

BOOK REVIEWS

UNOBTRUSIVE MEASURES: NONREACTIVE RESEARCH IN THE SOCIAL SCIENCES by Eugene J. Webb, Donald T. Campbell, Richard D. Schwartz, and Lee Sechrest. Chicago: Rand McNally and Co., 1966. 215 p. \$4.50 (paperback \$3.50)

This monograph attempts to identify techniques of measurement which are relatively free from reactive effects. This leads the authors into a sometimes rather bizarre treatment of the information. It includes an excellent chapter on methods of approximating knowledge. Much attention is given to sources of invalidity in measurement. Procedures of time sampling and observation are discussed. Archival records are presented as alternatives to recall memory data.

The Northwestern University authors draw on research in sociology and political science to illustrate concepts. The discussion of educational phenomena is limited. However, researchers of occupational behavior will find this book a useful reference. It is well documented. It should generate within the reader ideas for data collection and make him aware of contamination problems.

The text is written in an interesting style which requires little technical knowledge of statistics or research methodology.

*Journal of the American Association of
Teacher Educators in Agriculture
Volume 10, Number 1, pp.31
DOI: 10.5032/jaatea.1969.01031*

William Hull
Oklahoma State University

EDUCATING THE ADULT EDUCATOR: PART 2. TAXONOMY OF NEEDED RESEARCH by Burton W. Kreitlow. Madison, Wisconsin: Wisconsin Research and Development Center for Cognitive Learning, The University of Wisconsin, 1968, 20 pp.

This is a "theoretical" paper dealing with the establishment of a framework for classifying areas of needed research in the field of adult education. It is the second part of a two part study, the first of which dealt with concepts for the curriculum for educating the adult educator.

Research needs are classified or grouped in the following categories: "The Adult as an Individual and a Learner"; "The Adult's Response to Social-Cultural Phenomena"; "The Adult Education Enterprise." Each category is treated by analyzing it into several major research problems each of which is supported by a brief statement of background to the area covered by the problem and by a long list of more specific questions which should be answered through research.

The author is an acknowledged leader in rural sociology with a major interest in the field of adult education. In addition to the expertise of the author, the expertise of some 34 additional scholars in various fields was used in identifying research problems in adult education.