will be helpful to us in making the decisions necessary for programs of this kind.

It should not take more than five minutes to tell us on the enclosed sheet what we need most to know. A self-addressed envelope is enclosed to make your reply easier. May we hear from you by Monday, November 16, 1970? When your survey is received, we will send you a Tennessee Home Record Book.

If you have returned the first survey, please throw this one away. Thank you for helping us.

Sincerely,

Claudine Dixon
Home Agent
Washington County

CD/r1

January 22, 1971

Dear Homemaker:

In order to complete the study of the television series on Upholstering Furniture, I need your help! Would you please complete the enclosed survey. I would appreciate your returning it in the enclosed envelope by February 2nd.

I will send you the two bulletins "Wise Methods in Canning Vegetables" and "Freezing Facts" when I receive your survey.

Thank you for your cooperation.

Sincerely,

Claudine Dixon
Associate Extension Agent
Washington County

CD/rl
Enclosures

VITA

Lois Claudine Dixon, daughter of Mrs. Robert Dixon and the late Robert Dixon, was born in Greeneville, Tennessee. The writer attended the Greeneville Schools and was graduated from Greeneville High School. She graduated from The University of Tennessee College of Home Economics.

She was employed as Home Economics teacher with the Greene County School System. The writer accepted a position as Assistant Home Demonstration Agent with the Agricultural Extension Service in Hawkins County, Tennessee. For the past four years, the writer has been employed as Associate Extension Agent in Washington County, Tennessee.