

Lots of questions

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DairyNZ 

Questions to be answered

1. What is extension
2. How to effect change at a farm level
3. What are the thought processes of decision makers
4. Why don't they make decisions
5. Are there regional differences

1. What is the definition of extension

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"Yes, Og scared. But mostly confused about timeline."

Extension theory and practice: a review

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Introduction

There is no universally agreed definition of extension. According to van de Ban and Hawkins (1996: p. 5), a common meaning for the term is that: "... extension involves the conscious use of communication of information to help people form sound opinions and make good decisions." The Australasia Pacific Extension Network (1999) states that extension involves "the use of

enabling practice change.

1980s

Systems thinking — with the influence of systems approaches, extension was in transition. It became increasingly concerned with landholder needs and solutions.

1970s

Farming systems research — in response to failure of ToT, farmer discussion groups informed research and extension priorities. Research was carried out in a farming context or in simulations.

1960s

Technology transfer — diffusion of innovations and transfer of technology (ToT) were accepted models of extension.

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FIGURE 1 Historical development of extension since the 1960s

2000+

Capacity Building and Community Engagement — a shift from state agencies being the primary provider of services to them encouraging other providers. This has led to public/private partnerships, public/private benefit, competitive neutrality and increased private sector service provision. NRM regional bodies have become major stakeholders.

1990s

Pluralism — with a growing literature on theories, methods, tools, providers and processes, extension was increasingly able to deliver outcomes while meeting diverse client needs. Extension supported social learning processes and participatory methodologies as a means to enabling practice change.

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Farming systems research —



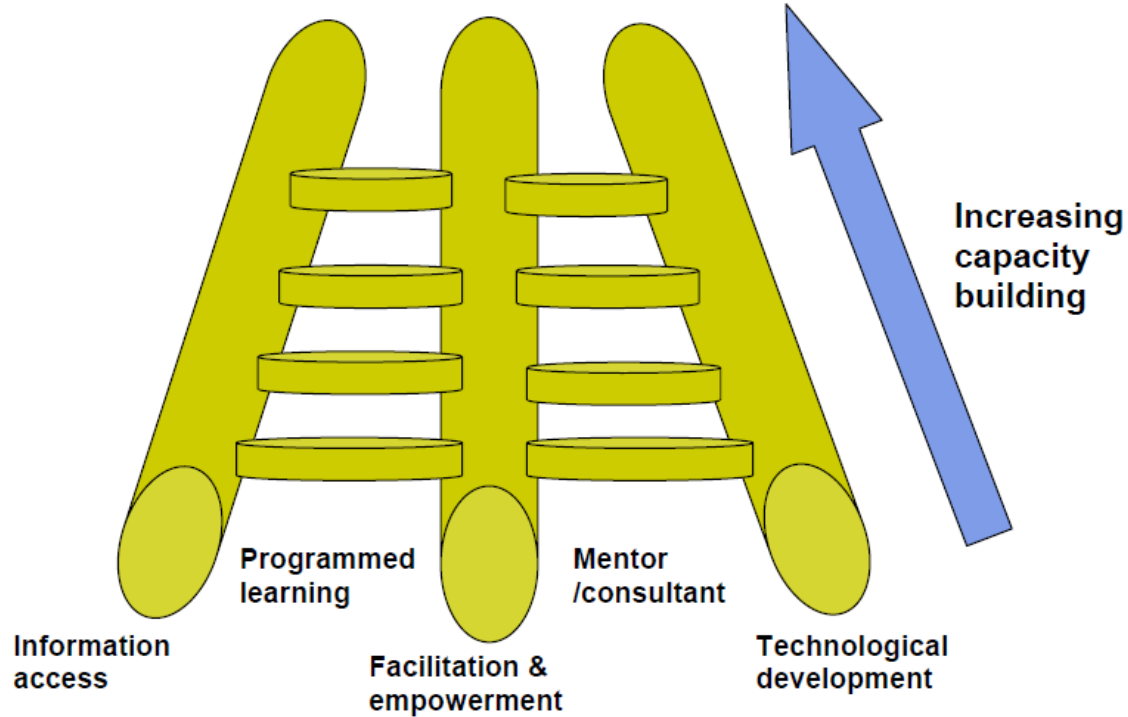
Extending Horizons

What is extension

Key words and phrases

- Working with communities
- Facilitate change
- Social, economic and technical complexity
- Common goals
- Trust and respect
- Encourage
- Utilise existing knowledge skills and resources
- Need for capacity building

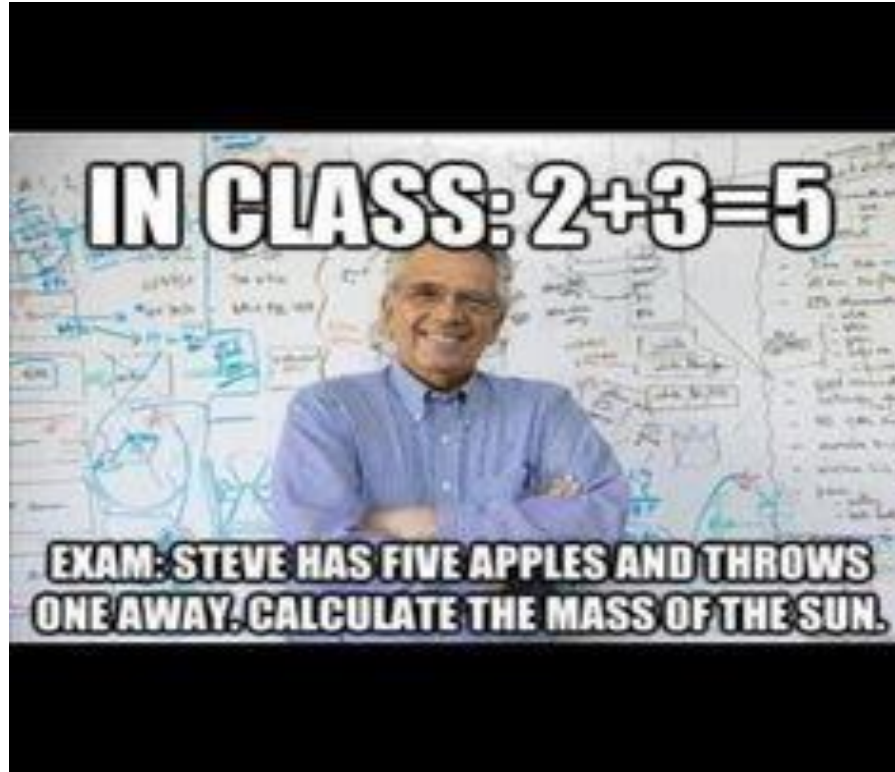
2. Change at a farm level



A report for the Cooperative Venture
For Capacity Building

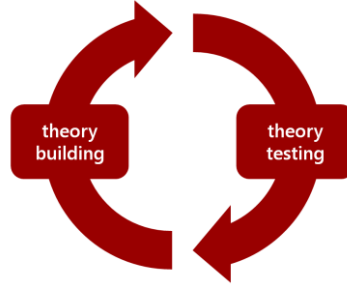
By
Dr Jeff Coutts
Dr Kate Roberts
Dr Fionnuala Frost
Amy Coutts

3. What are the thought processes of decision makers



Theories

- Learning
- Social cognitive
- Reasoned action
- Social identity
- Nudge



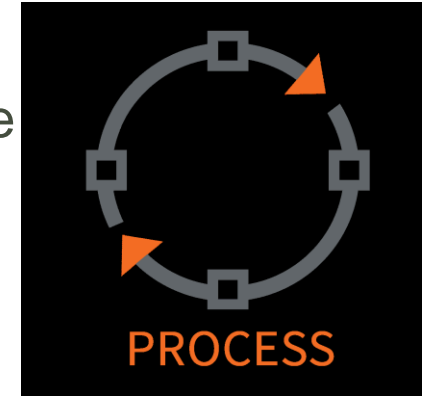
Personality

- Carl Jung
- William Marston



Processes

- Circles of influence
- Kubler Ross
- Maslow
- Kolb
- Ladders of inference
- Bennetts Hierarchy
- Six stages of change



The head - this is the **logical**, rational processing of information, the calculations and some realities we can face such as a financial position, age or health.

The gut – its **intuition**, shaped through experiences and knowledge. It allows us to make quicker decisions because it bypasses rational processes by linking past experiences and knowledge (both good and bad) with the present.

Intuitive decisions are usually right if they 'feel' right.



The heart – which captures the **emotional** aspects of a decision. They are value based and includes a farmer's goals, beliefs and preferences. Put simply they are a guidance system for decision making.

They tend to be acquired early in life, and are like attitudes, but are more ingrained and permanent and differ among individuals (even from husband and wife), and govern our perceptions and our behaviour.

Author: Cam Nicholson, Nicon Rural Services, Geelong

4. Why don't they make decision's

1. Too complex
2. Not easily divisible into manageable parts
3. Not compatible with farm and personal objectives
4. Lack of flexibility
5. Not profitable
6. Capital outlay too high

4. Why don't they make decision's

1. Too complex
2. Not easily divisible into manageable parts
3. Not compatible with farm and personal objectives
4. Lack of flexibility
5. Not profitable
6. Capital outlay too high
7. Too much learning involved
8. Risk/uncertainty too great
9. Conflicting information
10. Don't see there is a problem
11. Lacking infrastructure Physical
12. Lacking infrastructure Social

4. Why don't they make decision's

1. Too complex
2. Not enough information involved
3. Too much risk/uncertainty to great
4. Not compatible with farm and personal objectives
5. Lack of flexibility
6. Capital outlay too high
7. Conflicting information
8. Don't see there is a problem
9. Lacking infrastructure Physical
10. Lacking infrastructure Social

13. "Can't be stuffed"

4. Why don't they make decision's

1. Too complex
2. Not enough information involved
3. Too much risk/uncertainty to great
4. Lack of infrastructure Physical
5. Not profitable Social
6. Capital outlay too high
7. Incompatible with farm and personal objectives
8. Don't have the right person
9. Conflicting information
10. Don't have the right person
11. Lacking infrastructure Physical
12. Lacking infrastructure Social

13. "Can't be stuffed"

14. "Wrong Person"

5. Are there regional differences

Feel like we
are being
picked on

If we are on the front
page it will be
negative news

Other people also
have an impact

No credit with the
environmental work
we have done

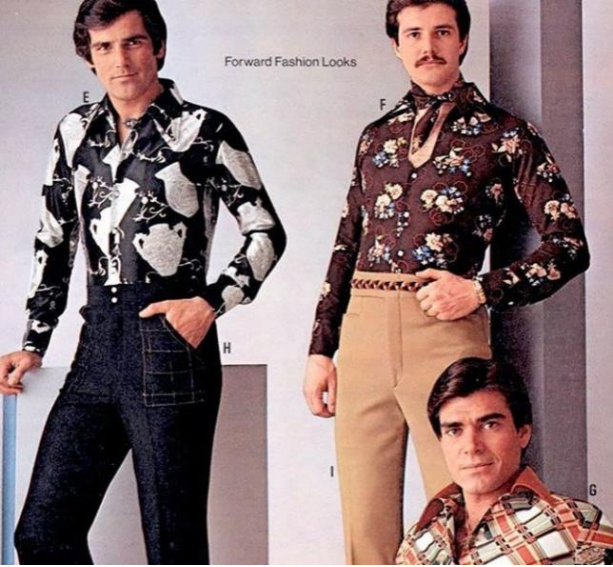
Not 100% convinced
by the science



Key points

- Principles are the same
- Context is key
- Perception = Reality
- How does it relate to **my** situation and **my** region
- Don't underestimate social norms

Forward Fashion Looks



Sugar cane – Behaviour change programme

- Positivity trumps negativity
- Self-control and personal agency are important
- Social systems are important
- Context matters
- Integrated, population approach
- Tailorable -Multi level system components
- Self-regulation
- End user engagement throughout

JA Pickering