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ABSTRACT

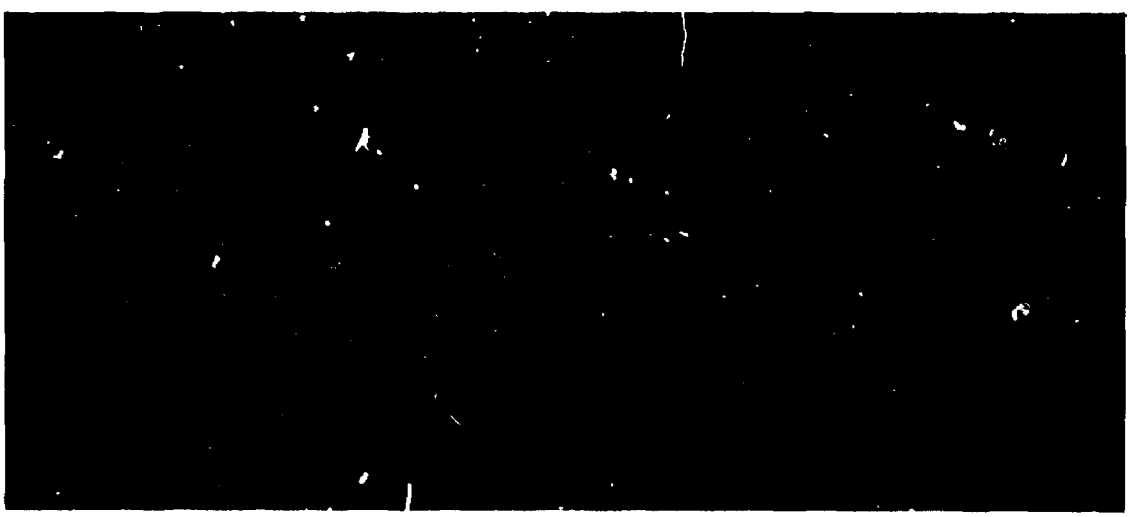
To determine what adjustments the rural family will be making in the next 15 years, this study, a part of Project '80, examines past trends and future projections for the Michigan rural family. The first section on rural family living gives rural family characteristics which include information on transportation, communications, clothing, food, and housing. The second section on the changing roles of family members discusses (1) basic social trends affecting the family, (2) characteristics of the contemporary family, and (3) projections on the characteristics of the family of 1980. The third section on rural youth (1) considers the future role of extension education, informal, formal, and vocational education, (2) describes many aspects of the rural teenage culture, (3) anticipates what values will prevail among youth, and (4) discusses volunteer leadership and the role youth must prepare to fill. Related documents are ED 023 834 and RC 004 846. (AN)

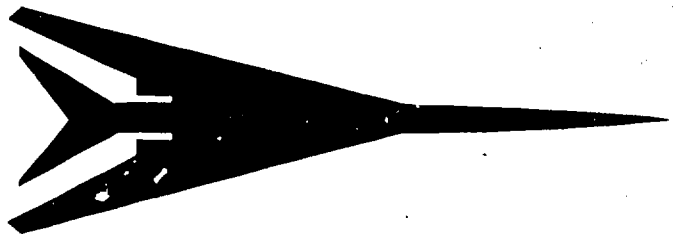
RESEARCH REPORT

FROM THE MICHIGAN STATE UNIVERSITY
AGRICULTURAL EXPERIMENT STATION AND COOPERATIVE EXTENSION SERVICE, EAST LANSING

PROJECT '80

RURAL MICHIGAN
Now and in 1980





FOREWORD

THE RURAL SCENE in Michigan is changing very rapidly. Many decisions are being made that require commitments for several years ahead. Long range planning is a must. In order to encourage long range planning and assist the people of rural Michigan in this effort, the College of Agriculture of Michigan State University launched PROJECT '80 in early 1964. PROJECT '80 is a study of the prospects and potential for rural Michigan by 1980.

PROJECT '80 is designed to seek answers to three important questions: (1) What will rural Michigan be like in 1980, *in the natural course of events?* (2) What do rural people and others concerned want it to be like in 1980? (3) What can be done to capitalize on the opportunities, avoid impending problems, or change the natural course of events and redirect Michigan's rural economy toward the goals?

A task of this magnitude has required the time and effort of many individuals. Dean T. K. Cowden, the College of Agriculture, appointed a steering committee composed of the chairman, Dr. L. L. Boger, chairman of the department of agricultural economics; Dr. Raleigh Barlowe, chairman of the department of resource development; Dr. John Carew, chairman of the department of horticulture; Dr. Charles Lassiter, chairman of the department of dairy; Dr. Alexis Panshin, chairman of the department of forest products; and Richard Bell, assistant director of the Cooperative Extension Service. Dr. John Ferris of the Department of Agricultural Economics has been the project director and Mark Allen of the department of information services has been the editor.

The steering committee delegated to selected faculty members the responsibility of preparing some 50 discussion papers covering the many facets of the rural economy--agriculture, agribusiness, forestry, fisheries and wildlife, nursery crops, floriculture, recreation, service industries, and people. Many rural leaders and representatives of businesses directly concerned with the rural economy participated in the project by reviewing these papers, offering suggestions, and submitting ideas for needed programs.

About 200 of these individuals joined 100 campus-based faculty members in a two-day seminar at Michigan State University's Kellogg Center on March 31-April 1, 1965, for such a review. Other meetings have been held for this purpose, including a two-day workshop for the entire faculty of the College of Agriculture and the Extension Service.

It is possible to make use of analytical techniques in the development of long range--a decade or more--projections. However, there are numerous forces impinging upon the future that defy analysis. For this reason, PROJECT '80 researchers have sought the wise counsel and judgment of persons within and outside of the College of Agriculture.

This report is one of a series prepared for PROJECT '80. The emphasis of this report is on answering the first question posed by the project, "What will rural Michigan be like in 1980, *in the natural course of events?*" These are the projections. They are based on certain assumptions, research, and a great deal of judgment. They should not be regarded as inevitable. True, many of the developments projected will occur regardless of or in spite of what is done in Michigan. But at the same time there are forces over which we do have some control. Here people can do something to change the course of events if they act soon enough and if they really want to accept the challenge. In a sense, PROJECT '80 is an early warning device designed to spark action to change some of the projections before it is too late.

A study such as PROJECT '80 can focus on making projections, but the question of goals and actions must be answered by individuals and organizations.

Formally, PROJECT '80 is completed with the publication of these reports. The success, however depends on what happens after this date--how well it succeeds in bringing the best information available to the attention of rural Michigan and in stimulating people to discuss the future and to plan accordingly.

BACKGROUND ASSUMPTIONS AND PROJECTIONS

Family Living in Michigan will be a part of a dynamic and interrelated economy between now and 1980. Because of this we must recognize what some of the underlying forces will be. Here are some of the highlights from *Rural Michigan — Now and in 1980, Highlights and Summary of Project '80*, Research Report No. 37, Agricultural Experiment Station, Michigan State University.

Between now and 1980 we assume:

(1) No major war.

(2) No major depression.

(3) Inflation of about 1.5 percent per year in consumer prices.

The population of the United States is expected to increase from 188 million in 1962-63 to about 245 million by 1980, a 30 percent increase. A similar growth rate is projected for the East North Central States and for Michigan. Michigan's population is to increase from 8.0 million in 1962-63 to 10.4 million by 1980. Many of the counties in the Upper Peninsula and Northwest Lower Michigan probably won't share in this increase; in fact, population in these areas is projected to continue to decline.

The national economy will have reached the trillion dollar level by 1980, enough to provide the population with disposable incomes of $3,000 per capita (in 1962-63 dollars), about $900 greater than in 1962-63. The Michigan economy is projected to grow at least as rapidly as the national economy, with incomes and wage rates remaining above the U.S. average. (In 1965, wage rates in Michigan were the highest in the nation.)

People will not only be more affluent, they will have more leisure time. The average work week may well be reduced to 4 days. Employees will likely have another week of paid vacation time and more will retire at earlier ages. A larger proportion of the labor force will be women.

The urban sprawl and diversion of farm land to forests, parks and highways will reduce the land in farms by 20 percent between 1964 and 1980.

Urban demands will result in ground water problems in many communities. Irrigated farm land will probably double from the present small acreage. Recreational demands will prompt more intensive use of Michigan's lakes and streams, demands for tighter pollution control measures and efforts to zone or police the uses made of public and private waters.

It is within this setting that *Family Living* will exist between now and 1980. How well it develops depends on the natural and economic advantages (and disadvantages) of rural Michigan relative to other areas, the developments in the total Michigan economy, and how well rural people employ their skills and know-how to take advantage of the opportunities.

RURAL FAMILY LIVING— Now and in 1980

By Barbara Ferrar and Judith Prochnow[1]

Characteristics of Rural Families

THE RURAL FAMILY, just as the rural economy, will be making a number of adjustments in the next 15 years. To determine what these adjustments will be, a study of past trends is helpful. Even more basic is the need to identify just who are rural Michigan's families and determine what they are like.

Rural families, by the Census definition, are those living either in open country or in towns of fewer than 2,500 residents (but not in the urban fringe). They may be living on a farm or have a rural nonfarm home.

Identification as a farm family is based upon acreage and/or the income derived from that acreage. According to the 1960 Census, the farm must include 10 or more acres of land from which crop and livestock sales plus government farm payments equal more than $50 a year; the acreage may be less than 10 if the annual income it contributes is more than $250. A family renting a farm home must also rent the land to be considered a farm family.

These farms may be classified as commercial, part-time or part-retirement. A commercial farm has sales amounting to $2,500 or more. A part-time farm has sales from $50 to $2,499, the operator is under 65, and family off-farm income is greater than the total of farm products sold. If the operator is over 65, it is considered a part-retirement farm regardless of off-farm income.

In 1960, the rural population was 26.6 percent of the state's total population. However, farm people comprised only one-fifth of the total rural population. Most of these were in Southern Michigan. Of the rural people living in Northern Michigan about one-third lived in the Upper Peninsula and two-thirds in the Northern Lower Peninsula. The ratio of rural nonfarm to farm was 7:1 in the U.P. and 3:1 in the Northern Lower Peninsula.

The picture should change by 1980. The rural population is expected to increase somewhat less rapidly than the total population, reaching 2,565,000 by 1980. Although this is a 23 percent increase over 1960, the gain is expected to be almost entirely in the nonfarm rural families. The rural nonfarm population is expected to increase by 43 percent, placing 23 percent of the total Michigan population in that category by 1980. The farm population, 441,000 in 1960, is expected to decline by almost one-half between 1960 and 1980, becoming only 2 percent of the total state population compared with 5.6 in 1960.

As the number of farms declines and as technological advances reduce manpower needs in farming, young people will migrate elsewhere. In contrast, the nonfarm population will expand as industries locate in rural areas; and migrant farm workers, elderly persons and commuting urban workers settle there.

The ages of rural family members should have some impact on the direction of family life. Projections to 1980 indicate that the greatest increase will be in the 15-24 and over 65 age groups. The younger group, children who have already been born, number 1,835,000, an increase of 81 percent over 1960. The size of this group should have tremendous impact on high school and college enrollments. The number over 65 is projected to increase nearly 50 percent in this period, suggesting that increased attention will be given to the problems of "Senior Citizens."

In 1960 rural farm and rural nonfarm families averaged the same size, 3.83 persons per family. Prior to 1960, large farm families were the rule as the children were valuable members of the farm labor force. This is less true at the present time.

All evidence points toward a gradual rise in the educational level of Michigan's population. By 1980, the median schooling for women is expected to be 13.4 years, and for men, 12.3 years. In 1960 this was 11.1 for women and 10.4 for men.

Some changes in the labor force are anticipated. Today's girls may expect to spend 25 or more years in work outside the home during their lifetimes. This means more working women over 25 years old in 1980. We can also expect decreasing employment levels for men under 25 and over 55. A substantial number of the farmers will have off-farm employment.

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[1]Instructor Department of Home Management and Child Development; and Home Economics editor, Department of Information Services, respectively.

The U. S. Department of Commerce estimates that the average personal income in 1975 will be $9,400 per family. The estimated income was $6,500 in 1960. (We might speculate that a median income of $8,000 for farm families and $9,000 for rural nonfarm families is possible by 1980.)

Transportation and Communication

Automobiles will continue to be the major mode of travel for Michigan commuters in 1980. Transit systems for local areas have not proved practical because our residential and commercial areas are too scattered. Presently a rapid transit system that operates in a loop rather than a radial path is being demonstrated near Pittsburgh, Pennsylvania. Such a system could be the answer to mass transportation in urban areas with medium traffic flow.

Michigan's farm families are highly mobile, with 96.4 percent of the families owning automobies, trucks or both according to the 1959 Census of Agriculture. In 1959, 91 percent of the state's farmers owned automobiles (averaging 1.3 per farm) and 57 percent owned trucks. Trends indicate that the number of cars and trucks per farm family will increase by 1980.

Networks of excellent super highways continue to expand in Michigan and the U.S. And more modern all-weather roads are available throughout Michigan's rural counties. Practically everyone is within one mile of an improved road.

In tomorrow's more mobile population, more families will have planes, flying platforms, or other means of air travel.

Better transportation has brought improvements in health care; and recreational, shopping, and educational facilities; in economic opportunities; and in opportunities for social interchange.

Since urban medical facilities have become more accessible, rural families have a better selection of hospital and medical resources from which to choose, except for emergency case. As of July 1965, all Michigan counties must provide public health services, either by themselves or in cooperation with other counties.

Various forms of recreation also are more readily available since rural families have become so mobile. Among them are vacation trips (including global travel), camping, hunting, fishing, skiing, boating, movies, and football and baseball games. But as leisure time increases in the future, we can expect more complicated leisure activities – tent campers will become trailer campers; swimmers will become scuba divers; and hunters and fishermen will turn to overseas jaunts.

The next decade will bring an increased taste for travel, and the opportunity to gratify it. Our rural Michigan people are included in the Outdoor Recreation Resources Review Commission projections, which indicate that recreational distance traveled in the United States in 1976 will average 1,730 miles per person 12 years of age and older. Of this, 1,000 miles will be on vacations, 260 miles on trips, and 400 miles on outings. Recreational expenditures in 1960 dollars will be $117 per capita per year, including $84 for vacations, $15 for trips, and $18 for outings.

Today nearly all farmers in the United States are within 20 minutes reach of a trade center. In urbanized lower Michigan, practically every rural family is within 60 miles of one or more cities of 50,000 inhabitants. The rural housewife can now purchase a wide variety of foods in the larger stores, thus reducing the need for home gardens which neither the commuting head of the household nor his employed wife has time to maintain. She also has easy access to a wealth of mass-produced merchandise.

In the Upper Peninsula, shoppers have expanded choices of merchandise through improved styling and variety available from mail order catalogues.

By 1980 there will be so many automobiles and so much leisure time that suburban shopping centers will lose one of their convenience arguments.

Among the improved educational facilities afforded rural people by transportation advances are the bookmobile; itinerant teacher-specialists, including extension specialists who serve every county; and consolidated schools which can offer a wider range of subjects, better-educated teachers, and more adequate equipment than smaller schools.

Better transportation has improved the economic opportunities of rural people in two ways. The more mobile population can adapt to shifts in the location and the job openings of the various industries. Furthermore, the dual occupation of farmer-industrial worker has now become feasible. In 1980, with easy means of transportation and off-farm employment opportunities suited to their capabilities, farmers with small, inefficient farm units will be more likely to assume this dual role.

Advances in transportation also have led to opportunities for social interchange which minimize rural-urban differences. Some of the opportunities arise from the movement of urban people into rural areas. Increased recreational opportunities also bring many urban vacationers into the open country.

In addition, many rural people now commute to jobs in urban areas as well as in rural areas. Countrywide, 15 percent of the workers living in rural areas work outside their county of residence – many of them in nearby cities. Many others commute to cities within their county of residence.

Rural people make many trips to nearby towns and cities for shopping, recreation, medical and dental care, visiting, and enjoyment of music and the arts. Today's farm families have a range of travel quite similar to that of rural nonfarm families.

With regular mail services, including parcel post in even the most far-flung rural areas, all rural people are exposed to some urban influences.

Transportation advances have been a mixed blessing to rural people. They have tremendously accelerated the pace of life. They have placed certain limitations on the family's time. Employed members may spend from a few minutes to two hours a day commuting, thus they have less time to spend with the family, and still less to devote to community work. Some school children spend nearly half an hour going to and from school. Family expenditures have been increased for private, or public transportation. Transportation advances have posed new safety hazards, not only from automobiles and trucks, but also from slow-moving farm equipment.

Communication Developments

Communication developments, such as radio and television, have brought many improvements to rural life.

One outstanding development is the continuing education of rural people, both formally and informally. Of particular importance is the development or updating of marketable skills for rural people who cannot otherwise compete in the labor market and the communication of news about job opportunities existing in various areas.

An accelerated response of rural people to changing fashions in clothing, home furnishings, and other consumer goods has resulted from speedy dissemination of news. Better communication has produced a heightened awareness of style, good taste, and quality; and greater rural demand for new products promoted through local, regional, and national advertising.

In the next 15 years we can anticipate still more improvements in communications to inform rural people about new products, new processes, and new ways to make life easier and more satisfying.

Clothing

Rural Michigan families, like other families throughout the United States, will find an increasing range of clothing choices available to them in 1980. It is likely that by 1980 textile research will center increasingly on the functional and aesthetic improvement of existing fibers, and less on the development of new ones. It is not unlikely that the next 15 years will bring more color in clothing, especially for men.

We can anticipate that by 1980 more products and processes for wearing apparel will be developed with a specific end use in mind; thus desired characteristics will increasingly be "built-in" to fabrics in terms of this end use. Good examples are work clothes or sport clothes.

Now much of the public's attention has been diverted from stretch fabrics to "durable press" fabrics, such as are used in permanently pleated skirts and permanently creased slacks and trousers. When perfected, these fabrics will be in tremendous demand by service workers who must maintain a neat appearance. Although at present it appears that all technical problems in their manufacture have not been solved, "durable press" fabrics do represent another step toward clothing that is genuinely "wash-and-wear."

Improvement of the bonding process and the fusion process used for "durable press" could eventually lead to development of fused, rather than sewn, seams.

Development of temperature-controlled garments which are adaptable to both cold and hot weather is projected. A way of making fabric by spraying fibers is now in the experimental stage, and if successful will be a one-step process of textile manufacture. It will eliminate the spinning and weaving steps.

By 1980, increasing leisure may moderate the trend to casual clothes, for as it brings increased interest in the arts, it may also produce an interest in elegance. A recent analysis of apparel production trends indicates that although men's apparel geared for sport or casual wear continued to increase in 1964, women's apparel was showing a more formal trend.

As increased travel has become characteristic of both rural and urban life, it has created a demand for garments which will be soil-resistant, wrinkle-resistant, packable, lightweight, and easier to care for.

As has been true throughout history, fashion plays an important role in clothing selection. Now, however, the trend is away from rigid fashion dictates which must be blindly followed, and toward the upgrading of individual taste.

Although mass production has created giantism, which in turn has given rise to more uniformity, this very uniformity has proved an incentive to increased individual creativity, as witnessed since 1959 by the rising interest in home sewing and refined sewing skills. Individual desire for better styling and fit will increasingly supplant economy as the prime reason for sewing garments at home.

There are signs that the influence of Paris couture

is lessening, and that we may increasingly rely on New York, California and Texas as fashion sources.

In Michigan many isolated communities have started developing recreational facilities which are accessible to city dwellers. The resulting rural-ruban interaction helps urbanize the clothing tastes of these rural families.

As farm families travel more extensively and conduct their business in larger shopping areas, they tend to adopt a more urban mode of dress. Clothes worn by farmers for their social and recreational pursuits are indistinguishable from those worn by other American males of the same age.

Because of the influence of improved transportation and communication, geographical location is believed less important than age group in determining clothing choices.

Fashion changes are more quickly accepted by younger than by older persons because of their greater interest in clothing and personal appearance, and their desire to conform to their peer group. The 15-24 year age group sets new trends and is very sensitive to style becoming out of date. Thus, if rural youth in this age bracket remain at home, they may tremendously increase the family clothing budget. In many cases this may not happen, because so many farm boys migrate to the city.

On the other hand, trends indicate that by 1970, 60 percent of Michigan's college age population will be enrolled for higher education. If this projection holds true for 1980 as well, some rural youth will be in college and probably still drawing on the family's clothing budget. Many others in the group, however, will be in the early stages of the family life cycle, in which the young mother and young infant have minimal clothing needs, so other needs can take precedence over them.

Food

Food Costs

Food, including money spent for meals away from home and food bought for use at home, is the largest recurring item of expense to be planned for in the budgets of most families. It takes almost one-fifth of disposable consumer income in the United States.

With rising incomes families have increased the amount of money spent for food, but the proportion of income going for food has declined. Families have not bought more quantity, but they have upgraded their diets and have been buying more services with their food dollars.

Families with higher incomes purchase larger amounts of most foods. They use larger amounts of baked goods and smaller amounts of flour and cereals, for example. They also buy more convenience products as their incomes rise. Most families want variety in meals. Generally, variety is achieved more easily at higher than at lower income levels.

Farm families paid out only half as much for food as urban families. Rural nonfarm families also spent less than urban families. As rural families generally have lower incomes, however, the share of money income going for food — about one-third — was nearly the same for the three groups.

We can project that for every 10 percent increase in incomes, expenditures on food will increase by 1.2 percent. Applying this formula to the $900 increase projected for per capita income, about $100 of this increase will be spent on food.

By 1980, some kind of food stamp plan probably will be in effect — to allow low-income families to have consumption patterns similar to those of families who have incomes of $3,000 at present price levels.

Food Consumption

Many items which now are accepted as a matter of course were rarities or nonexistent before World War II. These include frozen fruits, vegetables, juices, meats and prepared foods; dietetic packs; instant coffee and tea; cake mixes; instant mashed potatoes and rice; many breakfast cereal foods; aerosol foods, such as whipped cream; spray-dried nonfat milk; "brown-and-serve" breads; pretrimmed and packaged fresh foods.

The new items are reflected in changing consumer preferences for foods. By 1980 our diets will change materially to include more meat and poultry and smaller quantities of dry beans, fats and oils.

Consumers will favor higher quality steer and heifer beef and poultry. They will eat about the same amounts of lamb, pork and fish per person as they do now.

The trend for breakfasts of rolls and coffee will show up in the consumption of fewer eggs.

By 1980, our diets will include more processed vegetable and lettuce, about the same amount of tomatoes and cucumber, but smaller amounts of other fresh vegetables, potatoes and non-citrous fruits. Concentrated fruit juices will also be increasingly in demand by 1980.

It is expected that about the same amount of sugar will be consumed, but the substitution of a synthetic for sugar is a possibility.

As for dairy products, less evaporated milk, condensed milk, cream and butter will be consumed and about the same amount of fluid milk per person and more cheese and ice cream. Less butter will be used on the table, but it may be used increasingly in baked products.

Dehydrated dairy products will continue to be popular in 1980. Non-fat dry milk will be used to fortify skim milk, ice cream and cottage cheese.

Michigan's rural families will enjoy many new products in the next fifteen years. Some of those available will be an acceptable whole milk powder, instantized dried beans, freeze-dried cottage cheese, sterile aseptically packaged whole milk, prefried canned irradiated bacon, freeze-dried meats and pre-packaged boneless frozen meat cuts.

Some meat substitutes will be commercially produced by 1980, but unless manufacturing costs go down they will be too expensive for general use. Consumers of meat substitutes are likely to be persons requiring special diets.

New food processing technologies in 1980 will include irradiation, dehydrofreezing, freeze drying, explosive puff drying, vacuum drying and foam-mat drying.

These projections were based on data which show that in recent years American families have begun to eat more meat and poultry, shortening, and margarine, processed fruits and vegetables and beverages; but less butter, lard, potatoes and sweet potatoes. Non-farm families are using more processed items and less fresh fruits and vegetables. Both rural non-farm and farm household are using less flour and cereals and are buying more bakery goods.

Freezing facilities have had a great effect on meat consumption by rural households. Farm households with freezing facilities consume substantially more meat per person (with the increase primarily in beef) at each income level than do those not using such facilities. The same relationship holds true for rural nonfarm households with incomes below $4,000. Home freezing of meat is much less important for rural nonfarm households with higher incomes and for urban households.

Today the average American eats three or four servings of vegetables and fruit, the equivalent of two to three cups of milk, an egg, and one or two servings of meat, poultry, or fish each day, and bread or other grain products at each meal. Americans have been consuming more and more liquids, but are trending away from consuming just pure drinking water.

The most striking differences in the actual consumption of different foods by farm and city families are the relatively greater use of milk, grains, sugars, and fats in the farm family diet and the lesser use of meat. Farm families use nearly a quart more of milk and milk products per person a week than city families. The difference is not only in quantity. The farm families home-produce 68 percent of their milk, and therefore use a larger proportion in its original form and less as processed milk or cheese than families who generally buy their milk.

The rural families not only have considerably more grain products in their diets but they also have a larger proportion as cereal or as flour used in home baking than the city families, who buy more bread and other baked goods. Farm families also use more eggs, but city families average about one-half pound more per person of meat, poultry, and fish.

Nonfarm families use more vegetables, fruit, and potatoes than farm families, but the latter, with their home food production and preservation, have proportionately more of their vegetables fresh or canned or frozen at home and less commercially processed.

Because rural families produce some of their food, the variations in food consumption with income is not quite so marked as among city families, although probably greater than many persons believe. Producing food at home often means using more total food rather than buying less.

The home production of food by both farm and nonfarm people has declined, not only because of less opportunity but also because of less desire to produce their own supplies. The decline is shown by the following figures: In 1942, United States households produced 18 percent of the food consumed at home; in 1955, only 8 percent. The farm households in the group produced 61 percent in 1942 and 41 percent in 1986. Meanwhile, the rural nonfarm households produced 22 percent in 1942 and 8 percent in 1955. By 1980, the highly specialized farm will have no home garden.

Convenience Foods

Today the consumer is paying for more and more services as she makes her food purchases in the marketplace. Packages, mixes and precooked food all add to costs. Convenience is not cheap, yet convenience foods seem to have appeal for people in all walks and conditions of life.

Hungry Americans last year ate more than 500 million dollars worth of frozen, prepared dishes, mostly in convenient containers that went from oven to table to trash can.

Consumers will be demanding more built-in services in their meat purchases. Therefore, more ready-to-cook, convenience, "heat and serve," or "boil-in-bag" types of meat items will be made available. Eighty percent of the meat sales in 1980 will be in the convenience or prepared form.

Better methods of packaging, freezing, mixing, and cooking of convenience foods are on the way, and by 1980, demand convenience foods will increase.

The ultimate in convenience is afforded by the food vending machines, which offer a tremendous

service but may not be an unmixed blessing. One effect they have had is to encourage piecemeal eating.

Nutritional Needs

The shift to sedentary occupations is already well advanced. With increased automation and other labor-saving devices, most of the population will be leading sedentary lives by 1980.

Because of this shift and increased concern over effects of over-weight, recommended calorie allowances have been decreased, as have allowances for related nutrients — thiamine, riboflavin, and iron. In the next 15 years caloric allowances may decrease by another 7 percent in an effort to balance with activity requirements. In that case, allowances for thiamine, niacin, and riboflavin, which are based on caloric requirements, will also be adjusted downward.

The difference in the caloric needs of rural and urban people depend on the degree of farm mechanization and household automation.

The recommended dietary allowances for vitamins A and C, have *not* been lowered. Furthermore, at this time, the Food and Nutrition Board of the National Research Council does not recommend drastic changes with respect to fat in the American diet. It does recognize the possible therapeutic value of increasing the ratio of unsaturated to saturated fats in the diet as *one* aspect of medical *treatment* of coronary heart disease.

Consumption of higher amounts of animal protein has given us a larger assortment of protein, but no change in the *quality* of the protein we consume. At present there's no need to add protein to any food.

As a result of concentrated current research on nutrient requirements of adolescent and pre-adolescent youth, more changes in recommended dietary allowances are expected for this group than for the reference (2900 calorie) man or woman.

Many American people eat breakfasts that are nutritionally inadequate. The higher income families, the college-educated, and the families whose head is under 40 years of age tend to have better breakfasts. Overall, about one-tenth of families in the United States are believed to have diets which fail to meet the nutritional recommendations. This gives evidence that part of the population is underfed. Alcoholics are probably the most underfed of all.

Calcium and ascorbic acid (vitamin C) are the nutrients most often in short supply. In 1965, from 15 to 20 percent of the American families studied had diets providing less than the recommended quantities of vitamin A, thiamine, and riboflavin. Fewer than 10 percent had diets that did not fully meet the recommended allowances in protein, iron, or niacin. Nearly all diets that were low in protein also were low in at least three other nutrients. This was not unexpected. The groups of foods that contribute most of the protein also supply significant quantities of certain vitamins and minerals.

Improvement in diets in the United States over the past few decades has been greatest for low-income families.

Food Distribution

The average supermarket will not grow much larger between 1965 and 1975, but will stock 50 percent more items than today for a total of about 12,000.

According to forecasts by the Supermarket Designers and Consultants the 1975 food shopper may drive her helicar onto the parking ramp. An automatic parking elevator will issue her a coded card specifying the stall for her helicar, which will be automatically stored in a multiple-deck pigeon stall. An engineer who viewed the future supermarket reports that 88 percent of the automotive processes necessary to operate it are now being completed.

The supermarket of 1975 is expected to provide sidewalk-veyors, a spiral-shaped building; and special coded markers for stamping items desired. Choosing from several "menus of the day" will allow various ingredients to be automatically selected and removed from the shelves.

Merchandise will be displayed as it is in today's markets. Other attractions in 1980 may include hostesses; a rotating "drum display" housing the special of the day; beauty shop, bank, post office, shoe repair shop, medical facilities, playrooms, customer lounges, automatic checkout, and boxing and sealing.

Although in 1980 store sales will continue to account for the major portion of dairy products sold, some are expected to be delivered to homes on retail routes. Routemen will sell a larger variety of items than at present. Ten or 12 quart containers for dispensing milk in the home may be sold and delivered on retail routes.

In 1980, probably 80 percent of egg retailing will be carried on by food retail stores, 10 percent by retail routemen such as dairy deliverymen, and the remainder by producers at farmers' markets and on routes. Breadmen on routes will be able to penetrate farther into rural areas as roads improve.

Selling meals in eating places is also a form of food distribution. Americans ate about 13 percent of their food outside private homes in 1929; about 17 percent in 1958. Eating out took 10 percent of the food

expenditures of housekeeping families in the 1930's; 18 percent in 1955.

Food Packaging

Food packaging has been the biggest advance in food distribution. It provides product freshness and sanitation in the home. Future advances can be expected.

Single service blown plastic containers will undoubtedly be in use in Michigan for fluid milk before 1980. Although presently higher in cost than paper cartons, changes in equipment design and in basic plastic costs should favor using the plastic container.

Housing

Housing for farm and rural non-farm families in Michigan consists largely of one-unit structures. In 1960, 98.4 percent of occupied farm homes and 96.6 percent of rural nonfarm homes were one-family structures. However, by 1980 we should see definite trends toward single family houses situated on their own tract of land for rural families only. All others will live in high-rise or medium rise apartments or in clustered houses with shared park areas. This will be a nationwide trend.

In 1960, only 10 percent of housing units built in the U.S. were rental apartments, but the figure has since risen to 30 percent. Land use is becoming increasingly intensive, and in time, land will become so scarce and so expensive that high density use will be inevitable.

The sizes of Michigan's rural homes vary widely according to the period when they were built.

Farm houses, both those owned and those rented, tend to be larger than either urban or rural nonfarm houses. The differences are not as great between owner-occupied units as between renter-occupied units.

Census data for Michigan indicate that by 1960, only 10 percent of the owner-occupied and 16 percent of the renter-occupied units in rural Michigan averaged more than one person per room.

New construction has added much to the quality of rural housing. The greatest increase in new homes during the 1950-1960 decade occurred in the rural nonfarm areas. Arrival of people seeking better income opportunities, places to retire, or rural environment created a substantial demand for new and better housing. Other incentives to build in these places were probably lower land costs and lower taxes than in the urban areas.

Thirty-four percent of all rural nonfarm homes on hand in 1960 were built after 1950. Only 12 percent of farm homes were built between 1950 and 1960. New housing on farms has generally been built to replace homes lost by disaster, or homes too dilapidated to provide adequate shelter.

We can anticipate that by 1980, use of mobile homes on farms will increase. They offer the cheapest and best housing available for young couples wishing to live near their parents on the farm and for hired farm labor.

The farm homestead will ultimately, though perhaps not by 1980, be replaced by some sort of manufactured house which can be assembled on the site. This will become necessary because local people are fast losing their technical skills, and urban builders prefer not to go into outlying areas to build. Only if the man builds his own house, which he may have leisure to do in the future, is the family likely to have a traditional type house.

As might be expected, at present there are extremes in the quality of rural housing in Michigan. On the one hand are those families with new houses, and those more prosperous farmers who had superior housing and home facilities in 1960. On the other hand are the elderly, the subsistence farmers, the migrant workers, and the residents of those rural nonfarm communities which have been stranded by the depletion of farmland or the exhaustion of mines. Some of these people still live in dilapidated homes with few conveniences.

About 81 percent of the rural nonfarm families and 91 percent of the farm families owned their homes in 1960.

Seventy-seven percent of all the owner-occupied rural nonfarm dwellings in Michigan and 69 percent of the owner-occupied farm dwellings were reported in sound condition and as having all plumbing facilities – piped hot water, private flush toilet, and bathtub or shower -- in 1960.

The farm and rural nonfarm housing occupied by nonwhite families tends to be of poorer quality than that occupied by white families. Only 44 percent of the owner-occupied housing of nonwhites living in rural nonfarm areas and 37 percent of such housing units on farms were found to be in sound condition and with all plumbing facilities in 1960.

The situation with regard to rural nonwhite families who rent is even more serious. In 1960 only 30 percent of nonwhite rural nonfarm families and 6 percent of nonwhite farm families lived in rented housing units which were sound and had all plumbing facilities.

Rural nonfarm housing in Michigan is generally significantly lower in value than urban housing. In 1960, the median value for all rural nonfarm housing was $9,700; for all urban housing, $12,500. For non-

white families, the values were much lower. Forty-three percent of the rural nonfarm dwelling units for nonwhite families had a value of less than $5,000.

The increasing availability of electric service has been an important factor in housing improvement. The installation of running water and central heating follows closely on the heels of electric service.

As farms become larger and farmsteads are vacated, they, too, are renovated — for use as residences by rural nonfarm families.

Housing Loans

For those with extremely poor housing, the U.S. Government has attempted to provide assistance in obtaining housing loans. The rural housing loan program of the Farmers Home Administration was designed to meet the housing credit needs of families of low and moderate incomes who are unable to obtain from other sources the credit they need. Until 1961 such loans were available only to farm owners. Now they also can be made to families who own building sites in the open country, or in a small country town of not more than 2,500 population.

New homes financed by Farmers Home Administration exemplify the kind of homes rural families of low and moderate incomes desire. Typically they are one-story, three-bedroom brick homes with 1,200 sq. ft. of living space. They may have central heat, a bath or a bath and a half, countertop range, wall oven, and other features of some city homes. The average cost in 1962 was about $11,000.

Housing loans may be made to elderly people (62 years of age and over) who live in rural areas, to buy previously occupied housing as well as to build or improve their homes. When they do not have enough ability to repay, they may use co-signers to assume responsibility for loan payments. Insured loans may be made in rural areas to individuals, corporations, and partnerships to provide rental housing for elderly rural people.

It is expected that by 1980, 10 million persons over 62 will be living in rural areas of the United States. The Senior Citizens Housing Act of 1962 will help many of them to live with dignity in comfortable, sanitary housing.

Rural areas may not have provision for housing the extra help needed on the big commercial dairy farms of 1980. Possibly small communities will develop around the farms, either spontaneously or at the farmer's instigation. However, if this labor is highly sophisticated and well paid, they may prefer to live in more populated areas.

Housing on commercial farms is likely to show continued improvement, and by 1980 very few will be without running water, indoor plumbing facilities, and modern household equipment. This improvement will result from strong influences of modern communications and other contact with urban living patterns, and will occur despite the need of the families to increase their already great capital investment in the farm business.

The booming trend in expenditures for additions and alterations is likely to continue.

Both hired and "do-it-yourself" landscape construction and maintenance should increase substantially by 1980, as a result of increased leisure time, affluence, and educational level.

Although swimming pools have been installed in some rural Michigan backyards, it is expected that they will ultimately be banned by law and superseded by community swimming pools, in order to conserve water.

A few decades ago most American families purchased only one home in a lifetime. Today, many purchase two or three. Those who purchase new housing in 1980 can expect a decrease in the life expectancy of those structures. People will not want them remodeled, preferring to replace them when they have lasted long enough to justify the money invested.

In all areas of housing, including furnishings, the industry will be able to predict more accurately than today how long the product will last, thus being able to provide service life related to the amount invested.

Types of Housing

Prospective home-builders must choose between the manufactured unit (either house or mobile home), the house constructed on site from components, and the house which is completely fabricated on site. In 1962, almost 15 percent of single-family houses in the U.S. were manufactured homes which had been mass-designed, mass-produced, and mass-marketed.

Virtually all of the remaining 80 percent of the houses, though built by conventional builders, were built with at least some prefabricated parts. More and more builders are using prehung doors and windows, trusses, and prefabbed staircases. Builders who have long had efficient on-site operations are now buying components or building their own off-site. Pre-forming (also called prefabrication) no longer implies standardization, for in some prefab plants no two identical houses ever come off the assembly line.

The virtue of the pre-formed house lies in its reduced costs — a necessity when skilled labor rates continue rising ever more sharply. In the future, houses may well be constructed of pre-formed units

which may be rearranged to fit the family's needs, and may be serviced and replaced under a contract similar to the one now offered by the phone company.

Water Systems and Power

Public water and sewage systems are seldom found in rural areas, so rural housing plans must include provision for private wells and septic systems. Modern drilling techniques permit sinking wells through all types of rock strata. Mechanical engineering has devised some new pumps like the submersible ones, which permit lifting water from depths at low costs never before possible.

Light and power sources must also be investigated. The home installation of gas turbines for on-site generation of electricity is anticipated, though not necessarily by 1980. Such an installation would make the home completely independent of electric current.

Electrical home heating is on the increase. However, about ¾ of the new homes in 1956 were still heated with gas. Furnaces burning coal and other solid fuels were no longer reported in any significant numbers. By 1956, 72 percent of the new homes were equipped to provide forced-warm-air heat.

Ten years from now, practically all new homes will have balanced temperature-humidity systems. This is a certainty, for the technology, distribution (including financing), and favorable consumer factors already exist. Six percent of the homes built as long ago as 1956 had a full-home air conditioner.

Many local building codes now approve the use of plastic pipe for plumbing. Plumbing experts forecast that by 1975 plastic pipe will account for at least 15 percent of the waste, draining, and vent systems market. Aluminum bathroom fixtures and walls made in one operation are available. So are molded plastic basins, tubs, shower stalls, and the like.

Kitchens, no longer assembly-line produced, are now planned to suit the whims and taste of the home owner. They are really custom-made packaged kitchens. In 1956, 67 percent of them had double-basin sinks.

There has been a phenomenal rise in the demand for interior decorator services in the home. This reflects a degree of timidity on the part of the home planner, but also reflects a distinct desire to express individual taste in the home. Large concerns are ever more conscious of the consumer's upgraded tastes. For example, Sears[2] has introduced a correlated furniture group -- a higher priced line than they have ever carried in furniture. The custom-made trend in furniture, rugs, home furnishings, and home decor is solidly established. The remarkable increase in the use of professional decorator guidance in planning the home accelerates the trend.

Today's furniture, much of which cannot be traced back to its style origins, may be replaced by "pure" styles in 1980.

By then, too, many more dealers will offer rental furnishings which, after a stated time, will belong to the renter. This would make it possible to take a houseful of furniture, whereas the customer would take only a limited number of pieces if he were buying.

Household Appliances and Equipment

It has been suggested that by 1980 more appliances will be built in and sold as part of the house. An alternate suggestion, however, is that by 1980, appliances will be provided and serviced by one company. Rather than owning the appliance, customers will subscribe to a service. If they do not pay, the appliances will be removed.

Household equipment has been produced at an unprecedented rate. With electric service available to virtually all of Michigan's homes, rural families can now use the same kinds of equipment as urban families.

Mechanization of the home is one of the most significant housekeeping developments of the past 50 years. In June 1959, 51 million homes in the U.S. were serviced with electricity and used electrical appliances. Refrigerators were in 98 percent of these homes; washing machines in 91; television sets in 89; standard irons in 89; toasters in 80; vacuum cleaners in 71; and mixers in 50. Electric or gas clothes dryers were found in 16 percent.

Electronic equipment has come into the home in the form of intercom systems, electronic ranges, electronic controls, and electronic equipment for entertainment.

The electronic range cooks with high-frequency waves, called micro-waves, which are absorbed in the food where they produce heat, causing it to cook. Because the heat is produced directly in the food, the cooking time is short -- about ¼ to ⅛ the time used in conventional cooking methods. To conserve time, foods must be cooked in sequence, according to the mass of the food. When only the microwave unit is used, cleaning is minimized. While the price has dropped since the introduction of the home-size electronic range in 1955, it is still much higher than the conventional range.

Another new development is the gas counter-level oven. A prototype has already been developed. Aluminum reflecting sheets drop down from an overhead unit when the oven is in use, providing uni-

2Mention of a company name should not be considered an endorsement. It is used merely as an example.

formity of heat. The oven door is a screen of air produced by air blown from ducts at the edge of the oven. It is reported that foods will cook somewhat more rapidly than they would in a conventional gas oven.

Various new methods of vacuum cleaning are being developed. Another new development is thermoelectric refrigeration, which requires no moving parts, compressor, or refrigerant, and therefore operates silently and reportedly service-free.

Use of ultrasonics is another development. When ultrasonic waves are beamed through water, whatever is in the water will become clean in seconds. This method of cleaning has been used in home dishwashers and washers on an experimental basis. While cleaning ability is rapid and efficient, costs are still too high for a mass market. Some experimental models resembling the standard automatic dishwasher have been built.

We can expect that by 1980 there will be more electrical equipment and that more of the long-lasting equipment will be of the cordless type. A few of the cordless housewares now on the market are portable mixers, electric toothbrushes, and some power and garden tools.

Multiple types of services have been invented for many of the domestic machines, the latter often being automatic or semi-automatic, operating with electric timers or thermostats.

It is projected that by 1980, the average U.S. farm will own household furniture and equipment valued at $4,800, as compared with $2,600 in 1962.

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Changing Roles of Family Members[1]

ANALYSIS OF MODERN FAMILIES could start with a thumbnail sketch of certain broad social trends of recent years which affect the family. In this paper, a few guesses have been made as to what family roles might be like some 15 years in the future.

Basic Social Trends Affecting the Family

Virtually all students of society view the family as crucially important to personal contentment and stability of society.

The family never operates in isolation. Always it is a part of the broader social network, within which it influences and is influenced by other groups and institutions — religious, educational, economic, political.

Considered as an independent variable, the family can be seen as shaping the young child's moral values, mental sets, and behavior patterns, and thus determining the kinds of roles he will play in society as an adult. There is sound reason for claiming, for example, that arbitrary authority in the home leads to autocratic societies, and that if national or world democracy is ever really to be achieved, democracy within the home must come first.

Considered as a dependent variable, the family can be viewed on the receiving end of social pressures, yielding and adjusting as need be, changing as society changes.

The Technological Revolution

Discoveries and inventions of the last 200 years or so have literally revolutionized man's way of life, including his family life. These technological innovations, known as the Industrial Revolution, have changed man's mode of living and raised his level of living. Material comforts formerly reserved for royalty now belong to the common man. More was added in the first half of the twentieth century than during all of previous history, and probably more during the last 15 years than all of the previous 50 years.

Since technology and mass production came to urban America first, family change has been greater there. In rural sections of our country the family is closer to traditional norms. Nevertheless, rural differs less from urban in today's general culture. And, as a consequence, rural family norms are changing th more rapidly of the two.

The Population Revolution

We can note four subdivisions of the population revolution, and, for each, suggest ways in which the family has been affected:

(1) In the United States, average life expectation at the turn of the century was less than 50 years. Now it is approximately 70 years, a gain of an additional 20 years of life per person.

This means a larger proportion of elderly persons within families which has created problems of economic support and readjustments in the family power structure. Formerly at least one parent could expect to die before the last child was married off; now husband and wife can expect to have about 15 or 16 years together on the average after their family has been launched. And this extended "period of the empty nest" may make for mischief as well as opportunity -- at least it produces change in the family processes.

(2) Not only the death rate, but also the birth rate has been greatly reduced. Families are much smaller than formerly. Whereas a healthy couple can easily have a dozen children or more, and families approaching this size were somewhat typical of past generations, the present norm in America is about three children.

Among the many changes brought about by smaller families, are a rise in level of living, smaller dwelling units, less interaction of brothers and sisters, and fewer deterrents to the wife's working or to the family's moving, or even to the couple's getting divorced.

(3) More than any other society at any other time, we are today a nation on the move. Some evidence shows that high mobility produces institutional instability. Impacts of this on the family have been the weakening of kinship ties, slackening of community moorings, and a greater temptation toward infidelity when the spouses are separated, either frequently or for long periods of time.

(4) Finally, the population revolution has resulted in a dramatic shift from agriculture to manufacturing, marketing and servicing occupations. And as a result, people shifted from rural isolation to urban concentration as a way of life.

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[1]Excerpts from a paper presented at fall faculty workshop, College of Agriculture, Michigan State University, 1965 by Harold T. Christensen, professor of sociology, Purdue University, Lafayette, Indiana.

The Democratic Revolution

The founding of the United States of America constituted a vital step in the great revolt against autocracy. Inevitably over the years, ideas and ideals of democracy have filtered down to the level of family living. We have experienced both an emancipation of women and an emancipation of children.

One way to describe this trend is to speak of it as a shift from familism to individualism. Familism refers to the traditional type of social organization in which family values are uppermost and considerations of personal advantage are ruled out, or at best come secondary. Individualism reverses these emphases. And since contemporary American culture is more individualistic than formerly, it is commonplace now to think of marriage in terms of personal happiness and to turn quickly to divorce if this isn't readily found.

But democracy is more difficult to make work than is autocracy, even at the family level. Some immediate effects of emancipation of women and children disorganize the family. Burdens are attached to the newer freedoms, as well as potential advantages. Modern families find their solidarity less from social pressure and sense of duty. If they are to stay intact it will be more because family members rise to the challenge and fill in the gap by building strong and enduring interpersonal relationships.

Increasing Secularization

Related to each of the revolutions – the technological, the population, and the democratic – has been a strong trend toward materialism and secularism within the culture. There has been a shift away from religious values (or at least transcendental norms and stress on otherworldliness) and an increasing acceptance of the attitudes, methods, and products of science.

With reference to the family, the secularization trend in our culture seems to have nearly eliminated family worship, greatly reduced religious deterrents to divorce, and encouraged the reduction in family size as a means for increasing the couple's level of living. Secularism is a product of the social revolutions and a reinforcer of the family changes caused by the revolutions.

Characteristics of the Contemporary Family

A Summary of Family Changes

Briefly, the dominant trends taking place within the American family in recent years are:

(1) Increasing importance of the nuclear family. This has meant a weakening of kinship ties and a placing of greater stress upon the marriage or conjugal bond.

(2) Transference of functions from the family to the community. The early family was largely self-sufficient, providing for just about every need of its members. About all that is left to hold today's family together is the serving of the sexual-affectional needs of the spouses and the personality-formation needs of the children. This lessening of functions of the family, in other words, has been accompanied by an increase of governmental supports and services to the family.

(3) Shifting attention to the middle and later years. More people reach the middle and later years within their families and this fact is altering the family power structure and its patterns of consumption.

(4) Declining reliance of the individual upon family controls. There has been a decrease in the sense of obligation to one's family and an increase in independent judgment and action.

(5) The emancipation of women. Starting with the feminist movement about a half century ago, women in this country have thrown off many of the shackles which kept them subservient and have come closer to equality with men.

(6) The rebellion of youth. Here too, there has been an emancipation: children and youth are no longer expected to speak only when spoken to or to show slavish respect for their elders. Filial piety, which characterized the extended family, has given way to the respect-for-personality ideal of the contemporary nuclear family.

(7) Greater sex freedom. There has been a liberalization of attitudes and practices concerning sex outside of marriage. This has been especially true of the female who, though still more conservative than the male, is sharing more of his sex attitudes.

(8) More and earlier marriages. Ours is increasingly a marrying and married population.

(9) Decreasing family size. Despite the fact that more infants and children survive the early years, families are smaller. Growing recognition that children cost money and thus compete against desired level of living is the major explanation. Modern contraception has been the major means for accomplishing this reduction.

(10) Greater marital disruption. Today this country experiences close to one million marital breakups of all kinds each year. This is about half the number of marriages taking place. Part of the explanation is greater acceptance of breakup when

things don't go right, but another part is the greater strain on modern marriages and families.

A Base-line Description of Present-Day Family Roles

America's family today is typically isolated and nuclear. The family has relatively few ties to kinship but extensive reliance upon community services. Affection between mates and personality development within children is stressed with marriages occurring in the early twenties. Separation or divorce is turned to rather readily, and remarriage involves as many as one-fifth of all weddings.

Births are limited to about three, but many of the children survive to the middle and later years, so that the period of the "empty nest" looms large in importance. Individual freedom and personal happiness are accentuated over and above family controls, especially for women and youth. Rather liberal sex attitudes and a relatively large amount of sex expression are shown outside of marriage.

Using the contemporary family as a base line, it is possible to look both backward and forward. Perspective has been gained by a trend analysis up to this point.

But before making projections it will be well to draw out the contemporary picture of family roles in somewhat greater detail, particularly the husband-wife and the parent-child role relationships.

Though most American couples today aim at equalitarian role arrangements, not all achieve this goal, or achieve it with harmony. Part of the problem is the transitional and rapidly changing character of contemporary culture. Traditional roles have been uprooted and the newer more democratic ones haven't yet had time to become uniformly accepted or to be strengthened by strong community supports. As a result, society is more permissive concerning what husbands and wives do, and there is much greater variety in the role arrangements actually put into operation.

In general, however, the trend has been toward roles becoming more alike: more husbands than formerly help with the children and the housework, and more wives than formerly fix a leaking tap or mow the lawn or contribute to the family income by outside employment. And the power structure has become more democratic: decisions are quite likely to be made jointly and through discussion, especially in the middle classes.

Inevitably, role tensions and conflicts occur between the spouses — probably more than formerly since the situation is more confused and expectations are more along lines of personal gains and satisfaction.

As to the parent-child relationship, the trend has been toward emancipation and equality also. Sometimes, of course, the freedom emphasis is overdone. Some modern parents are too permissive, not giving the normal support and guidance that a developing personality requires. Some of today's children and youth are too independent, not using enough self-control or accepting responsibility. The result is parent-youth conflict within the home, and rebellion and delinquency within the community.

Peer group influence is particularly strong during the adolescent period. In many cases it is stronger than parental influence.

Since family roles are interdependent, change in any one requires readjustment in others. Thus, woman's emancipation is requiring that man "move over," that he learn to regard the opposite sex as an equal. Similarly, youth's newer freedom is requiring that parents learn how to "let go," not suddenly nor completely, to be sure, and not without at the same time internalizing controls within the child. Nevertheless, it is important to acquire new roles that are compatible with democracy in the home.

A Look Ahead to 1980

We would hazard the following hunches concerning the American family of 1980:

(1) The family will continue to exist as the most primary group within society.

(2) Its stability, nevertheless, will depend even more than now upon the strength of its interpersonal bonds, rather than upon kinship loyalty or social pressures from without. Stability will also depend on how well the family performs the personality functions still left to it.

(3) Though less reliant upon kinship, the family will be even more dependent than now on community supports and services.

(4) Technology will be further advanced and, as a result, families will be more affluent than today.

(5) Further medical advances will mean that the family will have greater control over its own biological processes.

(6) Marriage, divorce, and remarriage rates will remain high, as at present, but birth and death rates will both be lower.

(7) With increased leisure, earlier retirement, and an even longer life span, husband and wife will have more time together, especially after the children have left home.

(8) Sex norms will be even farther removed from the Judeo-Christian tradition than they are today.

(9) Woman's position of power within the family will have further increased.

(10) Viewed generally, the family will be more equalitarian.

(11) Not only will there be greater equality among family members, but fewer differences from one family to the next.

The urban family changed first and has moved farthest; yet, more recently, the rural family has changed at a faster pace, converging on the urban family. There is not as much difference between rural and urban culture as there once was, and there will be even less in 1980 than now – family culture included.

(12) Our twelfth and final point is more of a plea than a prediction; yet, if the plea is heeded it will become a prediction. For too long the family has been taken for granted. Hobart echoes this judgment when he claims that the family, though tottering, represents the only base for security now open to man. He then calls for a far-reaching value revolution which would involve a new and deeper commitment. If this can be done, I could then predict that the family of 1980 will be more stable than the family of 1965.

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Rural Youth—Now and in 1980

PRESENTED HERE ARE summary and descriptive statements taken from presentations made by Dr. Gordon Beckstrand, Director, 4-H-Youth programs; Dr. Wilbur B. Brookover, Professor, Education-Sociology; Dr. Arthur Vener, Associate Professor, Social Science; Dr. James McKee, Professor of Sociology; and Dr. Delwyn Dyer, Program Leader 4-H-Youth; all from Michigan State University. These presentations were directed towards projecting the trends in formal education, teen-age culture patterns and value formation as they might apply to rural youth in 1980.

General Summary

Extension education will become more community centered with recognized community leadership involved to determine the individual needs and interest of the community's youth.

Informal education will become more problem oriented and directed more towards "learning experiences" than towards vocational training.

The formal and informal educational systems working with youth will need to work more closely together to coordinate their efforts to assure supplementary rather than duplication in programs offered.

Rural-urban differences will largely disappear as a result of several influences:

1) Mobility of rural population
2) Consolidation of school systems
3) Mass communications
4) Change in political balance of power between rural and urban
5) The interdependent nature of modern society

Formal Education

All youth will be required to have a much higher level of general education designed to teach the youth basic skills of reading, mathematics and social interaction. Vocational training will be delayed until after a secondary education is completed. Informal educational efforts that are vocationally oriented are not likely to be supported for youth under the high school graduate level.

Formal education will need to accept the theory that all people can be taught to function adequately in our society as far as the basic skills are concerned. It must be designed to teach people to be flexible in their career choices and live with change.

Most rural youth will not live and work in the community in which they were born and reared. Few will enter farming as a vocation.

Our society no longer needs students trained for low-skilled, low-status positions. Schools must prepare youth to enter a society based on a technology that requires a high level competency in both basic and technical skills. New educational theories and methods will be developed for educating all people, both rural and urban.

Vocational education will be post-high school and on a continuing and renewal basis by new kinds of institutions as well as our present post-high school institutions.

School systems and thus education will become more cross-culturally oriented and less provincial and dedicated to local community folklore. This will come about as school districts are enlarged to reflect economic and educational deficiencies in present rural and urban systems.

Teen-Age Culture

When you have a society in which production no longer is based on the family but on the factory, children are ultimately removed from productive economic activity. Legislation to remove them from the labor force is usually enacted, and compulsory education laws are passed. The result is that a very large segment of the population today – call them youth, call them teen-agers, call them adolescents – can be categorized as having status uncertainty, or put another way, status ambiguity.

When does the period of youth begin? Some say when puberty is reached – 12-13. Then, where does the youth period end? When you are no longer an adolescent. Does it end at 18, 19, 20, 21? Actually, in terms of achieving full adult status in American society, one would have to have a full-time job and be married.

Expectations for Youth Today

For youth today there are contradictory expectations. They are not expected to engage in productive labor, but they are also not expected to loaf. They are expected to make good use of their time. Very early marriages are discouraged, but very early courtship behavior is permitted. They cannot legally vote. They cannot hold public office. They cannot serve on juries, but they are expected to be civic minded.

There are certain laws which prohibit adult activity for adolescents. For example, drinking in many states is illegal until the age of 21. You never heard anyone say, "Behave like an adolescent," when putting some-

one in his place who happens to be 12-21 years old. However, we all have heard the berating comment: "Don't behave like a child."

This status ambiguity, combined with the revolution in communications that has recently occurred in the United States, has caused teen-agers to become more and more conscious of themselves as comprising a distinct group in American society. Production and advertising expressly for teen-agers have become important activities in our economy.

To be more specific, consider motor scooters, hot-rod conversion kits, transistor radios, and unusual clothing aimed specifically to take advantage of their proneness to accept new fads. In addition there are disc jockeys, special TV programing and teen-age magazines, such as *Co-Ed, Seventeen, Teen, Hep Cats, Modern Teens, Ingenue,* and *Dig.*

Similarity between Youth and Minority Groups

Some sociologists see a similarity between what is going on among teen-agers today and minority group behavior in general. This analogy between adolescents and majority-minority group relationships is not entirely accurate, but it has some usefulness for our present discussion. Minority group members have a shared sense of grievance and alienation.

According to some investigators, adolescents are beginning to show some signs of this. Minority groups have their leaders and spokesmen; so do youth They have disc jockeys, entertainers, and a number of writers presenting their world view and common grievances. Like minority groups, they share a distinctive set of cultural artifacts.

There is a sense of exclusiveness which prevails among minority group members. This is also characteristic of adolescents. They don't like to be seen by adults. They don't want adults to commit them to a specific identity before they are ready to be so committed. In order to avoid a premature fixation of their identity, they play-act in terms of anticipating new roles in their exclusive groups. Thus, they try different kinds of hair-dos and different kinds of love techniques. They may smoke and perhaps drink, too. Many adolescents will avoid "square" adolescents whom they think are too adult oriented.

What is going on in the United States today, the emergence of youth culture, is a world-wide phenomenon. An important current United States export to other nations is our own teen-age culture. In both communist and non-communist countries you will find that the youth are singing songs and wearing dress which is currently "in" with youth here in America.

Types of Youth

When you speak of "youth," there is a danger of reifying the data. This is especially true when we think of "teen-agers" as consisting of a single homogeneous group. Adolescents come from different religious groups; some of them are from rural areas, some from urban areas, some of them are from lower class, some upper class and middle class; therefore, you do not get a unified, like-minded group of individuals.

In one study we are doing now, we have divided adolescents in terms of different types or styles of identities that they might form. On one end of the continuum, adolescents may conform to adult values and behavior. At the other end of the continuum, we have nonconforming behavior or rebellion. In between we have placed those adolescents who are oriented towards teen-age peer group culture, that is, those who are primarily concerned with pleasure and diversion. These are neither conforming to adult norms nor are they in actual rebellion.

Conforming Youth

At the extreme left, we have adolescents who are conforming to adult values, and these adolescents can be subdivided into three categories. There are those who are highly scrupulous. Scrupulous youths are quite moral. They may be associated with religious movements. Certain types of Peace Corps people would be characteristic of this style of identity. They are dedicated individuals who feel they are contributing to the cause of justice and humanity. This group of scrupulous youth, although relatively small, is larger than many think. In some school systems they might go as high as 3 or 4 percent of the student population.

Another kind of youth conforming to adult-value orientations is the studious youth. Currently these are on the increase. They are strongly concerned with their studies and are quite career oriented.

The third conforming mode, and most readers might be surprised at this one, are the sports and athletically oriented youth. This is a conforming mode because it links the adolescent world with that of the adult. For example, when a teen-ager is in training, he is closely supervised by a coach. If the athlete breaks training by drinking, the entire school body feels that he somehow failed them.

Entire school systems would be literally be torn assunder by vested interest-group dissension if it were not for the cohesive force of athletic activities. It is also a wonderful social way to channel aggressive tendencies. Town A versus Town B are in traditional athletic competition for the championship. People who are not training organize the victory parties, and so forth. These, then, are the three modes of conforming: 1) the scrupulous, 2) the studious, and 3) the athletic.

The second general identity mode is neither conformist nor rebellious. Adolescents who possess this identity, are oriented toward their teen-age peer groups. Even though this adolescent may stress pleasure and diversion, he still may have a significant amount of scrupulousness and a certain amount of concern with his studies. Remember, too, that individuals of different social class backgrounds will be involved in this identity phase over different lengths of time.

A lower-class adolescent will spend a shorter period of time and be less involved in teen-age culture. He will leave school and work earlier than the middle-class child. In addition, he cannot afford the dress, the sport cars, the parties and proms, etc., that are an important aspect of teen-age culture.

Nonconforming Youth

The last general style of identity is that of the nonconforming youth. The number involved in this form of identity has been greatly exaggerated. Some of these nonconformists are rebellious in a "nice" way. Thank goodness we have them; otherwise we would be in sad shape. Who are some of these rebellious youths? The juvenile delinquent is one type. By juvenile delinquency we mean those adolescents who have been adjudicated in the court.

Another type of nonconforming youth is the radical. The radical is denouncing something specific. He might be against a certain political organization or philosophy. He is reacting, not to the entire society, but to a certain phase of society which he wishes to change.

Another type of nonconforming youth is the "Bohemian." Where the radical is reacting to a certain aspect of society, the "Bohemian" is opposed to the entire system of values of society. He is opposed to mechanization. He is opposed, when he is coherent, to the organized, the centralized, and the increasingly collectivized nature of modern society. You find "Bohemian" youth in communist countries, in capitalistic countries, and in socialist countries.

We adults are frightened by youth because of their place uncertainty. A boy might ask you a question, "Would you please expand on that point?" and you expand on it. He objects to it. Even though his objections are valid you may still get the feeling, "does-he-know-his-place." Consider how a police officer might address an adolescent, "Say, don't you live in the other neighborhood?" The teen-ager might say, "Yes." "Well, why aren't you in the other neighborhood?" "Well, why can't I be here?" "Are you back-talking to me, boy?"

A Look 15 Years Ahead

What is going to happen in another 15 years? We are not going to give these adolescents what they want. What they want is more *real* responsibility. They want to be involved in the social process of change. They *should* be involved in this process. Their place uncertainty makes them question values that adults hold dear, and because of this they are less blind to the possibilities of change for the better. Because they are unsure of themselves, unsure of their values, they are still asking some vital questions.

We are very likely to have more and more cohesion among adolescents; not only among those in the universities but also among those in the high schools. The student youth movement will intensify. As a part of this process, student unions will emerge such as those in Belgium, France, Holland, and Japan. These organized student unions are saying, "We students have something in common against you educators, you professors, etc." In many of these places they are beginning to dictate the conditions under which they will be trained in the school.

These unions bargain with their respective universities and governments for recognition, for such things as student stipends or fees, and disciplinary and grading procedures. Youth's status uncertainty, their exploitation by commercial interests, the revolution in communications, our intransigence with respect to giving them positions of real responsibility, and the growing importance of higher education for career success, will result in a crystallization of a sense of common grievance among the youth of 1980.

Value Formation

Values in the context of "Rural Youth in 1980," raise questions about where rural youth are going in the whole area of values. The implication is that whatever values characterize their life are undergoing change and will not remain the same.

From that perspective, it is not difficult to anticipate that the values of rural life are going to change.

Where do rural youth fit into this? They have been less involved in forms of nonconventional youth behavior, less the pace-setters in any distinctive youth styles. This has been true to this point in time, but it may be somewhat less true in the future. The value framework by which youth will look at the world and will assess it, will change, of course, because rural life will change. There seems to be a certain peculiarity and ambiguity in the whole Extension program. On the one hand it was dedicated to a kind of modernizing and bringing more into the modern world, making more scientific, more technical the life of farmers – the whole agricultural way of life. On the other hand, it was firmly rooted in the idea that there was an agricultural way of life, a rural way of life, which in some dimension,

not always clearly specified, was different than, and morally preferable to the urban.

Rural-Urban Dichotomies?

Now, you have lived a long time with the rural-urban dichotomies in American society, and as an aspect of our experience, these two have become reified; that is, we talk as if they are real things. We erected the conceptualizations at a time when our cultural reality was less distant from these idealizations; but the point is, over time, we have departed more and more from them. They less and less describe reality, so we talk about an urban world and rural world as though they were so greatly different.

We live in a world in which there are no longer any such great differences. There is an illusion here, an illusion about a traditional rural way of life and its values; and it seems that one of the important experiences of rural youth is that they will emancipate themselves from this illusion. They will catch up with reality. It will be an education that will enlarge their perspective of the life in which they will be a part; furthermore, it will provide an enlarging, less parochial set of social experiences for them.

It will be an education contained less within a small, isolated corps of similar rural youth and more in a situation where they will encounter larger numbers of nonrural youth. They will come to conceive of the urban world differently than their fathers and differently than urban people have come to conceive of it. One of the significant issues in American society today, is what really is urban and what is rural. Our concepts are undergoing transformation.

We are living in a period when the very nature of the city is in radical crisis. What we conceive the city to be has tremendous portent for the kind of future urban structures that we will build. Now, urban sociologists have created varied sociological images of the city. The only difficulty with these, as they are found in our sociology textbooks, is that they really don't talk about the city of 1965; it is a question of whether they talk about anything past the city of 1935. We conceive of the city as the physical dimensions in which is contained a high level of human density and a set of life-style patterns peculiar to urban residence. In addition we think of some kind of arrangement among people differentiated by class, occupation, life style, often occupying different centralized segments of the city.

Closer Rural-Urban Ties

The whole transformation that is going on today does not suggest that the rebuilding of the cities is going to follow this pattern at all; rather, it may very radically differ from it. The highways and expressways which residential settlement follow, tend to merge urban and rural in a way in which they were never merged before. They are no longer sharply separated.

This will create community patterns in which the most urban and most rural types will be closer to one another and will have opportunities for interaction. It is particularly the youth who will exploit these opportunities. Because of common schooling, their perspective on the world will be changed and lead to their discarding older rural and urban ideologies.

Now we think of the rural youth as being contained within the family, within the community, within the church, perhaps within some farm organizations. For the rural youth of the future, these are no longer going to monopolize their significant life experiences. At an early age, many of them are going to detach themselves from these conventional patterns because they no longer express their value orientation toward the world. To the extent that they share a youth orientation, they will share it with youth who are not as rural as they are. They will be drawn into other patterns of experiences in which their ruralness is not as significant.

Their political attitudes are going to undergo change as well, not only because of an enlargement of social experience but also because of a recognition of the complex interdependency of the world of which they are a part. The philosophy of rural, rugged individual independence will be replaced by one in which the rural and agricultural life is interdependently interwoven with the total patterns of our society. One of the areas in which this is going to have impact is in the community itself.

Communities to be Less Important

Whether or not the community remains a continuing, viable factor in the life of rural youth is a serious question mark. This does not mean that youth will be without roots. People root themselves in many different kinds of ways. They attach themselves in meaningful fashions to collectivities of people, and it may be that the localized community will cease to be salient to the experience of all people in American society. If so, rural youth will then attach themselves to those who share similar life styles, educational values, and levels of experience and across larger physical areas.

Community, if it continues to have meaning, will not necessarily mean *local* community. Many urban human beings today are involved in *professional* communities that are not local in character and which frequently mean much more to them than their local community. This could be true for rural youth.

All of this is not to say that rural youth will disap-

pear as a distinct group. It is not suggested that there is a kind of historic trend in which we are putting everything and everybody into a kind of blender and all are going to come out the same way. Rather, it is suggested that some of the major differentiations in human experience and human life styles by which we have interpreted life and have built institutions in the past will not necessarily be the meaningful ones tomorrow. Rural youth, in their transformation, may most effectively express this.

Volunteer Leadership

Our definition of leadership can be defined realistically and dynamically to include the goal directedness of established social organizations such as Scouts, 4-H, Hi-Y, etc., and "Youth Clubs of the Future."

For the most part, these non-formal systems of education(non-formal meaning non-compulsory) have relied very heavily on non-paid, "voluntary" leaders to carry the organization forward.

The bulk of the voluntary force has been women, even in male organizations such as Boy Scouts of America. In 4-H, for example, approximately two-thirds of all volunteer leaders are women.

Assumptions for the Future

Excluding the possibility of a national catastrophe, it is possible, to some extent, to predict with reasonable accuracy that certain trends and conditions will exist in the future:

1. Population will continue to expand, greatly increasing the urban proportion of our total society. This increasing population will reside largely in metropolitan and suburban areas increasing the demand for services of all kinds.
2. The impact of scientific discoveries and technological advancements will be even greater during the next third of the century than it has been in the past. Skills and information will become obsolete at an increasing rate.
3. Increased specialization, in conjunction with the technological innovations, will result in an ever-changing occupational structure. Youth will be faced with a diversity of "specialized occupational opportunities" and will need new information for making career decisions.
4. The modern family, responding to a highly specialized society, will look more to others outside the home to direct the development of their youth. Diversity of interest among family members could weaken family cohesiveness as it is presently known. Adult and peer group influence outside the home will exert a greater influence on the development of youth than it does today. Family influence, if it continues to exist, will center more on common avocational interest than on economic interest.
5. Increased urbanization, with better communication and transportation methods, will interact to increase the number and type of inter-personal relationships required between individuals and groups. The nature and quality of these relationships will have far-reaching implications for the future of our democratic society, as well as our world neighbors.
6. We'll have more leisure time. Increased productivity and efficiency resulting from automation will leave time for other activities, mostly in the area of mass recreation and avocations.
7. A generally more affluent population will have expectations in regard to health, education, and personal welfare. This will be reflected in the type of educational programs offered to the various sectors and needs of the society.

Now let's focus on the availability of leadership for "out-of-school" educational activities in the 1930's.

Role of Women

Several things combine to alter the role of women in our society. Early marriage, concentration of the child-bearing years, modern home technology, educational level of women, acceptance of women in "man's" work world, need for additional income, etc. These things may change woman's role as the main source of volunteer leadership. Currently more than one-third of all women work outside the home, or will during their lifetime; by 1970 the Labor Department says 70 percent will be in this category. By 1980 we'll see a still further trend in this direction unless we have a complete redefinition of the role of all players in society.

Role of Men

Man's role as the main or only breadwinner is altering. Already we see evidence of man's willingness to assist women in the operation of the home. Some few are awakening to the need for man to fulfill his parental and community role of service to youth and youth's education via voluntary associations. This trend will continue and accelerate with the decade of the '70's. This, combined with society's redefinition of leisure time, should make man more available and more active in voluntary associations in the '80's.

Social Obligation

The age group 35-55 are the work horses of out-of-school educational groups. Recent studies show some widening of this age span, but not significantly so. Students of occupation explain these as the "community-mindedness" years when the family head has become content with his station in the community and now wants to contribute to the community.

In 1980 this age category will be occupied by the babies of the '20's, '30's and early '40's – not a plush period of births. At the same time, this nation will be in its second "baby boom" as the "baby boom" of the '60's begin families of their own. We will see more retirees in the volunteer leader force and men and women in their late teens and late twenties will also join the force.

It is likely that the new programs of Peace Corps, Vista, Student Corps, and the like, will alter this pattern of community obligation. Many youth and young adults will have developed skills in community leadership. At the same time, in the '60's, the current youth organizations are realizing that young people want to and need to learn community service skills. No doubt the future will include greater utilization of this vast energy source–more older youth in the regular leadership force.

Educational Attainment

Educational level of the total population will continue to rise. Studies in the 1950's and 1960's show continued increase in level of education of volunteer corps. If continued education offers greater resource on which to rely in one's own sphere of influence, then we can expect our leadership corps to be more effective and have more impact in the '80's. At the same time, because of this tendency toward more education, we can expect increased demand for training for the leadership role. We can expect greater demand for the basic "why's " than ever before.

Mobility

America is on the move. Transportation advances will accelerate this. At the same time expansion of industrial sabbatical leave programs and extended vacation periods could make it possible for many industrial area residents of the southern part of Michigan to also maintain homes in the recreational north.

Schools and other educational organizations may well be state- or region-wide in their membership. Indeed, 70 percent of all youth will travel outside the U. S. before they are 20 years. A system could be developed so that teacher and pupil could take their annual leave concurrently. Youth leaders may give leadership to various groups in various parts of the state or region depending on their vacation interests and location.

Public Priorities

Legislation of the '60's lead to continued and continuous support in the task of youth preparedness for the world of tomorrow. An interesting by-product of these programs is the development of indigenous leadership. Thus, public programs aimed primarily at youth in the disadvantaged segments of our society, are building up a much-needed force of leadership. Leadership that is being taught how to identify and solve local problems with people. Many of the leaders in these programs, doing work done in other segments of our society by volunteers, are being paid for their efforts.

Affluence

Money is even more abundant. There is an increased tendency of "sharing the wealth." The nation is engaged in a redefinition of work and leisure. There is an increased demand for "services" including that of child rearing – all the way from diaper service to scout pack leading and a willingness to pay for these services.

The '80's may be too soon to see this in full bloom. The trend is nevertheless underway in the 60's. We are likely to see most of the volunteer leader force replaced with paid personnel. At the same time, there is a reawakening to the responsibility of community service. Couple these two together and we are likely to see volunteer community boards setting policy and program to be executed by "paid" youth workers.

Leisure Time

Of all the variables attended to in this presentation, leisure time will have the greatest impact and holds the biggest "Ace" in the future. Given that we *do not* redefine work, the following should hold:

1. Less hours devoted to work but less control of one's time.
2. More women in the labor force, as we now know it.
3. Greater periods called "vacation."
4. Less satisfaction with current modes of using leisure time.
5. Intensified search for "meaningful" use of leisure time.
6. If people choose youth leadership as a meaningful pursuit, they will demand more training than we currently afford our volunteers.

Functions of Leaders

The basic question that must be dealt with is "leadership for what?" Youth leaders of the future will demand more specificity in role definition and expect to work in concert with several other people in building a total experience for youth. At the same time, while we will have greater demand for spelling out specific functions to be performed, we'll see greater and greater variability of teaching styles and techniques.

There will be greater concern, on the part of leaders, for guidelines for proper behavior and many questions in the area of what is appropriate for youth to do for themselves and what should leaders do for them.

1. Upper Peninsula Experimental Station, Chatham. Established. 1907. Poultry, dairy, soils, and crops. In addition to the station proper, there is the Jim Wells Forest.
2. Dunbar Forest Experiment Station, Sault Ste. Marie. Established 1925, forest management.
3. Lake City Experiment Station, Lake City. Established 1928. Potatoes, breeding of beef cattle, soil and crop management, and fish pond production studies.
4. Graham Horticultural Experiment Station, Grand Rapids. Established 1919. Varieties, orchard soil management, spray methods.
★ Michigan Agricultural Experiment Station, Headquarters, 101 Agricultural Hall, MSU, East Lansing. Established 1888. Research work in all phases of Michigan agriculture and related fields.
6. Muck Experimental Farm, Laingsburg. Plots established 1941, crop production practices on organic soils.
7. South Haven Experiment Station, South Haven. Established 1890. Breeding peaches, blueberries, apricots. Small fruit management.
8. W. K. Kellogg Farm and Bird Sanctuary, Hickory Corners, and W. K. Kellogg Forest, Augusta. Established 1928. Forest management, wildlife studies, mink and dairy nutrition.
9. Fred Russ Forest, Cassopolis. Established 1942. Hardwood forest management.
10. Ferden Farm, Chesaning. Plots established 1928. Soil management, with special emphasis on sugar beets. (Land Leased)
11. Estelle Farm, Elmira. Plots established 1949. Cropping systems with special emphasis on potatoes. (Land Leased)
12. Sodus Horticultural Experiment Station, Sodus. Established 1954. Production of small fruit and vegetable crops. (Land Leased)

Research Units of the Michigan Agricultural Experiment Station

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