

APPENDIX A

SOURCES OF DATA, METHODOLOGY, AND SAMPLING TECHNIQUE

The nature of the study required the use of several methods and sources of data: community delineation, interviews, schedules, and statistical data on farming and business enterprises and data on membership in clubs and churches. The methods and sources are briefly described.

(1) *Community delineation.*¹—The community, for purposes of this study, includes the farm area around the town, within which the people normally go to the town for their goods and services. The boundary of the community so defined was established by recognized techniques. First, the civic leaders were asked to indicate these boundaries on a map. Second, the margins were affirmed by interviewing persons living in doubtful areas as to their own community affiliations. In Arvin the boundaries were quite clear and there were no subcommunities or neighborhoods. In Dinuba there was considerable fluidity at the edges, especially toward the towns of Reedley and Kingsburg, and occasionally a "neighborhood" or a subcommunity based upon common religious tenets was found.

(2) *Interviews.*—About 30 persons in each community were interviewed. Such interviews were had with leaders in civic affairs in general, and leaders or representatives of different social, religious, and economic organizations. The interview was informal and designed to elicit information on the general character of the social and economic institutions of the community with particular reference to that phase of community life with which the person being interviewed had some direct connection. Data on the history of the communities were also obtained by means of interviews. Old records were sought, and provided valuable evidence on the development of the community. General statements concerning the effect of large farm enterprises on the community were obtained, as well as opinion of the present reclamation law. Especially important in this regard were the statements made by farm leaders. The interviews were not, however, in the nature of an opinion poll, but were designed to determine factually the social character of the community.

(3) *Schedules.*—Schedules were taken from a 10-percent sample of homes in each community by two trained investigators over a period of a month each in the two communities. The schedule falls into four sections: (A) Family composition, occupation, and history; (B) social participation in clubs, churches, and informal social events; (C) purchasing habits; and (D) level of living. A copy, edited to conform to actual practice after field alterations, is reproduced at the end of this appendix statement. (Begins on p. 118.) A few notes are necessary to clarify the meaning. Lettered items in boxes were used for coding;

¹ The work of community delineation was done by Walter C. McKain, Jr., regional leader, Division of Farm Population and Rural Welfare, Bureau of Agricultural Economics.