

## Module 2: Overview of Extension Methods and Tools



### LECTURER GUIDE

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# Module 2: Overview of Extension Methods and Tools

## Pre-assessment

After reading through the module overview and introduction complete the following pre-assessment in order to determine how comfortable you are with the topic of extension. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

	Question	Self-assessment				
		Low		High		
1	Are you familiar with the role of extension in addressing the needs of rural farmers and how it has developed into the system as it is today?	1	2	3	4	5
2	Do you understand what it means to be an extension professional and what is required of you?	1	2	3	4	5
3	How familiar are you with the different extension approaches and the circumstances under which they are applied?	1	2	3	4	5
4	Do you understand how reforms such as decentralisation and privatisation have affected extension practices?	1	2	3	4	5
5	Are you familiar with the different types of extension tools as well as the advantages and disadvantages of each?	1	2	3	4	5

Question		Self-assessment				
		Low			High	
6	Are you comfortable in your ability to correctly select tools and approaches for any circumstances you may work in?	1	2	3	4	5
7	Are you aware of scientific journals and how they may assist you as an extension practitioner?	1	2	3	4	5

*Answer: Learner's own answer.*

# Study unit 1: Innovation and development in extension

## Session 1.1: The value of extension

### Activity 1.1 Individual activity: The role of value of extension

Indicate whether the following statements are true or false.

1. Extension is a continually developing field constantly adapting to the needs of rural producers. (2)

*Answer: True.*

2. The decentralisation of extension services has made public extension services unnecessary. (2)

*Answer: False.*

3. Extension services are provided by a small number of stakeholders. (2)

*Answer: False.*

4. Hundreds of thousands of extensionists operate across the world improving the livelihoods of rural communities. (2)

*Answer: True.*

5. Extension programmes only ever show low rates of return. (2)

*Answer: False.*

6. Extension programmes operate in only a small number of countries. (2)

*Answer: False.*

**Total: 12 marks**

## Session 1.2: Extension as a science

### Activity 1.2 Individual activity: The scientific value of extension

1. Connect the terms in column A to the appropriate description in column B. (5)

A. Term	B. Description
1. Extension	a. An essential part of maintaining the quality of academic literature
2. Disciplines	b. Forms part of the extension science
3. Anthropology and sociology	c. Different branches of knowledge
4. Scientific method	d. A branch of the social sciences
5. Peer review	e. The approach used to gather information, test hypotheses, observe, and contribute new knowledge or theory

*Answer: 1.d, 2.c, 3.b, 4.e, 5.a.*

**Total: 5 marks**

## Session 1.3: Extension as a profession

### Activity 1.3 Individual activity: The Code of Conduct

Fill in the blanks using the provided words. (5)

1. A profession is a recognised body of practitioners with a common body of \_\_\_\_1\_\_\_\_, a code of conduct, is governed by a legal \_\_\_\_2\_\_\_\_, and may require formal registration and continuous professional \_\_\_\_3\_\_\_\_.
2. The "\_\_\_\_4\_\_\_\_" is sworn by physicians to abide by ethical conduct.
3. A code of conduct is not just good practice but may also form part of the \_\_\_\_5\_\_\_\_ of the profession.

A. Development, B. Legal Framework, C. Hippocratic Oath, D. Knowledge, E. Framework

*Answer:*

1. *Knowledge*
2. *Framework*
3. *Development*
4. *Hippocratic Oath*
5. *Legal framework*

**Total: 5 marks**

# Summative assessment: Unit 1

Complete the following questions.

1. Multiple choice questions. (12)

Select the most correct answer from those provided.

Question	Answers
1. Extension includes	A. Participatory research B. Adult education C. AKIS D. AIS E. All of the above
2. A professional association	A. Can't remove someone's qualification as a professional in a field B. Does not have any legal framework C. Allows for continual development of members D. Protects the public by means of codes of conduct and verified bodies of knowledge E. C and D F. A and C

Question	Answers
3. Journal articles	<p>A. Require a postgraduate qualification to contribute</p> <p>B. Are peer reviewed</p> <p>C. Are a major source of information for many professions</p> <p>D. B and C</p> <p>E. A and B</p>

*Answer: 1E, 2E, 3D.*

2. Answer true or false to the following questions. If false, give the correct explanation.

- a. Extension services are exclusive to countries with high rural poverty. (2)

*Answer: False, extension services are active in most countries and also involved with issues such as disease control and conservation.*

- b. Input agencies, farmer organisations and NGOs are not recognised as extension services. (2)

*Answer: False, multiple types of extension service providers exist.*

- c. Professions require a common body of knowledge that informs and guides practice. (2)

*Answer: True.*

- d. Extension is a long way from being recognised as a profession. (2)

*Answer: False, extensionists are already recognised in some countries.*

**Total: 20 marks**

# Study Unit 2: Major extension approaches and tools

## Session 2.1: Evolution and features of extension

### Activity 2.1 Individual activity: Extension Approaches

1. Complete the following table by matching column A to B. (5)

A. Approach	B. Programme goal
1. Education approach	a. FPNE model
2. Systems approach	b. Non-formal learning approach often with institutional support
3. Farmer participatory extension	c. FSR/E model
4. Transfer-of-technology approach	d. Often focused on a specific product
5. Commodity approach	e. Green revolution effectively used this approach

*Answer: 1.b, 2.c, 3.a, 4.e, 5.d.*

2. Answer true or false to the following statements. If you answer false, give the correct explanation.

a. The commodity approach is a holistic approach to extension. (2)

*Answer: False, it is mostly focused on specific products.*

b. The AIS and AKIS approaches do not share any common features. (2)

*Answer: False, the AIS approach is a more inclusive AKIS approach.*

- c. It is difficult to assess the long-term impact of the farmer participatory extension approach. (2)

*Answer: True.*

- d. The technology transfer approach has developed into a more systems-orientated approach. (2)

*Answer: True, see FSR/E model.*

- e. Extension approaches are focused only on local farmers. (2)

*Answer: False, extension approaches engage with multiple stakeholders as can be seen in the systems approach.*

**Total: 15 marks**

## Session 2.2: Reforms in extension

### Activity 2.2 Individual activity: Reform, privatisation, and decentralisation

1. Match the terms in column A with the descriptions in column B.

(6)

A. Term	B. Definition
1. Privatisation	a. Transferring control of programme planning and management functions to other private groups
2. Decentralisation	b. Shifting of some or all of the ownership and operational control from government or central control to the private sector
3. Pluralism	c. Ensure that services are relevant and responsive to local conditions and meet actual user needs
4. Reforms	d. The cooperation of various extension services
5. Market-led	e. Changes to processes and institutions to improve a system
6. Policies	f. Used to control the behaviour of organisations

*Answers: 1b, 2a, 3e, 4e, 5c, 6f.*

**Total: 6 marks**

## Session 2.3: Features and purpose of major extension tools

### Activity 2.3 Individual activity: The features of major extension tools

1. Match the approaches in column A with the programme goal in column B.

A. Approach	B. Programme goal
1. Farmer field schools	a. One-on-one extension advice via face-to-face, telephone, or Internet
2. Mass media	b. Essentially an adult education, participatory, group-based approach good for teaching complex practices
3. Individual method	c. Allows showcasing of crops or practices in a farmer's field, on a research station, or at an agricultural show
4. Demonstrations	d. Can include leaflets, pamphlets, posters, radio, television, websites and text or audio messages, allowing you to reach many people at little cost
5. Video	e. Visually effective but drawbacks include the fact you require equipment and power to view them

Answer: 1.b, 2.d, 3.a, 4.c, 5.e.

**Total: 5 marks**

## Session 2.4: Selecting the appropriate approaches and tools

### Activity 2.4 Individual activity

Answer true or false to the following questions. If false, give the correct explanation.

1. Literacy should not be a consideration in using mass media. (2)

*Answer: False, the level of literacy influences the type and implementation of mass media.*

2. Budgets are set up during extension activities. (2)

*Answer: False, budgets are set up before extension activities start.*

3. Extension staff will need special competencies for some tools. (2)

*Answer: True.*

4. If social capital is low, farmer field schools may not be a good idea. (2)

*Answer: True.*

5. The socioeconomic situation of the community will not affect the approaches and tools used. (2)

*Answer: False, it is one of the most important aspects.*

6. Sustainability requires empowerment. (2)

*Answer: True, it builds capacity and social capital.*

7. Extension is private with government no longer affecting tool and approach selection. (2)

*Answer: False, government extension services are important in many countries and requires involvement in extension activities.*

8. The increase in access to cell phones in many countries has made social media a powerful tool for extension activities. (2)

*Answer: True.*

**Total: 16 marks**

## Summative assessment: Unit 2

Complete the following questions.

1. Match the items in column A to those in column B. (20)

A. Approach	B. Programme goal
1. Capacity	a. Process by which the results of a system or process are evaluated in order to improve the way it operates
2. Reforms	b. Ensure the long-term success of an extension approach
3. Commodity approach	c. Shifting of some or all of the ownership and control from government to the private sector
4. Privatisation	d. Used to teach practical methods
5. Feedback system	e. An action which improves institutions or processes through change
6. Mass media	f. Requires planning, raising awareness and building capacity
7. Farmer field schools	g. Refers to the training and ability of individuals
8. Demonstrations	h. Often focused on a specific product

A. Approach	B. Programme goal
9. Scalability	i. A tool used to reach large audiences
10. Sustainability	j. Adult education, participatory, group-based approach

2. Select the best answer for the questions from the answers provided. (10)

2.1. For small scale farmers requiring assistance in marketing their products, one would use a/an:

- a. Commodity approach
- b. Systems approach
- c. Educational approach
- d. Any of the above
- e. 'a.' and 'c.'

*Answer: d.*

2.2. The educational approach:

- a. Is exclusive to the United States.
- b. Is done independently of private institutes and research groups.
- c. Uses non-formal learning to educate those often lacking a formal education.
- d. Is a linear approach.
- e. Both 'a.' and 'c.'

*Answer: c.*

2.3. The AIS approach:

- a. Is currently favoured by GFRAS and the World Bank.
- b. Was developed independently from the AKIS approach.
- c. Is an educational approach.
- d. Both 'a.' and 'b.'
- e. Both 'a.' and 'c.'

*Answer: a.*

2.4. Pluralism:

- a. Allows for organisations to work independently of one another.
- b. Allows for the cooperation of multiple extension providers.
- c. Allows for operation without the need of government agencies.
- d. Is a market-led approach.
- e. Both 'b.' and 'c.'

*Answer: b.*

2.5. The use of farmer field schools:

- a. Is focused on teaching simple skills.
- b. Is focused on individual learning.
- c. Is a a group-based participatory approach.
- d. Both 'a.' and 'b.'
- e. Both 'a.' and 'c.'

*Answer: c.*

**Total: 30 marks**

## Post-assessment

The post-assessment is to be done once you have read through the module and completed all the activities. Compare your answers to those in the post assessment to identify where knowledge has been gained and where improvements can be made. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

	Question	Self-assessment				
		Low		High		
1	Are you familiar with the role of extension in addressing the needs of rural farmers and how it has developed into the system you see today?	1	2	3	4	5
2	Are you aware of scientific journals and how they may assist you as an extension practitioner?	1	2	3	4	5
3	Do you understand what it means to be an extension professional and what is required of you within this context?	1	2	3	4	5
4	How familiar are you with the different extension approaches and the contexts within which they are applied?	1	2	3	4	5
5	Do you understand how reforms such as decentralisation and privatisation have affected extension practices?	1	2	3	4	5
6	Are you familiar with the different types of extension tools as well as the advantages and disadvantages of each?	1	2	3	4	5

Question		Self-assessment				
		Low		High		
7	Are you comfortable in your ability to correctly select tools and approaches for any context you may find yourself in?	1	2	3	4	5

*Answer: Learner's own answer.*