


Lecture 3

“Extension Methods”



“Knowledge without practice makes but half
an artist”

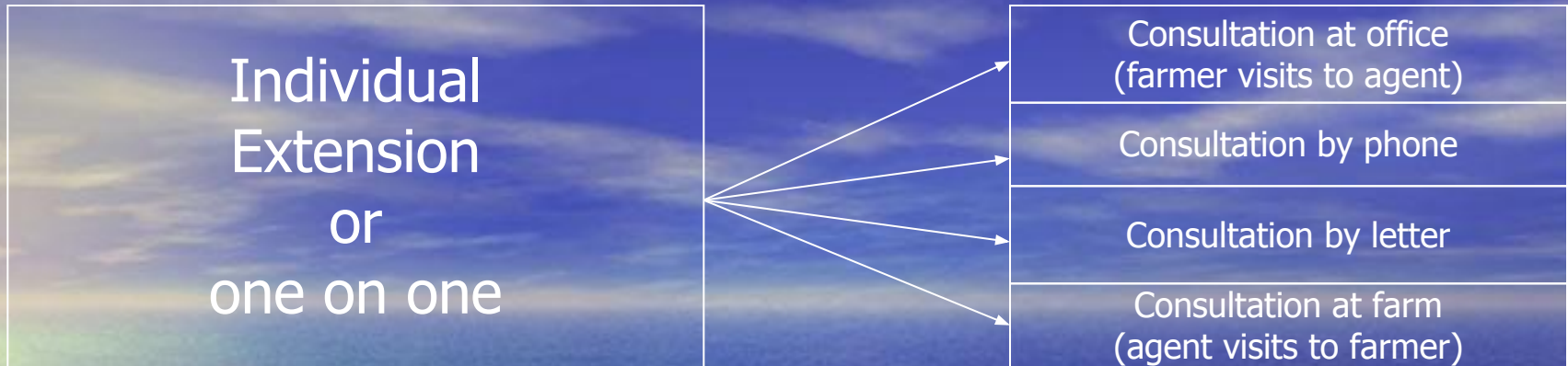
18 th century proverb

Contents

- Extension Methods
- Individual Extension
- Group Extension
- Mass Extension
- Extension Tools

Extension Methods

- EM comprise the techniques of communication between extension workers and target groups with the aim of motivating and enabling them to find ways of solving their problems.
- Depending of the particular methods, communication can be on a mutual basis (exhibitions, group discussion) or one-way directed (information through brochures).
- There are three group of extension methods:
 1. Individual
 2. Group
 3. Mass



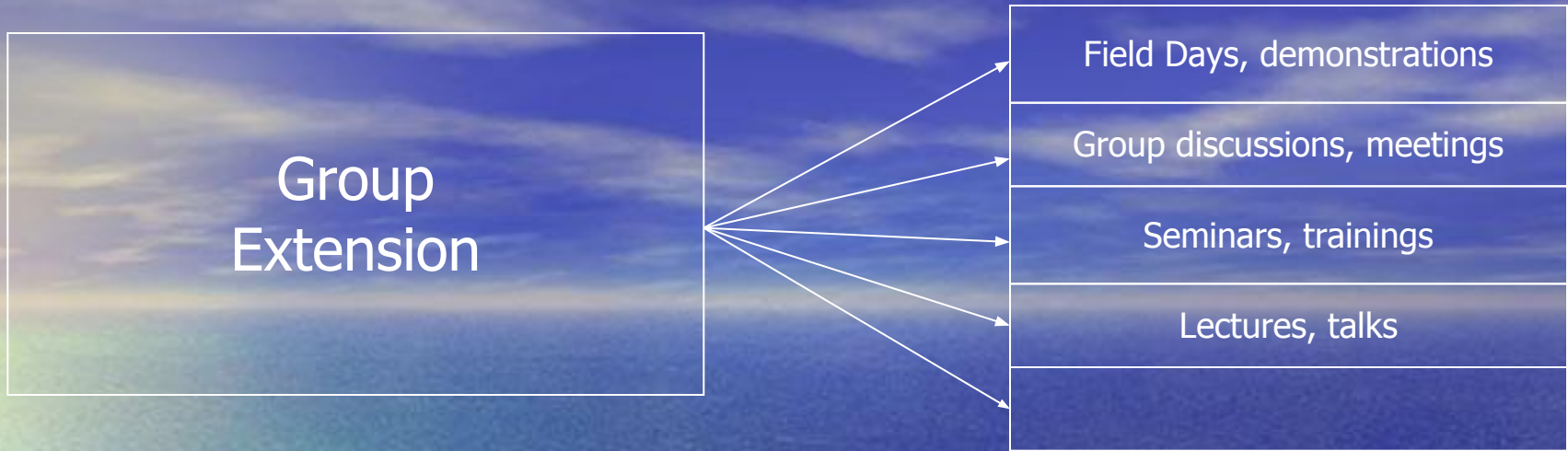
We classify discussion situation and outline several discussion models which can be used in different situations.

IE is the most intensive form of communication between farmers and extension workers.

Basic principles of discussion using the participation model.

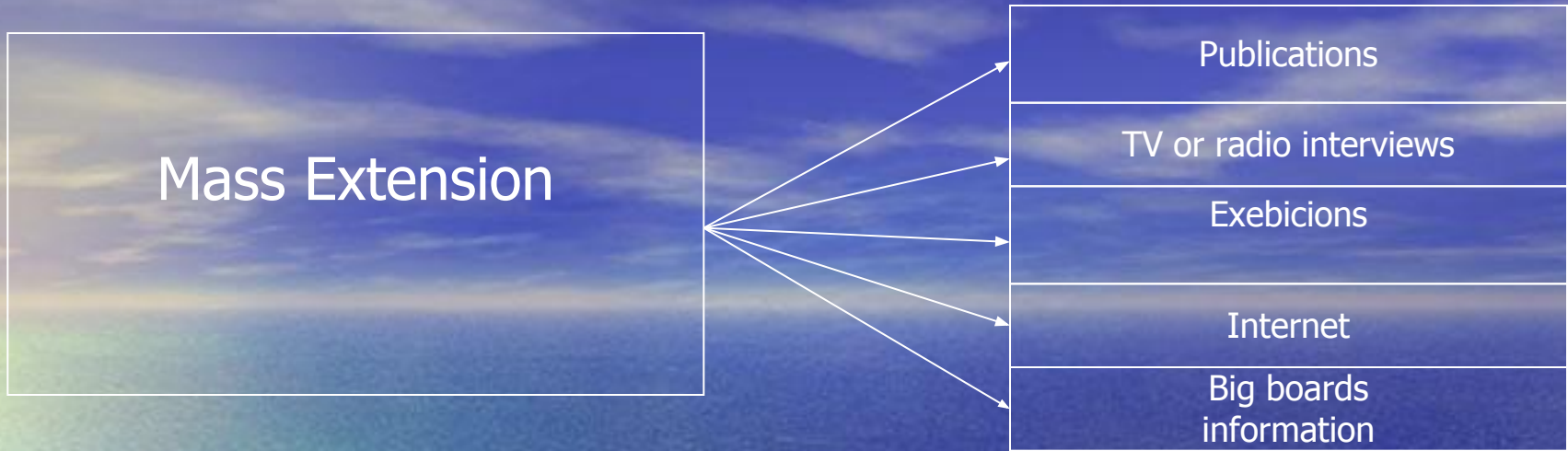
Main phase in process:

1. Establishing what the problem is.
2. Searching for a solution
3. Choosing a solution
4. Evaluation



GE is the most important method for advising and promoting the interest of a large number of small farmers.

The number of people should ideally not exceed 15 to 20



ME is to address a large number of people at once.

The people are not a close contact with each other.

ME are characterized by a one –way flow of information with the emphasis on the use of communication aids.

Extension Tools

Adoption Model

- 1. Awareness
- 2. Interest
- 3. Knowledge
- 4. Trial
- 5. Decision



- Tools – Awareness

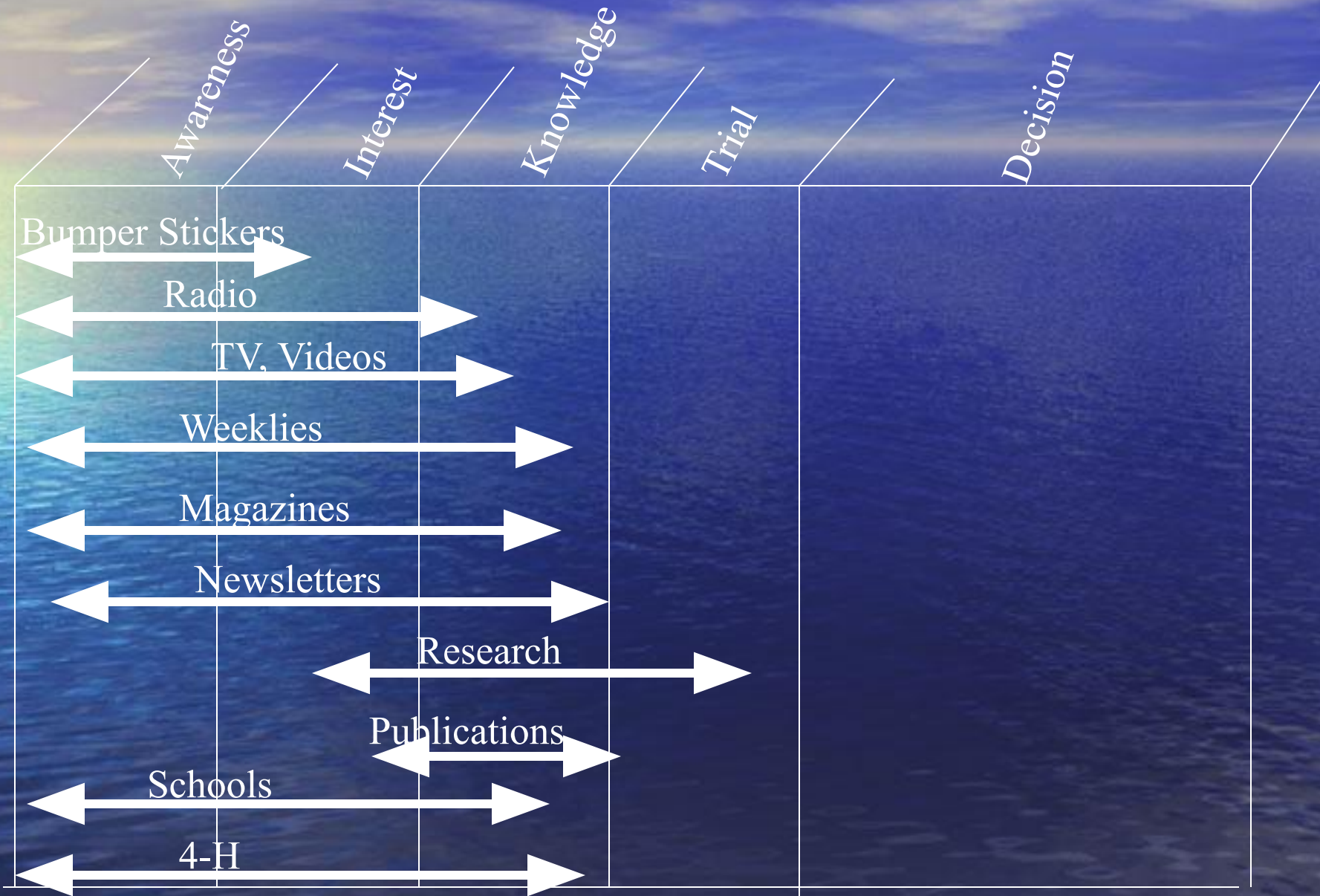
- Radio

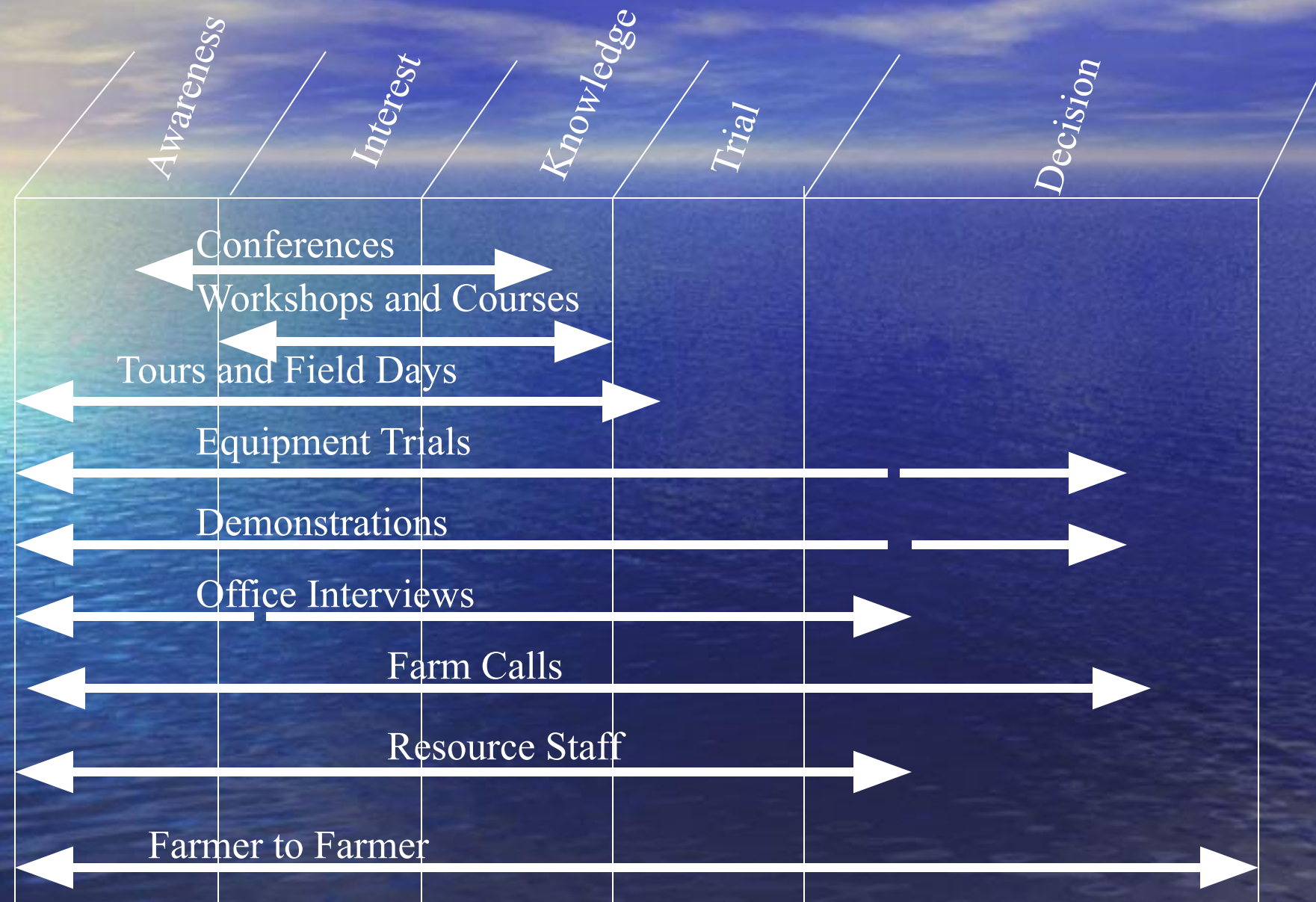
- TV

- Newspapers

- Newsletters

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- Tools – Knowledge
 - Publications
 - Demonstrations
 - Workshops
 - Farm Calls







Questions?