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The U.S. Government's Global Hunger & Food Security Initiative

Introducing a framework for describing research and extension systems at different scales

Key definitions & Examples

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PURPOSE

- Provide an overview, definitions, and examples of the main systems, models, approaches, and other topics within extension required to better understand its scope, organizational structure, and linkages necessary for collaboration.



WHAT IS EXTENSION?

- Not a new concept.
- Origins related to rural/agricultural information. Today, extension definitely has a broader scope.
- Term “University extension” coined in England in 1867.



WHAT IS EXTENSION?

- Multiple definitions, but basically:
“Extension is a science that utilizes non-formal education methods and approaches, combined with change theories and models, to provide individuals and communities/organizations with evidence-based information required to acquire the knowledge and skills necessary to solve their immediate problems.”



DIVERSITY OF EXTENSION

- Goals
 - Technology-transfer (Innovations - software & hardware)
 - Human resource development
- Systems
 - Ministry-based, Parastatal, NGO-based, University-based, Extension as a commercial service.



DIVERSITY OF EXTENSION

- Models
 - Train-the-trainer, Group-extension, Commodity-based, etc.
- Approaches
 - Public vs. Private, Centralized vs. Decentralized, Top-down vs. Bottom-up, General vs. specific, Technology-driven vs. Need oriented, etc.



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DIVERSITY OF EXTENSION

- **Methods / Tools**
 - Mass media
 - Demonstrations
 - Direct education / training
 - Innovation platforms



THE EXTENSIONIST

- Traditionally a subject-matter expert. However...
 - Facilitator
 - Access to information and key stakeholders
 - Social capital broker
 - Educator
 - Communicator
 - Mediator
 - “Think globally, act locally”



EXTENSION LINKAGES

- **Systems perspective (AIS - AKIS)**
 - Technology generation
 - Technology transfer
 - Technology utilization
 - Policy component
- **Linkages**
 - Flow and feedback of technology and information in the system
 - Technology generation (research) – Technology transfer (extension)

Research-Extension-User



RESEARCH – EXTENSION LINKAGE

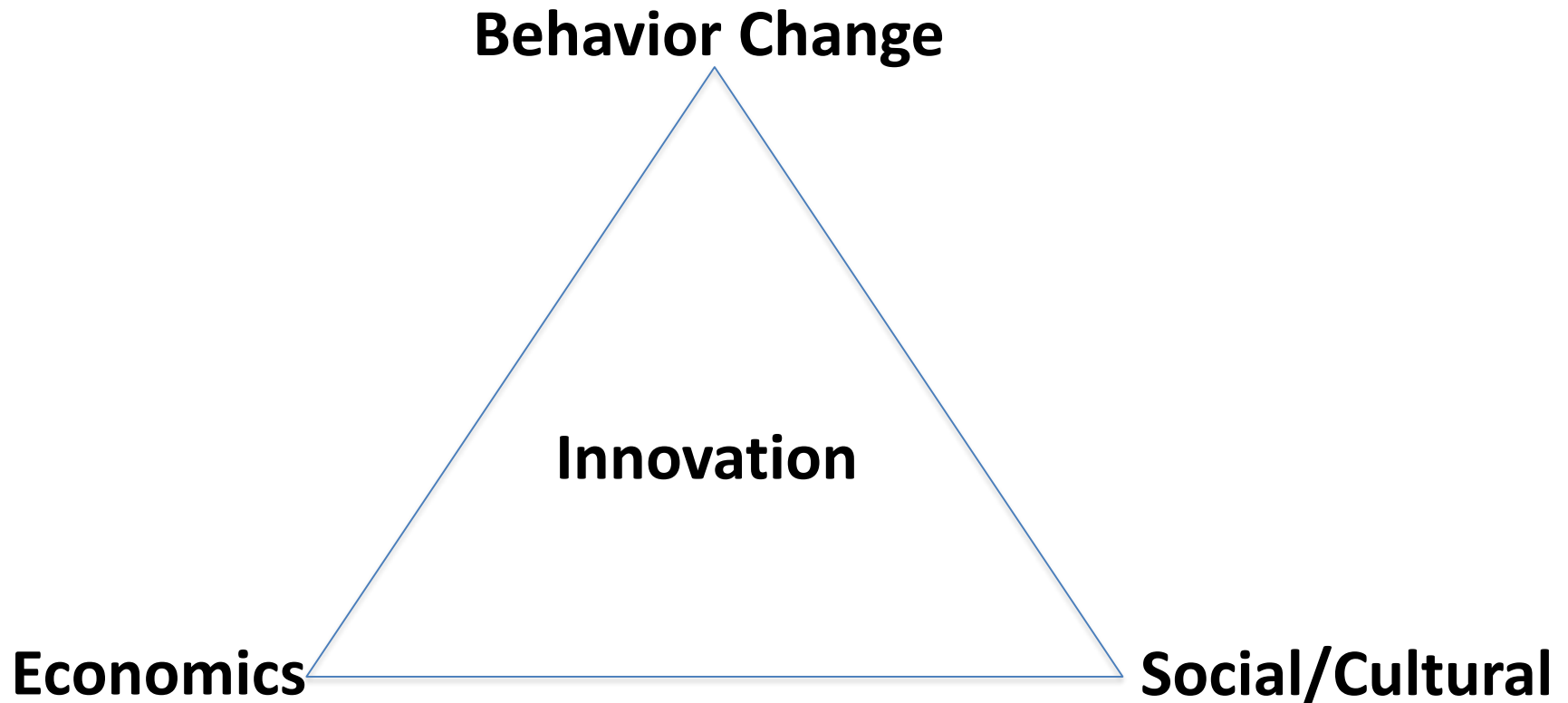
- Research must be...
 - Relevant and responsive to needs of intended users
- Innovations must be...
 - Aligned with characteristics of communication channels and social system/intended users
- Extensionism must be...
 - Transformative, demand-driven, accountable, pluralistic, empowering, results-oriented.



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