



Extension Methods and Techniques

Tammy Erann Soussan



The general objective:

To impart new knowledge, skills,
attitudes

which will, in turn, lead to a
change in behavior

bringing about
improved agricultural practices,
better production (q & q)
community/rural development
higher income and quality of life



How?



Extension teaching methods

Tools and techniques used to create communication between extension workers and farmers

in order to


extend new knowledge, skills & attitudes to the rural population

by

drawing their attention


arousing their interest and

providing a successful experience



Any extension activity must take into account the following factors:

- 1) The objective
- 2) The audience
- 3) The subject
- 4) The situation



Some **MACRO** (General) objectives of extension:

- Linking farmers to markets
- Enhancing crop diversification;
- Coupling technology transfer with other services;
- Environmental conservation;
- Capacity development including entrepreneurship, managerial skills, innovation and non-farm employment;
- Building linkages between farmers and other agencies



You need to define:
What are your **SPECIFIC**
objectives?

TARGETS

OPERATIONAL

INSTRUCTIONAL



Extension teaching methods

ACCORDING TO THE AUDIENCE

Three types:

- Individual-contact methods
- Group contact methods
- Community or mass contact methods



Extension teaching methods

Individual-contact methods

- Provide opportunities for face-to-face or person-to-person contact
- Most effective in teaching new skills and creating goodwill between farmers and extensionists.

Extension teaching methods

Group-contact methods

- Small groups (~20 to 25 people), generally formed around a common interest.
- Involve personal contact, provide an opportunity for the exchange of ideas and discussions, allow for specific technical recommendations and for group decisions.



Extension teaching methods


Mass or community-contact methods

- Used when an extension worker has to approach a large number of people to disseminate new information quickly
- Useful for making people aware of the new agricultural technology but not generally effective in the teaching of new skills.

Extension-teaching methods

Individual contacts	Group contacts	Mass contacts
Farm visit Home visit	Method demonstration Result demonstration	Bulletins Leaflets
Office calls	National demonstration Leader training meeting	Mass mailing Websites
Telephone calls	Conferences Discussion meetings Workshops	Circular letters Radio
Personal letters/ e-mails/text messages	Seminars Courses Field trips	Television Exhibitions, Fairs, Posters

Extension-teaching methods according to their form

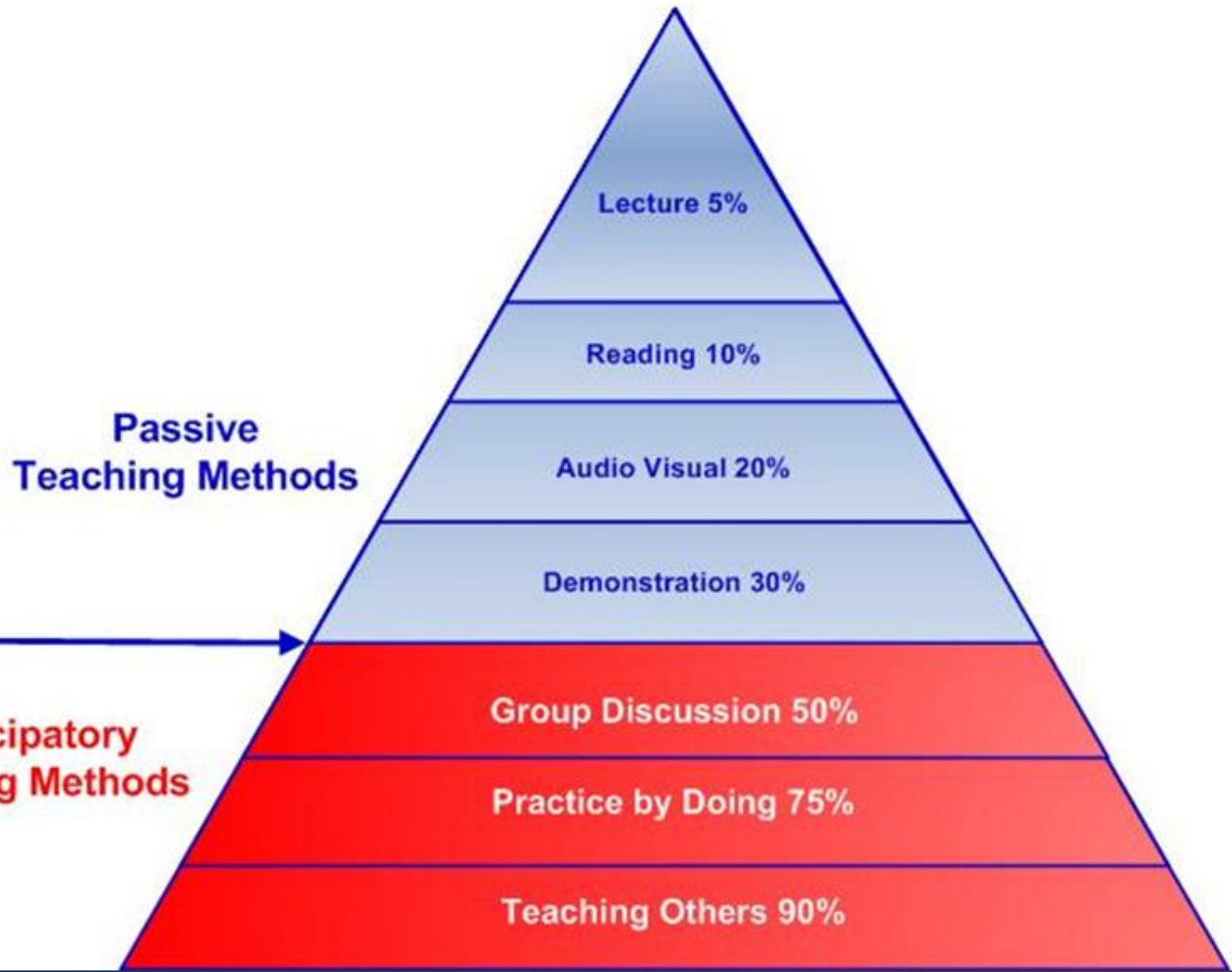


- spoken words
- Written words and other audio-visual aids
- touch (practicum)
- taste and smell
(When possible)

Combining different forms will increase the chances of successful assimilation!!

The Learning Pyramid

Created by the National Training Laboratories in Bethel





Extension teaching techniques

Farm & home visits

- Direct or face-to-face contact with the farmer and members of his/her family.
- Provides an opportunity for a two-way communication.
- Allows for data collection
- Interviews
- Allows for individual teaching of skills

Extension teaching techniques

Result demonstration

- Used to prove the advantages of recommended practices and to demonstrate their applicability to local conditions.
- May be conducted by a farmer under the direct supervision of an extension worker.
- Designed to teach others, in addition to the person conducting the demonstration.
- Helps farmers to learn by seeing & doing.
- Can be used to show the superiority of specific practices, for example, the use of fertilizers.

Extension teaching techniques

Method demonstration

- Demonstrates a certain technique for doing things or carrying out new practices, e.g. preparing a nursery-bed, taking a soil sample, grafting fruit trees, etc.
- This method is usually used for groups of people.
- Mainly for teaching theoretical knowledge

Extension teaching techniques

National/regional/district demonstration

- "first-line demonstrations," conducted by researchers in the farmers' fields to show how production can be increased per unit of area & per unit of time.
- Usually include the system of multiple cropping & the use of high-yielding varieties, along with the best package of practices.

Extension teaching techniques

The problem:

Many extensionists believe that if they simply demonstrate the advantages of a certain technology or method, the farmers will immediately adopt it.

THIS IS NOT SO!

A great many failures in agriculture are due to this error – demonstration alone is not enough. **The farmer must not only be willing, he must also be able** (resources and skills)

Extension teaching techniques

Lectures

- Advantages:

- 1) Transmitting large amounts of information in a short time to large audience
- 2) Abstract ideas and unfamiliar subject can be conveniently presented

- Limitations:

- 1) Content not usually well remembered
- 2) Audience generally passive
- 3) Not affective for teaching skills, rarely effective for changing attitudes

Extension teaching techniques

Group discussion

- Used to encourage & stimulate farmers to learn more about the problems that concern their community.
- Allows a true exchange of ideas
- A good method for involving the local people in developing local leadership & in deciding on a plan of action in a democratic way.

Extension teaching techniques

Advantages of Group discussion

- 1) Active participation
- 2) Mutual learning
- 3) Pooling of experience
- 4) To change participants attitudes
- 5) To develop their spirit of cooperation
- 6) To develop their sense of responsibility
- 7) To develop their sense of criticism and creative thinking
- 8) To discover and encourage potential leaders
- 9) To reach group decisions

Extension teaching techniques

Limitations of Group discussion

- Limitations:
 - 1) Time consuming
 - 2) Effective only in relatively small groups
 - 3) Not suitable for teaching of skills
 - 4) Requires of participants some prior knowledge and communication skills

Extension teaching techniques



Exhibitions

General meetings

Campaigns

Tours & field days

Seminars and courses

Printed matter (literature)

Television and Radio

Movies/videos

ICT – social media



Choosing your method

For an effective use of extension-teaching methods, it is not enough to know these methods and their techniques. What is more important is the appropriate selection of a method or combination of methods for a particular situation.

Remember:

objective, audience, subject, situation

Review of extension methods

Method	TK	PK	A
Personal interview or talk			
Farm visit			
Teaching of skills			
Discussion			
Lecture			
Method Demo			
Result Demo			
Demonstration Day			
Fair / Exhibition			
Mass media			



REMEMBER:

When a farmer is exposed to a new idea several times by different methods or a combination of methods, he is more likely to assimilate the information and to adopt the new behavior



Thank you