
CENTER UPDATE

Newsletter of the 4-H Center for Youth Development
University of California, Davis

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Notes from the Director

Rewards: An Update

—Marc Braverman

Many voluntary youth programs, including 4-H, make use of reward and recognition systems as a way to motivate youth to become involved in program activities and to complete long-term projects. Therefore, most youth program staff have a healthy interest in the research on extrinsic rewards and their potential to undermine children's intrinsic motivation to engage in learning activities on their own. Intrinsic motivation is usually conceived of as the tendency to take part in the activity in one's free time, when no rewards are present.

The Spring 1996 issue of *Review of Educational Research* contains an unusually lively debate (perhaps a redundant phrase when discussing academic journals) between a number of researchers on the topic of extrinsic rewards. The authors attack each other's research competence. Their criticisms drip with sarcasm. They question each other's scientific objectivity. All in all, it is one of the most delightful issues of the journal I've seen in quite some time.

The cause of the ruckus is an earlier statistical review (Cameron & Pierce, 1994) which concluded that, contrary to prevailing opinion, extrinsic rewards (including both tangible rewards such as tokens of achievement and verbal rewards such as praise) do not reduce intrinsic motivation and in fact seem to have no overall effect. Therefore, the authors recommend that teachers—who might hesitate to institute reward systems for fear of harming their students' intrinsic desires to learn—should feel no such reservations.

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Rewards: An Update (continued)

The current journal issue contains three separate critiques of this literature review, followed by a defense from the original authors. The most telling criticism (Lepper et al., 1996) begins by first making the point that extrinsic rewards have long been known to have a wide range of effects, sometimes increasing, sometimes decreasing, and sometimes having no effect on intrinsic motivation depending on the activities that are rewarded, the rewards that are used, and the ways they are administered. For example, using tangible, expected rewards has been found to lower intrinsic motivation for activities that are inherently interesting to the child, but to raise intrinsic motivation for activities that are inherently uninteresting. Lepper et al. argue that Cameron and Pierce (1994), in coming to their conclusion of "no effect" for rewards, made a serious mistake by averaging across a variety of strong but opposite effects such as this. That approach resulted in the appearance that there is little relation of any kind between rewards and intrinsic motivation, which is completely misleading and obscures longstanding research knowledge.

From my post as armchair quarterback, having read some of the relevant research over the years, I would say that the arguments and the weight of evidence favor the critics. A few of the points from these articles that I think are particularly pertinent for youth programs are these:

- The strongest evidence for negative effects on intrinsic motivation exists for expected, tangible rewards given for activities that are already inherently interesting to the child, especially if they are task-contingent (for example, those that depend on producing correct solutions).
- Unexpected rewards (such as spontaneous praise) have not been found, across studies, to have a consistent effect on intrinsic motivation.
- Rewards can have a negative effect if the child perceives them as a form of social control. This can reduce a child's feelings of autonomy and can change the interpretation of an activity from "play" into "work."
- The acquisition of new skills and the perception of competence can increase a child's intrinsic motivation for an activity. If rewards can contribute to this process by encouraging practice, they can have a positive effect. Once the child begins to find pleasure in the activity itself, rewards should be discontinued.

Undoubtedly this research literature will continue to grow, perhaps stimulated by the current debate. We cannot guarantee that the discussions will always be so refreshingly unfriendly, but we will certainly keep you posted.

References

- Cameron, J., & Pierce, W.D. (1994). **Reinforcement, reward, and intrinsic motivation: A meta-analysis.** Review of Educational Research, 64, 363-423.
- Lepper, M.R., Keavney, M., & Drake, M. (1996). **Intrinsic motivation and extrinsic rewards: A commentary on Cameron and Pierce's meta-analysis.** Review of Educational Research, 66, 5-32.

Out and About Around the State...

—Judy Wallace

Regional Projects, Teams, etc.:

Los Angeles After School Activity Program Evaluation Leadership Team, Offices of LA Unified School District (1/11/96; 4/22/96): Marc attends these team meetings which meet approximately quarterly. The Leadership Team oversees and guides evaluation planning issues for the After School Project.

Presentation to Humphrey Fellows, UC Davis, International House (1/11/96): Ramona presented the history of 4-H, the development of the 4-H Center for Youth Development, and the operations of the State 4-H Program to visiting scholars from developing countries.

4-H Curriculum Committee Meeting, Riverside (1/25-1/26/96): Marc serves on the Curriculum Committee which develops procedures for curriculum development and review that can be used by the CA 4-H Program.

North Central Region Youth Research & Development Workgroup, Solano County (2/22/96): Ramona attended this all-day meeting with self-selected 4-H YD Advisors from the NCR. The workgroup's ongoing mission is to study theories, research and practices in youth development.

National Meetings:

USDA CYFAR Project, Washington, D.C. (1/16-1/17/96): Marc participates with this national team of Extension experts, brought together by CSREES/USDA. The CYFAR (Children, Youth, and Families At Risk) Initiative is a collaborative effort of the Cooperative Extension System to "develop and deliver educational programs that equip limited resource families and youth who are

at risk for not meeting basic human needs, to lead positive, productive, contributing lives." This specific meeting is part of a continuing project to develop an evaluation strategy that will measure and monitor the ongoing effectiveness of CYFAR funded activities.

American Educational Research Association Conference, New York (4/8-4/10/96): Marc attended this professional society conference, and participated as a discussant in a session on methodological issues in survey research.

Conferences:

State Leadership Conference Planning, UC Davis (1/20/96, 2/10/96): Anna and Ella have attended planning meetings for this year's State Leadership Conference to be held at UC Davis on August 3-6, 1996.

Partners In People Conference, UC Berkeley (3/27/96): Marc and Anna attended this annual training conference at UC Berkeley. It is sponsored by the North Central Region YD Staff and open to both 4-H and non-4-H youth service professionals.

Y.E.S. (Youth Entrepreneurship Symposium), Long Beach (4/26-4/28/96): Ella attended this national symposium on workforce preparation and entrepreneurship opportunities for youth.

DANR Regional Meetings:

Center staff have attended these Regional YD staff meetings this spring:

- North Central Region 4-H Staff Meeting (1/24/96)
- South Central Region 4-H Staff Meeting (1/10/96)
- Northern Region 4-H Staff Meeting (3/28/96)

1996 CYD Spring Conference

—Anna Otto Sherlock

Staff at the Center are hard at work planning the 1996 Spring Conference. The conference is an opportunity for colleagues from the entire state to gather for professional development. Registration materials for this year's conference should be mailed to the counties in early May. For now, make sure to mark the following information on your calendar:

Dates: Tuesday, June 4, 1996 and
Wednesday, June 5, 1996
Wednesday, June 5, 1996

Location: University Club, UC Davis

To date, confirmed presentations include the following:

- Keynote address by Giovanna Stark, Executive Director of the Child Development Advisory Committee. The committee is appointed by the governor and provides information to the executive and legislative branches on issues affecting children in California. Ms. Stark will provide an overview of policy issues affecting children and families in California.
- Session on Attachment and Development in Middle Childhood and Adolescence by Carol Rodning, Professor, Department of Human and Community Development, and Director, Child and Family Studies Center, UCD.
- Session on Qualitative Research Methods by Betsy Brenner, Professor, Graduate School of Education, UCSB.
- Session on Curriculum Development Strategies for Experiential Learning by Rich Ponzio, 4-H Youth Development Specialist.
- Session on Resiliency by Bonnie Benard, Prevention Specialist for Western Regional Center for Drug Free Schools and Communities.
- Session on Managing and Strengthening a Volunteer Program by Betty Stallings, an international trainer, keynote speaker, and consultant specializing in volunteer management.
- Panel presentation on Community-Based Innovations for Youth Programming. Panelists include: Ann Willmann, City of Davis Parks and Recreation Department and producer of the annual Children's Nutcracker; K.D. Kurutz, Curator of Education, Crocker Art Museum; Jeffrey Smith, Executive Director of Home Alone, a cooking series for latchkey kids; and Delmance "Ras Mo" Moses, artist-activist involved in Popular Theater, "an international social justice movement that uses language and lived experiences of people to involve local groups in defining community issues and developing scripts to tell their story."
- Tour of the UCD Children's Experimental Garden, an ecologically based education program for school aged children.

Staff at the Center are currently in the process of confirming additional presentations. We are pleased to acknowledge the financial support of the California 4-H Association (CA4HA) in making some of these sessions possible. Following the sessions on Tuesday, the California 4-H Association will be hosting an informal reception at the University Club.

4th National Youth Entrepreneur Symposium (Y.E.S.)

—Gary Beall

Teenage entrepreneurs, teens hoping to be entrepreneurs, and adult team leaders from throughout the country converged at the Long Beach Sheraton on April 25-28 for the 4th National Entrepreneur Symposium hosted by Cooperative Extension's Southern Regional Office.

The program committee headed by Judith Kingston, Los Angeles County 4-H Youth Advisor, put together an exciting mix of programs and activities featuring successful teenage business success stories, seminars on business planning and financing, and business field trips. Thirteen-year-old orator Ayinde Jean-Baptiste, who began public speaking when he was four and delivers motivational messages throughout the county, delivered the keynote address.

Other program highlights included Youth from the Hood Working for the Public Good who formed The Umoja Children, Inc., an African-American greeting card company, a group of 4-H youngsters from Alabama who have discovered that there's money in designing and making costumes for historical reenactments, and the story of a nine-year-old who turned his 4-H woodworking project into a thriving furniture business. Adults at the conference had the opportunity to learn about programs that help teen mothers get into business, games that can be incorporated into business programs, and "learn and earn" programs for kids.

Leader Trainings

—Anna Otto Sherlock

The Center is presently coordinating leader trainings to be held in each of the regions

this fall. These events are intended to be an additional training opportunity for leaders and are not meant to substitute for local training efforts or orientations. The sessions will be all day events, on Saturdays, from 10:00 a.m. to 4:00 p.m. We anticipate offering three sessions per training, one in each of the following areas: research and/or teaching, communication and interaction, and policy matters. The session on policy matters will be presented by the Program Coordinator's Office. We hope to use advisors as presenters in the other subject areas. (Be on the look out for our presenter request form in the near future.) Please help us announce the following training dates in your region:

<u>Date</u>	<u>Region</u>	<u>Location</u>
9/28/96	Southern	LA Cnty
10/5/96	N. Central	Yolo Cnty
10/12/96	Northern	Tehama Cnty
10/19/96	S. Central	Fresno Cnty

DANR Competitive Grants Program

—Anna Otto Sherlock

In response to the March 20, 1996 memo from Marc, the Center facilitated the formation of two collaborative teams for the DANR Competitive Grants Program. On behalf of each team, the Center prepared and submitted two proposals titled "Preparing Adolescents for the World of Work" and "Understanding and Promoting Ethical Behavior in Youth." Each team includes Advisors from throughout the state, including representation from each of the four DANR regions. In addition, the Center assisted on the development of an individual submission from an Advisor.

SOCC (Strengthening Our Capacity to Care) Electronic Trainings: A Big Success

—Judy Wallace

On March 18 and 20, 1996, the Center, with additional funding from the DeWitt Wallace Reader's Digest Fund, the National 4-H Council, and the State Program Coordinator's Office, hosted two electronic trainings for staff and leaders. The first was held at the UC Davis campus and the second took place at Cal Poly San Luis Obispo. Each was a full-day of training, starting at 9 a.m. and ending at 4:30 p.m.

We were pleased by the overwhelming number of responses we received for the trainings, particularly for the UC Davis site. Rhonda Conlon, a microcomputer specialist from North Dakota State University, did a superb job training participants in the use of: Netscape, how to do research on the World Wide Web, E-mail listservers, searching the Internet for children, youth and family resources, and E-mail etiquette.

In total, 51 staff and leaders received training. There was representation from County Directors, YD Advisors, Program Representatives and Coordinators, Staff, and community and club leaders. Thank you to all who attended!

Society for Research on Adolescence (SRA) Biennial Conference

—Ramona Carlos

CYD staff were fortunate to attend SRA's conference which was held in Boston, Massachusetts on March 7-10, 1996. The conference gave us an opportunity to learn about research on a variety of issues concerning adolescents. Some of the topics of presentations and symposia included: the relative effect of factors which impact

adolescent development, including social contexts such as family, peers and community; risk taking behaviors and how they influence an adolescent's future; personality, cognitive and emotional development; looking at social problems and interventions to ameliorate them.

The depth of the topics on which data were presented was impressive. Invited addresses and symposia were on topics such as youth and family policy, the prevention of mental health problems in children and adolescents, the importance of caring and how it can be incorporated into educational practices, the psychobiology of emotional and physical stress in humans and subhuman primates, issues in research on parenting, and the prevention of violence in youth. In addition to looking at factors which affect non-optimum adolescent development, there is a strong interest among scholars to look at what's good about kids and their lives and what are those factors which impact positive, healthy development. The presentations were very stimulating and thought-provoking. The information will prove to be very relevant for our Center projects. If anyone is interested in additional information about the conference and the speakers, we will be happy to share what we have.

Update on Collaborative Grants Program

—Judy Wallace

For those who attended the State Program Coordinator's Conference this past January, 1996, you were fortunate to hear midyear progress reports from the Collaborative Grants Program recipients. All but one team were represented at the UC Davis conference. Many teams even brought research assistants in addition to representatives from the campus and county collaborative team. The 4-H CYD would

like to thank the teams for the time and effort expended in putting together such thorough presentations.

In addition, grants program recipients completed written midyear progress reports. These have been evaluated by the Center and written feedback has been provided to all team members. Overall, reports were very comprehensive, clearly written, well detailed, and met all guidelines. As requested, accomplishments to date, and project activities, were described in full. We were pleased to realize the excellent progress being made.

For your information, project titles and principal collaborators are listed below.

"Working with Challenging Children"

Campus Co-Principal Investigator:

R. Kraft

County Co-Principal Investigator:

S. Murdock

"Researching and Replicating Success"

Campus Co-Principal Investigator:

C. Hartsough

County Co-Principal Investigator:

R. Franklin

"4-H Science and Society"

Campus Co-Principal Investigator:

H. Schutz

County Co-Principal Investigator:

R. Enfield

"Antisocial Behavior Among Immigrant Youth"

Campus Co-Principal Investigator:

L. Harper

County Co-Principal Investigator:

J. Brenner

"How Children See Cities"

Campus Co-Principal Investigator:

J. Leavitt

County Co-Principal Investigators:

J. Pusey and D. Thompson

"The Look: Young Teenagers' Negotiation"

Campus Co-Principal Investigator:

S. Shields

County Co-Principal Investigator:

C. Paterson

"Youth Naturalists/Docents Program"

Campus Co-Principal Investigator:

M. Polne-Fuller

County Co-Principal Investigator:

M. Marzolla

4-H Older Member Evaluation Progress Report

—Ramona Carlos

We are pleased to report that we have completed almost all analysis of the tremendous amount of data we collected. We met with the Oversight Committee on April 2, 1996. At that meeting, we presented initial conclusions from the evaluation and the preliminary recommendations that we developed based on the findings. We are in the process of preparing our report, which will include a description of the methodological procedures and a complete description of our findings and recommendations. We hope this report will stimulate discussion about how we serve, and can potentially serve, older youth.

County Spotlight: Responding to the record keeping needs of rural 4-H Club members: An update from Valerie Coe.

—Ella Madsen

During the past year Valerie Coe, 4-H Youth Development Advisor in Modoc County, has instituted a change in the 4-H Club program that has been welcomed by both club members and parents alike:

SIMPLIFIED RECORD FORMS!

Two factors which precipitated this change were:

- In an area as isolated as Modoc County, most participation is on the county level. This new record keeping system serves the needs of 4-H members in their club and county activities. However, if a member wishes to compete at the state level he/she needs to use the standard record forms.
- In a rural community children and youth are involved in a variety of school and community activities and record keeping needs to be realistic and practical.

Working with a committee of parents and leaders, Valerie has revised and condensed the forms used for personal development and project reports for novice, junior and senior level members. The committee also developed a Star Ranking Sheet. Currently they are working on revising and simplifying the livestock project budget sheet.

Besides being shorter and easier to understand, the new forms are designed to encourage thinking and writing about the project experience and the expression of individual ideas rather than merely serving as checklists of accomplishments.

An important part of the new personal record packet is a 10 month calendar. Its purpose is to help members develop practical skills in planning and organizing their time and activities and feel a personal sense of responsibility for managing their projects.

The new personal record packet has been in use since last fall and will be evaluated by

the committee in June. Valerie would be interested in working with other Advisors to obtain a small grant that would fund the development and distribution of a record system that would be applicable statewide.

Have news you wish to share? Is something exciting or interesting happening in your county? Are you proud of a particular project and want to tell the state? Has an event occurred in your region that you think others could learn from or should know about? If you've answered "YES!" to any of these questions, please contact Judy Wallace [916-754-8434 or jmwallace@ucdavis.edu] to be featured in our next County Spotlight. We'll conduct the phone interview and write up your story. All you do is the talking. Thanks for volunteering to share!

Center Evaluation—1995

—Anna Otto Sherlock

Thanks to everyone who completed and returned an "Evaluation of Services Provided" form. In total, 30 forms were returned: 21 from Advisors, 7 from program staff, 1 from a Specialist, and 1 unidentified. The regional breakdown was 2 from the North, 14 from North Central, 7 from South Central, 6 from the South, and 1 from campus. Overall, the services provided by the Center were highly rated, with most questions receiving a mean rating around 4 (on a 5 point scale). Written comments yielded thoughtful insight and valuable suggestions. The feedback has been used in planning the sessions for our upcoming Spring Conference and topics for future publications.

Highlights of the Partners in People Conference

—Shelley Murdock

—Tammie Erhard

The eighth annual Partners in People Conference, sponsored by Youth Development Staff from the North Central Region, was held March 27th on the Berkeley campus and attended by 148 participants from diverse agencies and businesses such as Americorps, PG&E, Camp Fire and Friends Outside. This year's conference, "Connecting Campus and Community: Applications in Youth Development" featured Former Governor Jerry Brown as the luncheon keynote speaker. Brown is currently involved in the "We the People Foundation" whose mission is to renew Oakland neighborhoods from within. His address was very impassioned and although there were those present who did not agree with some of his statements, everyone noted that "he gave them something to talk about!"

Since the inception of the conference eight years ago, multicultural diversity has continued to be the most sought after workshop topic. Glenda Valentine received favorable reviews for her workshop, "Teaching Tolerance" and morning keynoter, Richard Santana, who gave a very creative presentation on "Breaking Stereotypes," proved to be extremely popular.

This year many of the North Central Region Youth Staff devised and presented workshops on a variety of topics. Staff also created a "Festschrift," a collection of individually written articles which was presented to Dr. Gomes in honor of his new position as UC Vice-President-ANR. All in all, it was a very lively and interactive day.

The Foundation, UCCE Staff, 4-H Members and Volunteer Leaders Join Forces for the First 4-H Benefit at Santa Anita Park

On March 23, 1996 4-H members representing several Southern California counties shared their livestock, science, and craft projects with an estimated crowd of 26,000 people at the first "4-H Day at Santa Anita Park." Festivities opened with a dramatic moment when the entire crowd stood for the national anthem while 24 mounted 4-H color guards presented the flags in front of the grandstands. At a gourmet luncheon, the Foundation presented John and Carole Harris of Harris Ranch with the prestigious "4-H Clover Leaf Award" for their support of the California 4-H Program and their leadership in California Agriculture.

The rest of the day offered something for everyone. The general public was invited to interact with 4-H members in the spacious infield area where they experienced a myriad of rural and urban 4-H activities including a petting zoo, a mini science fair, guide dog puppy training, livestock judging and after school projects. Over 300 4-H members helped to dispel the myth that 4-H is "just cows and cooking" by illustrating how innovative 4-H programs developed by the University of California reach children from all walks of life, from the farm to the inner-city. Master Gardeners and Master Composters from UC's Cooperative Extension office in Los Angeles County were also on hand to offer tips on home gardening, horticulture and composting.

Benefits like "4-H Day at Santa Anita Park" help the California 4-H Foundation in its role to maintain and expand 4-H Programs, so more young Californians can benefit from 4-H every year. By working together, the Foundation, the University and 4-H members, staff and volunteers can help the public become more aware of the variety of

educational experiences 4-H offers today's children.

California 4-H All Star and Leadership Conferences

—Ken Willmarth

An organizational team comprised of 1996 Diamond Stars, 1995 National Conference Delegates, Diamond Stars from previous years, UC Collegiate 4-H representatives, and other 4-H youth leaders has been deeply involved in the initial conceptualization and planning stages of the 1996 4-H Leadership Conference—and the results are exciting.

In step with the National 4-H Council's programmatic focus on Workforce Preparation, this year's conference is focusing on fundamental skills, attitudes and behaviors that will help youth meet the challenge of planning and preparing for careers in our rapidly changing high-tech society. Through workshops, a career fair, motivational speakers, and a variety of fun activities, delegates will be exposed to new ideas, curricula, and resources designed to help them prepare for a successful future.

Among the topics proposed for two-session workshops are citizenship, service learning, financial management, career exploration, the Internet, project planning, and science education. Suggested one-session workshop topics are conflict resolution, leadership, opportunities in 4-H, lifescaping, publicity, peer counseling, resume writing, and college entrance requirements. More information and registration materials will be available by the end of April.

I realize the 4-H Leadership Conference requires a major commitment of human and financial resources from all segments of the 4-H program. Volunteers, youth, YD Advisors, and YD Specialists all play a vital

part in the success of such an event. The direct involvement of staff as facilitators of educational sessions and as mentors to youth leadership teams is essential. The commitment and support of all who have been involved in the planning, and who will be involved in carrying these plans forward, is most appreciated.

The CENTER UPDATE is a quarterly publication of the 4-H Center for Youth Development. Please send your ideas, comments, and suggestions to CENTER UPDATE, 4-H CYD, Hart Hall, University of California, Davis, CA 95616.