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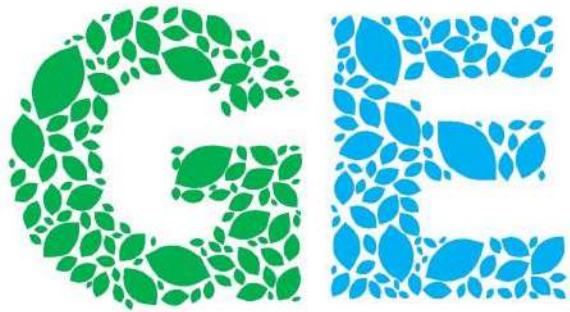
Agriculture Reviewer

(Lecture Manual and Review Questions)

AGRICULTURAL EXTENSION AND COMMUNICATION



A handwritten signature in black ink, appearing to read "Jofil ALAO Mati-om". The signature is fluid and cursive, with "Jofil" at the top, "ALAO" in the middle, and "Mati-om" at the bottom.



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# **Agricultural Extension and Communication**

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2. President Jose P. Laurel
3. President Manuel A. Roxas
4. President Elpidio Quirino
5. President Ramon Magsaysay
6. President Carlos P. Garcia
7. President Diosdado Macapagal
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9. President Corazon Aquino
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  - b. The classroom is where the people are, in their farm, in their homes and/or even in their barangays.
  - c. Extension programs are based on people's needs and decided by them.
  - d. People learn to do by doing.
  - e. Education is carried on with groups or with individuals.
  - f. Extension works with and through people.
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## **17. EXTENSION TEACHING METHODS (ETM)**

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  - a. Written form:
  - b. Spoken.
  - c. Visual or objects
  - d. Spoken and visual object
2. ETM According to Number of Clientele:
  - a. Individual approach
    - i. Farm and home visit
    - ii. Office calls
    - iii. Letters and correspondence

- iv. Result demonstration
- b. Group approach
    - i. Meeting
    - ii. Method demonstration
    - iii. Lecture
    - iv. Discussion following a lecture
    - v. The film forum
    - vi. Symposium
    - vii. Panel discussion
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  - iv. Posters

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- iv. Mode of Speech
- 2. Community characteristics
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  - d. Recognition of belongings
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  - a. Tasks and Functions of a Community Organizer
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- 4. Community organization: values, goals and principle
  - a. Values of Community Organization
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- 1. Innovation
- 2. Adoption
- 3. Characteristics of an Innovation that Determine its Adoption

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- 1. Knowledge
- 2. Persuasion
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- 5. Confirmation

## **23. INDIVIDUAL INNOVATIVENESS THEORY**

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- 2. Modernization
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## **24. CATEGORIES OF ADOPTERS**

- 1. Innovators
- 2. Early adopters
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## **25. STRATEGIES TO EFFECT ADOPTION**

- 1. Extension Worker Intervention
- 2. Progressive Farmer Strategy
- 3. Mass Marketing
- 4. Follower-farmer Strategy
- 5. Selective Farmer-to-Farmer

**26. EXPLANATIONS FOR REJECTION/ADOPTION OF TECHNOLOGY**

1. 'INDIVIDUAL-BLAME' Hypothesis
2. 'SYSTEM-BLAME' Hypothesis
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**27. FRAMEWORK FOR SUSTAINABLE DEVELOPMENT**

1. Economically viable
2. Ecologically sound
3. Socially just and humane
4. Culturally acceptable/appropriate
5. Grounded in holistic science
6. Resilient and low risk
7. Biodiversity-oriented
8. Productive
9. Participatory

**28. SUSTAINABLE AGRICULTURE**

**29. COMPONENTS OF AGRICULTURE DEVELOPMENT**

1. Governance
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**30. AGRICULTURAL KNOWLEDGE SYSTEM (AKS)**

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**32. AKS AS TECHNOLOGY/KNOWLEDGE SYSTEM**

- 1a. Consist of 4 components
  - a. Technology Generation
  - b. Technology Transfer
  - c. Technology Utilization
  - d. Agricultural Policy

# AGRICULTURAL EXTENSION AND COMMUNICATION

## HISTORY OF EXTENSION

The term **EXTENSION** itself was first used to describe adult education programs organized by Oxford and Cambridge universities in England starting in 1867.

These educational programs helped extend the work of universities beyond the campus and into the neighboring communities.

This term was later formally adopted in the United States in conjunction with the land grant universities that were originally established as teaching institutions during the 1860s.

During the early twentieth century, the United Kingdom transferred responsibility for agricultural extension activities to the Ministry of Agriculture; these activities were then officially called **ADVISORY SERVICES**.

This same term (in English) was used by most European countries as they developed and/or expanded similar advisory services within their respective ministries of agriculture.

### A. Stirrings in the 19th century England

#### 1840's

- The term University Extension was first used in Britain

#### 1850's

- Discussions began in Oxford and Cambridge) about how they could serve the needs of the rapidly growing population in the industrial, urban areas

#### 1867

- First practical attempt was made in what was designated "University Extension"
  - not for students enrolled in the universities
  - bringing the university outside of its campus to people who could not qualify for entry into university

#### 1871

##### James Stuart

- The "Father of University Extension"
- A Fellow of Trinity College, Cambridge
- He appealed to the authorities of University of Cambridge to organize Centers of Extension Lectures under university's supervision

**1872** - UNIVERSITY OF CAMBRIDGE adopted the system

**1876** - UNIVERSITY OF LONDON adopted the system

**1878** - UNIVERSITY OF OXFORD adopted the system

#### 1880's

- The extension system became well-established and developed into what was to be called **Extension Movement**

## B. Birth of Modern Agricultural Extension Service

### EUROPE

**1841**

- The Royal Agricultural Improvement Society (RAIS) in Britain was founded.

**1845**

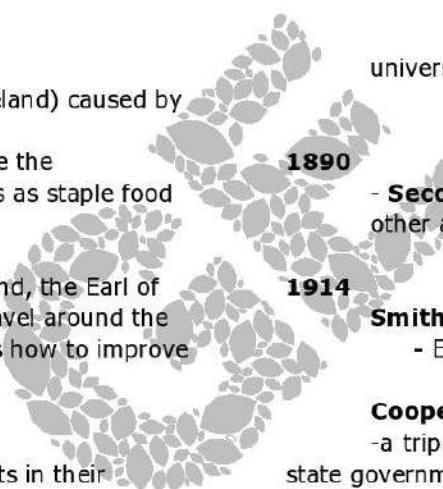
- The outbreak of potato blight in Europe (Ireland) caused by *Phytophthora infestans*.
- The effect was most severe in Ireland where the predominantly peasant community relied on potatoes as staple food

**1847**

- The newly appointed British viceroy to Ireland, the Earl of Clarendon, urged the RAIS to appoint lecturers to travel around the distressed districts to inform and teach small farmers how to improve the farming and grow other nutrient rich crops

**1890's**

- Universities incorporated agricultural subjects in their lectures



### UNITED STATES OF AMERICA

**1850's**

#### a. Morill Act of 1862 by Pres. Lincoln

- Creation of Land Grant Colleges and Universities
- Establishment of demonstration centers/experimental stations

#### b. Farmers' Institute Movements

- Organized meetings (1 to 2 days) for farmers
- Speakers were professors from state colleges and universities

**1890**

- **Second Morill Act** which extended Land-Grant concept in other areas of the USA

**1914**

#### Smith-Lever Act

- Establishment of the Cooperative Extension Service

#### Cooperative Extension Services

- a tripartite cooperation between the federal government, the state government and the local county government in association with the SUCs as extension agency

## EXTENSION IN THE PHILIPPINE SETTING:

### Beginnings of Agricultural Extension in the Philippines

Agricultural extension may be started from the **Spanish regime** with the of the Granja modelos or model farm.

#### Granja modelos

- Experimental or demonstration centers for farmers during the 19th century.
- initiated by the first Spanish missionaries
- to educate rice, corn, and tobacco farmers in large encomiendas.

#### American Regime

##### April 30, 1902

- **BUREAU OF AGRICULTURE** was established under the Department of Interior

##### July 1910

- **Demonstration and Extension Division** was created under the Bureau of Agriculture. It is the first formally organized government department implementing research and extension programs.
- **Bureau of Agriculture** – created to expand extension services, with the **Administrative Division**, doing the extension service program.

##### July 1919

- DED expanded its work to include farmer's cooperative, rural credit, marketing and animal insurance

#### 1923

- Demonstration and Extension Division was changed to **Agricultural Extension Services**

- **Home Extension Work** was started in the Division of Organic Chemistry of the Bureau of Soils mainly on **Food Preservation**.

**Maria Y. Orosa** - founded the home extension service.

#### 1929

- **Bureau of Agriculture** split into **Bureau of Plant Industry (BPI)** and the **Bureau of Animal Industry (BAI)**.

The agricultural extension division was placed under the Bureau of Plant Industry and later on renamed **Agricultural Division in 1932**. This division carried out extension services up to the assumption of Mr. Manuel L. Quezon, as President of the Commonwealth in 1938.

#### 1936

- **Commonwealth Act No. 85**- In the provinces, extension service was done by the provincial agriculturist and home demonstrators in the provinces. This Act widened the extension service coverage as it authorized local government units to support extension service logically up to years immediately preceding World War II.

#### Undated

- **Commonwealth Act 649** was passed increasing the amount appropriated for extension work. Set-up of agricultural extension service continued until the outbreak of world war III

### **1942-1945 (Japanese Occupation)**

- Home economics and agricultural extension work suffered drawbacks

### **After Japanese Occupation**

#### **1947**

- The **Home Extension Unit under BPI was fused with the Agricultural Extension Unit** of the Bureau of Agriculture.

#### **1950**

- The Philippine Government requested the USA to send an economic survey mission to the Philippines to:

"CONSIDER THE FINANCIAL PROBLEMS OF THE COUNTRY AND TO RECOMMEND MEASURES THAT WILL ENABLE THE PHILIPPINES TO BECOME AND TO REMAIN SELF-SUPPORTING"

#### **The Bell Survey Mission Recommendation**

The consolidation of the scattered extension service organizations in the different bureaus (BPI, BAI, BS, BFor, BFis) into one bureau that would adequately extend information to farm families for improved farming, homemaking, and rural organization.

#### **July 16, 1952**

- The **Bureau of Agricultural Extension (BAEx) was created** on by virtue of **R.A. 680**. The BAEx consolidated all existing extension services being carried out by different offices.

#### **1963**

- The BAEx was changed into **Agriculture Productivity Commission (APC)** when **R.A. 3844 or the Land Reform Code** was enacted. It was placed directly under the office of the President.

#### **1967**

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- **Republic Act No. 188** BAEx functions were decentralized and granted autonomous powers to the local government unit to appoint their respective provincial agriculturist and municipal extension workers.

#### **1969**

- **National Food and Agricultural Council (NFAC)** emerged by **Virtue of EO. 183**. NFAC was given full control of the food production program and controlled a large portion of the funds for agriculture and funds from the USAID.

#### **1972**

- **Presidential Decree No. 1 (P.D. No. 1)** and **Presidential Letter of Implementation No. 9**, reverted APC to its original name, BAEx (Nov. 1, 1972) and its control was returned to Department of Agriculture and Natural Resources with **P.D. 970** abolishing the Farm Management Office of DAR transferring its function to BAEx.

#### **July 1, 1973**

- The BAEx was transferred back to DA. The Abaca and others Fibers Board was Fused with BAEx.

#### **1977**

- World Bank Mission appraised the Philippines' Agricultural Extension Service upon request of the Philippine government.

#### **Result:**

The Philippines adopted the **Training and Visit System (T & V)** which evolved into a development strategy designed to improve the quality of life of farm families through a pool of resources.

#### **March 27, 1979**

- **National Extension Project (NEP)** became operational with a world bank loan of US\$ 35M.

**1978**

- **PD No. 1579** and **LOI No. 595** created ministry-wide regional offices in the Ministry of Agriculture Appointment of 12 ministry-wide regional directors and 24 asst. regional directors, and 75 PAOs in 1980.

- **EO No. 967**- renamed the Ministry of Agriculture into the Ministry of Agriculture And Food (MAF) and transferred the BFAR from the Ministry of Natural Resources to the MAF.

**1982**

- **EO No. 803** designating the province as the political unit of management for inducing agricultural development

- **RA 5185 (Decentralization Act)** - The provincial governments were empowered to have their own extension services.

**Organizational Structure**

Minister of Agriculture

↓  
Regional Director

↓  
Provincial Agriculture Officer → 1. Senior Home Management Technician (SHMT)  
Agriculture Officer → 2. Rural Youth Development Officer (RYDO)  
3. Provincial Subject Matter Specialist (SMS)

↓  
Municipal Agriculture Officer → Agricultural Food Technologists (AFTs)

**1987**

- **EO No. 116** - BAEx, Agricultural Training Council, and the Philippine Training Center for Rural Development were merged into

the **Agricultural Training Institute (ATI)**. The "BIRTH" of the ATI meant the "DEATH" of the BAEx

**Recent Development in the Agricultural Extension System****1991**

To insure the delivery of basic services in the agricultural extension system, the Congress of the Philippines enacted into law the **Local Government Code (RA No. 7160)**. Among other provisions, the Code decentralized authority to local government units (LGUs) the management and supervision of agricultural extension system of the country.

**1997****RA 8435 – Agriculture and Fisheries Modernization Act (AFMA)****Major Concerns of AFMA**

1. Food security
2. Poverty alleviation and social equity
3. Income enhancement and profitability especially for farmers and fisher folks
4. Global Competitiveness
5. Sustainability

# PHILIPPINE AGRICULTURE

## Spanish Era

Introduced and acclimatized the myrrh birds (Martinez) from China to fight against migratory locust infestation in the Philippines  
Plan General Economico included the income generating monopolies of tobacco, jareta nut, spirituous liquors and explosives

## American Occupation

**June 23, 1898**- Creation of the Department of Agriculture and Manufacturing

**Homestead Law**- every Filipino citizen has the opportunity to acquire at least 24 hectares of land.

**Torrens Act**- Safeguard of all titles to cultivated lands owned by private persons.

**1902**- Creation of Bureau of Agriculture, now the Bureau of Plant Industry to promote agriculture

Philippine exports especially hemp, sugar, tobacco, copra and embroideries

## President Manuel L. Quezon

- Division of Soil Survey was created to undertake soil and agronomical survey

## President Jose P. Laurel

- The period of "Rude Awakening"- realization that the Philippines did not raise enough food for the people and was not self-sufficient

## President Manuel A. Roxas

- **Parity Rights to the Americans** – The disposition, exploitation, development, and utilization of all agricultural, timber and mineral lands of the public domain
- **Rehabilitation Finance Corporation (RFC now known as Development Bank of the Philippines[DBP])** – for the rehabilitation and development of agriculture among others

## President Elpidio Quirino

- **Bureau of Agricultural Extension**
- Made the rice industry the first commodity sector to have an integrated national planning.
- **Rural Bank Act**- organization of a system of rural banks with substantial capital participation of the government
- **Agricultural Credit Cooperative Financing Administration (ACCFA)**- authorized to organize the **Farmers Cooperative Marketing Associations (FACOMAS)**

## President Ramon Magsaysay

- Philippines became a member of UN-FAO
- **National Rice and Corn Program**- launched along with Rice and Corn Coordinating Council
- **Rice and Corn Coordinating Council**- forerunner of the National Food and Agriculture Council (NFAC) now known as National Agriculture and Fishery Council (NAFC)

#### **President Carlos P. Garcia**

- **Austerity Program**- urged the people to lead simple lives and do away with luxurious lifestyles
- **Filipino First Policy**- encouraged the people to patronize Filipino-made products and to promote Filipino labor

- **MTLDP** – Medium Term Livestock Development Program
- **MTFMDP** – Medium Term Fisheries Management Development Program
- **GATT Safety Measure** was adopted

#### **President Diosdado Macapagal**

- **International Rice Research Institute**- established in UPLB
- Focus to solve the problem of the sugar industry

#### **President Joseph E. Estrada**

- **CONCORD** – Constitutional Correction for Development
- **Agrikulturang Makamasa**
- **Biotechnology** was approved in the Philippines

#### **President Ferdinand Marcos**

- **RA 6389**- automatic conversion of share tenancy to leasehold and retention rate of 75-24 hectares must be lowered and the creation of DAR
- **Masagana 99**- program with massive dispersal of modern package of technology including High Yielding Varieties, fertilizers and pesticides
- **Replanting program for coconut**

#### **President Gloria M. Arroyo**

- **GMA – Ginintuang Masaganang Ani**
  - Country wide assistance for rural employment and services
- **Hybrid Rice Commercialization Program**

#### **President Corazon Aquino**

- **CARP**

#### **President Fidel V. Ramos**

- **MDATP (Medium Term Agricultural Development Program)**
- **GPEP** – Grains Production Enhancement Program
- **KCCDP** – Key Commercial Crops Development Program

## MEANING OF EXTENSION IN OTHER COUNTRIES

Term	Country	Meaning
Voorlichting	Netherlands	Lighting the path ahead to help people find their way
Penyuluhan	Indonesia	Lighting the way ahead with a torch
Perkembangan	Malaysia	Education, the way USA interprets it
Beratung	Germany	"Advisory work" – an expert can give advice on the best way to reach one's goal but leaves the person the final responsibility for selecting the way
Aufklärung	Germany	"Enlightenment" so that one knows clearly where he/she is going
Erziehung	Germany	"Education," that is, to teach, people to solve their problems themselves
Förderung	Austria	"Furthering" or stimulating one to go in a desirable direction
Vulgarisation Animation	France	Simplification of the message for the common man
Capacitacion Consultacion	Spain	Improving people's abilities, normally through training
Extension	USA	Education, or influencing people to change their behavior

## Extension Terminologies:

### Extension teaching

- Art of stimulating, directing and guiding the learning process
- Process of guided interaction
- Process designed to help people develop and become capable of guiding successfully their own destinies
- Providing effective learning situations that create new learning experiences for people

### Learning experience

- a series of activities and appraisals from which one gains meanings in facing new problems and planning new experiences

### Extension model

- representation of a system that specifies the parts and its components as well as relationship among them

### Extension strategy

- series of steps, set of procedures, activities that operationalize the approaches which will facilitate accomplishment of goals

### Extension method

- educational techniques employed by extension system

- Pedagogy - the science of teaching children  
Andragogy - the science of teaching adults

## AGRICULTURAL EXTENSION EDUCATION

-A system of educating and training the rural people to develop skills and abilities in farming, homemaking and youth building.

-A well planned program of bringing results of agricultural research and technology to rural families to help them solve problems of agricultural production, home and community living.

-A two-way process that brings agriculture and homemaking technologies from research agencies and/or universities to rural families in forms applicable to their own situations and in turn presents their problems in farming and homemaking for study of these institutions.

-A process of getting useful information from people (communication dimension); teaching farmer's management and decision-making skills as new technology inevitably places more demand on those ability; and helping rural people develop leadership and organizational ability so that they can better organize, operate and/or participate in cooperatives, credit union and other support services, and to participate actively in making their local community conducive livable.

## OBJECTIVES OF AGRICULTURAL EXTENSION

### Hierarchy of extension objectives

Neils Roling, 1988



### Core Objectives

- Emphasizes the client centered approach.
- All the efforts of extension are geared towards changing elements related to the client system, the farmers

### Direct Objectives

- What the extension system is trying to achieve in terms of specific activities that will hopefully bring the Core objectives

### Result Objectives

- End goal

## Four Major Paradigms of Agricultural Extension

The terms **EXTENSION** and **ADVISORY SERVICES** can be used somewhat interchangeably, but the following framework gives a useful perspective on the different approaches being pursued by different countries and donors in organizing and implementing effective extension systems.

### 1. Technology Transfer

- This extension model was prevalent during colonial times and re-emerged with intensity during the 1970s and 1980s when the Training and Visit (T&V) system was established in many Asian and Sub-Saharan African countries.
- This "top-down" model primarily delivers specific recommendations from research, especially for the staple food crops, to all types of farmers (large, medium, and small).
- The primary goal of this extension model is to increase food production, which helps reduce food costs.

### 2. Advisory Services

- Both public extension workers and private-sector firms, in responding to specific farmer inquiries about particular production problems, still commonly use the term advisory services.
- In most cases, farmers are "advised" to use a specific practice or technology to solve an identified problem or production constraint.

- Public extension organizations should have validated information available from research about the effectiveness of different inputs or methods in solving specific problems so that inquiring farmers receive objective and validated information.

### 3. Non-formal Education (NFE)

- In earlier days of extension in Europe and North America, this paradigm dominated when universities gave training to rural people who could not afford or did not have access to formal training in different types of vocational and technical agriculture training.
- This approach continues to be used in most extension systems, but the focus is shifting more toward training farmers how to utilize specific management skills and/or technical knowledge to increase their production efficiency or to utilize specific management practices, such as integrated pest management (IPM), as taught through Farmer Field Schools (FFS).

### 4. Facilitation Extension

- This approach has evolved over time from participatory extension methods used 20–30 years ago and now focuses on getting farmers with common interests to work more closely together to achieve both individual and common objectives.
- An important difference is that front-line extension agents primarily work as "knowledge brokers" in facilitating the teaching-learning process among all types of farmers (including women) and rural young people.

# NATURE OR DIMENSIONS OF EXTENSION

## Altruistic Dimension

- Extension is aimed at helping farmers
- A basic premise of extension that must be observed by practitioners

## Educational Dimension

- Extension is a non-formal method of adult education
- Thus, extension professionals must be imbued with knowledge on how adults learn

## Communication Dimension

- Extension is a communication intervention
- Knowledge of basic communication process and its dynamics must be adequately understood by the extension professional

## Behavioral Dimension

- Extension is aimed at inducing behavioral changes among farmers
- This makes behavioral change the end goal of extension
- If farmer has not changed his behavior (for his betterment) no extension has been done

## Technology Dimension

- Extension helps in the Transfer of Technology
- Extension should be able to identify technologies appropriate to clientele
- The need for alternative approaches and methods for diagnosing technical problems should be recognized

## Research Dimension

- Extension aims at linking research with farmers
- Ways to foster closer links between the farmers and the researchers need further understanding

## Input Dimension

- Provision of technical inputs plays an important linking function in the transfer of technology
- Requires that extension professional be knowledgeable of these technical inputs

## Income Dimension

- Extension is aimed at increased income for the farmer through increased production and productivity

## Management Dimension

- Extension aims to function according to sound management principles
- Hence, requiring that the extension professional be a good manager

## METHODS FOR INFLUENCING HUMAN BEHAVIOR

### 1. Advice

→ Used if:

- Farmers agree with extension agent about the nature of their problems and the criteria for choosing the "correct" solution
- Extension agent knows enough about the farmers' situation and has adequate information to solve their problems in a way which have been tested scientifically or in practice
- Farmers are confident the extension worker can help them with a solution to their problems
- Extension agent does not think it necessary or possible for farmers to solve their problems themselves
- Farmers have sufficient means at their disposal to carry out the advice

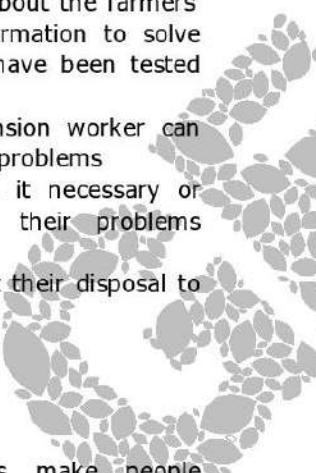
### 2. Compulsion or Coercion

- Party forcing somebody to do something
- Has power and authority

Ex: Government regulations make people conform to traffic rules, public health policies, environmental upkeep, etc.

### 3. Exchange

- Exchange of goods and services between two individuals or groups
- Applicable if:
  - Each party considers the transaction to be in their favor



- Each has the goods/services desired by the other
- Each can only deliver his/her part when the exchange goods/services have been delivered by the other.

### 4. Openly Influencing Farmer's Knowledge Level and Attitude

- Applicable if we believe that farmer can't solve his/her own problems because he/she has insufficient or incorrect knowledge and/or because his/her attitude does not match his/her goals.
- We believe that farmer can solve his/her own problems if he/she has more knowledge or has changed his/her attitudes
- We are prepared to help farmer collect more and better knowledge or influence his/her attitudes
- Farmer trusts our expertise and motives and is prepared to cooperate with us in changing his/her knowledge and/or attitudes.

### 5. Manipulation

- Influence farmer's knowledge level and attitudes without farmer being aware of it.
- Possible if we believe:
  - It is necessary and desirable for farmer to change his/her behavior in certain direction
  - Unnecessary/undesirable for farmer to make independent decisions
  - We can control techniques for influencing farmers without them being aware of it.
  - Farmers don't actively object to being influenced in this way.

## **6. Providing means**

- Apply under the following conditions:
  - Farmer is trying to achieve goals which the extension agent considered to be appropriate
  - Farmer does not have the means available to achieve these goals or does not wish to risk using these means

## **7. Providing Service**

- May involve taking over certain tasks from farmers
- Possible when:
  - we have knowledge and/or means available to perform the tasks better or more economically than farmers
  - We agree with farmers that it is useful to perform these tasks
  - We are prepared to perform them for him/her

## **8. Changing Farmer's Social and/or Economic Structure**

- We agree with farmer that he/she could perform optimally
- But farmer is not in a position to behave this way because of barriers in the economic and/or social structure
- Possible when:
  - We consider changes in these structure desirable
  - We have the freedom to work toward these changes
  - We are in a position to do this, either through power or by conviction

# **PHILOSOPHY OF EXTENSION EDUCATION**

## **What is Philosophy?**

- A body of principles underlying a given branch of learning or major discipline, a religious system, a human activity
- A philosophy is a background of theory, knowledge and beliefs which explains and justifies a way of life.
- "View of Life" – what ought to be and its components of what is and how to bridge the gap between "what is" and "what ought to be".
- A guide to a person's actions

**What Ought To Be** (The Ideal View Of Life)

**The Gap**

(the problem area or needs of the people)

**What Is** (Actual/Current State of the People)

In terms of Knowledge, Skills, Attitudes, etc. a farmer possess, their resources, present level of living, etc.

A philosophy of extension includes the set of beliefs and principles that serves as basis for making decisions and judgments in the field of extension.

## Structure of Philosophy

- **BELIEFS** – one's mental convictions, view of the world, or acceptance of something true or actual.
- **ETHICS** – the basic principles of right actions/conduct as defined by profession, society, and nation; also referred to as the ideal of conduct.
- **VALUES** – something regarded as desirable, worthy, or right. The intensity or degree of valuing something may change in time.

## Philosophy of Extension Education:

### 1. An extension program starts where the people are, with what they have and improvement can begin from there.

This philosophy requires an extension worker to see to the suitability of the extension program to the social, cultural, financial and intellectual levels of the target client group. This is done through identification of the target client group's habits, beliefs, attitudes, traditions, interests and aspirations; present agricultural and homemaking practices; and their problems and available resources.

### 2. The classroom is where the people are, in their farm, in their homes and/or even in their barangays.

In extension education, the formal classroom setting is done away with. Technology can be communicated with the client group anywhere they are found available. In so doing, actual conditions are

best identified and appropriate solutions are introduced by the extension workers.

### 3. Extension programs are based on people's needs and decided by them.

This philosophy directs extension workers in conducting community surveys, meeting and informal talks with various groups of people. This affords the extension workers leeways to determine their needs, interests, problems and aspirations. It is the duty of the extension workers to make people understand themselves and to explore possible solutions to their problems. Thus in the process, a well-planned extension program will surely arouse the people's enthusiasm and pour in their effort and inputs in its implementation.

### 4. People learn to do by doing.

This particular philosophy urges extension workers to provide the client-group opportunities to apply what have been learned. Farmers and homemakers should be made to participate as much as possible by demonstrating to them the activities and later on making the clientele do the activities themselves.

### 5. Education is carried on with groups or with individuals.

There are two ways in which extension education is carried as directed in this philosophy. The first one, is via group methods that can reach more people and promote leadership and joint actions; and the other one is more on individual approach, although expensive, is more effective in clarifying specific problems of individual client and in establishing understanding between extension worker and clientele.

## **6. Extension works with and through people.**

This philosophy when used as guide requires extension workers to use cooperators to teach and eventually adopt recommended practices. They also need local leaders to help them reach more people via recruiting voluntary leaders in every barangay and training them in organizational procedure and project implementation. These leaders, helping in various aspects of extension activities, can enhance cooperation of people in the community and promote unity among club members.

## **7. The spirit of self-help is essential in a democratic living.**

Technical assistance from extension personnel plus learning by doing contribute to the development of the client's potentials and capabilities. The clientele has to plan and work on his project. In turn, extension workers provide technical assistance in all aspects in the project implementation. In this way, individual clientele develops self-reliance necessary for self-fulfillment toward becoming a productive contributor of society's development.

# **PRINCIPLES OF EXTENSION**

## **1. Communication and Education**

- Extension agent's role is as communicator and educator.
- As communicator he/she passes on useful information or technology to the clientele.
- As educator he/she helps rural people acquire the skills, knowledge and attitudes that will help them effectively utilize the information or technology.

## **2. Works with Rural People**

- For impact and sustainability, '*work with not work for*' the people.
- People must participate and make decisions that will benefit them; extension agent must assist them by providing all the information needed and possible alternative solutions to clientele problems

## **3. Accountability to Clientele**

- Extension agent must justify to the organization whatever action he/she takes and be accountable and responsible to the clientele on whatever advice or information given to him.
- The clientele is the one to pass judgment on the success or failure of the extension programs.

## **4. Two-way Process Linkage**

- Disseminate information and technology to and receive feedback from clientele so that their needs can be better fulfilled.

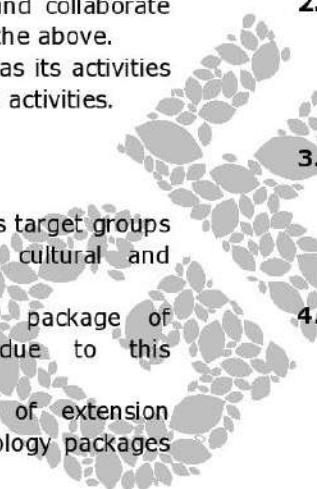
- Learn from the clientele the wealth of their experiences.

#### **5. Cooperate with Other Agencies**

- Extension is only one aspect of the many economic, social, cultural, and political activities that hope to produce the change for the betterment of the rural masses.
- Extension should therefore cooperate and collaborate with both GOs and NGOs to accomplish the above.
- Extension can't be effective on its own as its activities must be interdependent on other related activities.

#### **6. Work with Different Target Groups**

- Extension clientele is made up of various target groups with different needs, social status, cultural and economic background.
- Extension therefore cannot offer a package of technology for all its clientele due to this heterogeneity.
- Therefore there must be targeting of extension meaning different programs and technology packages for different target groups.



## **PURPOSE OF EXTENSION**

### **1. Informative Extension**

- Helps people make well-considered choices among alternatives provided by extension for the individual to achieve his/her goals

### **2. Emancipatory Extension**

- An instrument to uplift the poor, to achieve societal goals, to correct structural problems
- Paolo Freire calls it 'Pedagogy of the Oppressed'

### **3. Formative Extension or HRD**

- An instrument for developing, 'forming' an individual or enhancing his/her capabilities to make decisions to learn, to manage, to communicate, too organize, etc.

### **4. Persuasive Extension**

- A policy instrument to induce preventive behavior with respect to societal concerns such as environmental pollution, health hazards, vandalism, drug addiction, rape, etc. ssuch preventive behavior is in the interest of the society as a whole or of the future generation.

# COMMUNICATION IN EXTENSION

## What is Communication?

Etymology:

"**Communis**" - to make common or establish commonness between

two or more people;

"**Communico**" - to share.

## Communication

- A process by which two people exchange ideas, facts, feelings or impressions so that each gains a common understanding of the meaning and intent of the message.
- A process by which an idea is transferred from a source to a receiver with a purpose of changing his behavior.
- The purpose of communication is to produce some kind of effect.

## Communication as Interaction

**Interaction** – the process of reciprocal role-taking, the mutual performance of emphatic behaviors.

If two individuals make inferences about their own roles and take the role of the other at the same time, and if their communication behavior depends on the reciprocal taking of roles, then they are communicating by interacting with each other.

**Empathy** – the ability to project ourselves into other people's personalities.

## Concept of Communication

Communication can be conceptualized in terms of the **S-M-C-R model**.

It is a process by which a **SOURCE** sends a **MESSAGE** to a **RECEIVER** by means of a **CHANNEL** to produce a **RESPONSE** in accordance with the intention of the source.

## Basic Communication Process

When an extension worker communicates/talks to his clientele, he is the **sender**, what he says, is the **message**, the spoken word is the **channel**, and the clientele being talked to is the **receiver**.

The reaction of the clientele to what the extension worker says is the **feedback/response**. In the transfer of information, it is necessary that there should be some level of past experience and some level of similarity and some level of shared meanings between the sender and receiver.

## Participatory communication

- A social process which starts with farmers and brings together both extension workers and farmers in a two-way sharing of information.
- This highlights the importance of cultural identity, local knowledge and community participation.

### **Attributes of communication as a process**

#### **1. Dynamic**

- ▶ Communication has an ever-changing character.
- ▶ It fluctuates constantly, is never fixed, and has no clear beginnings and endings.

#### **2. Systemic**

- ▶ Communication should be recognized as a system that consists of a group of elements which interacts each other and the system as a whole.

#### **3. Interaction through symbols**

- ▶ Symbols should arouse in one's self what it arouses in another.
- ▶ The language or symbol we select and the way in which we organize them affect how others will interpret our messages.

#### **4. Meaning is personally constructed.**

- ▶ No two people construct the same meaning even if they hear or see the same thing. Interpretation is bounded by our experiences, thoughts, feelings, needs, expectations, self-concept, knowledge, etc.
- ▶ Each of us is unique so we interpret in unique ways.

### **Field of Experience**

- The sum total of an individual's experiences which influences his/her ability to communicate.
- Communication can take place between people only to the extent that they share a common field of experience or similar experiences.

### **Basic Elements of Communication**

#### **1. SOURCE**

An extension worker should have **credibility**, as this determines the acceptance or rejection of idea by the person or group with whom he communicates; adequate knowledge of his guidance, his message and the effective channels to use; genuine interest in the welfare of his audience; careful preparation of his message via use of language that intended receivers understand, to ensure successful reception; clear way of speaking; establishment of mental understanding between teacher and learner; and awareness of time limit.

#### **Characteristics of the source:**

##### **a. Homophily**

- It refers to the degree to which a receiver perceives the source as similar to him or her in certain attributes such as age, sex, language, regional background, beliefs, values, etc.
- Homophily of source and receiver in certain attributes contributes to effective communication.

##### **b. Credibility**

- Credibility refers to a receiver's perception of the believability of the source in a particular situation.
- Credibility is high or low according to the degree to which a source is considered by the receiver as believable in a given situation based on four dimensions.

## **Dimensions of credibility**

### **i. Character**

- when a source is perceived as honest, trustworthy, friendly, reliable, peasant, warm, etc. his or her credibility is based on the character dimension.

### **ii. Competence**

- when a source is perceived as well-trained, competent, intelligent, experienced, witty, bright, etc. his or her credibility is based on the competency dimension.

### **iii. Composure**

- when a source is perceived in terms of self-confidence poise, dignity, level-headedness, etc. his or her credibility is based on the composure dimension.

### **iv. Dynamism**

- when a receiver rates a source in terms of being bold, aggressive, extrovert, etc. his or her credibility is based on the dynamism dimension.

## **2. MESSAGE**

The message should contain the purpose or the specific outcome desired from the message whether it be change in behavior, change in knowledge, skills and attitude on the part of the learner.

The treatment of the message refers to the manner the message is presented in understandable, logically organized, interesting and in conformity with acceptable standards.

- ▶ A set of symbols arranged deliberately in certain ways in order to communicate information or meaning.

## **Message factors:**

### **• Code**

- symbols used in communicating; both sender and receiver should understand in order to communicate.

### **• Content**

- the idea or substance selected to express the purpose of the source for communicating.

### **• Treatment**

- the manner by which the materials are arranged in order to be meaningful to the receiver.

## **Categories of non-verbal communication**

### **1. Physical**

- The personal type of communication
- Includes facial expressions, tone of voice, sense of touch, sense of smell, and body motions.

### **2. Aesthetic**

- The type of communication that takes place through creative expressions: playing instrumental music, dancing, painting and sculpturing.

### **3. Signs**

- The mechanical type of communication, which includes the use of signal flags, the 21-gun salute, horns, and sirens.

### **4. Symbolic**

- The type of communication that makes use of religious, status, or ego-building symbols.

### **Message meaning and understanding**

- Meanings are in people.
- Meanings are never fixed. As experience changes, meaning change.
- No two people can have exactly the same meanings to the extent that they have the same experiences.
- Denotative or referential meaning – the relationship between a word-sign and an object or the sign-object relationship.
- Connotative meaning – meaning associated with the personal experiences of the person using the word.

### **3. CHANNELS**

Refer to the various methods available to any communicator to reach his audience with the message. They may be classified as visual, spoken or written or a combination of two or three channels. The techniques in using these methods determine the success or failure of the communication process.

#### **Dimensions of channels**

- Mode of encoding or decoding so that a message can be
  - Seen, heard, touched or felt, smelled, tasted
- ▶ Message vehicles in the form of:
  - Interpersonal channels
  - Mediated channels
  - Mass media channels
  - Folk media channels

#### **Interpersonal channels**

- ▶ "Gatekeeper" – someone who
  - Controls the flow of information
  - Decides what information to transmit and to whom he will transmit it

- Evaluates the content to determine its relevance and value to the potential receivers
- Has the power to delete, alter the flow, add, subtract, or distort the message
- ▶ "Opinion-leader" – a person who is
  - approached by others for advice on certain matters
  - perceived as credible, influential, authoritative in the community

### **4. RECEIVER**

The audience in extension education is composed of **farmers, homemakers and youth**. As receivers of the message whose behaviors the extension worker expects to change, differ in intelligence, beliefs, experience and social standing in many other ways. These individual differences in people may result in different interpretations of message in kind and in extent.

#### **Receiver characteristics**

- ▶ **Psychological orientation** – psychological factors that are salient to a receiver's persuasibility
  - Selective exposure
  - Selective perception
  - Selective remembering
  - Selective acceptance

#### Selective processes:

- **Selective exposure** – receivers tend to expose her/himself only to information that agrees with or supports his/her existing behavior.
- **Selective perception** - receivers tend to “notice” or assign meaning only to messages that
  - Serve some immediate purpose
  - Reinforce his or her mood
  - Fits his/her cognitive structure
  - Are meaningful for him/her
- **Selective retention** - receivers tend to learn or remember only information that supports or agrees with his/her attitude, beliefs, behaviors.
- **Selective discussion** – receivers tend to discuss only those information which might be of interest to them and to their listeners.

#### 5. FEEDBACK

- Information that is sent or fed back by the receiver intentionally or unintentionally to the source.

This is an important element of effective communication which makes it a two-way process. If a farmer is viewed as the receiver, then he must be given the opportunity to function as the sender with the extension worker as receiver. In the absence of any reaction from the farmer, it is virtually impossible to gauge the appropriateness of the message content or channel in the implementation of an information campaign.

Feedback serves as corrective function by preventing communication breakdown. Feedback helps determine whether or not a message was perceived as intended. If not, adaptations, modifications can be made.

#### Type of Response

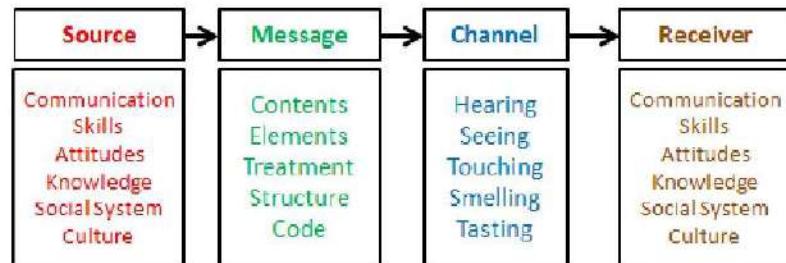
- **Cognitive Effect** – knowledge, awareness, thought and skills
- **Neutralization**- shifting of an existing attitude to the neutral zone
- **Boomerang Effect**- a shift opposite to that direction that is intended
- **Conservation**- maintenance of existing attitude
- Attitude reinforcement or strengthening of existing attitude
- Shift to the opposite sign, from (+) to (-) and vice versa

#### Barriers to effective communication

- ▶ Perception – “people interpret or see things differently”
- ▶ Language – “jargon”
- ▶ Semantics – “watch that word meanings!”
- ▶ Inflections – “the emphasis is where?”
- ▶ Personal interests – “I, me, and myself”
- ▶ Emotions – “watch out for the red flag”
- ▶ Pre-conceived notions - “I thought you meant ...”
- ▶ Attention - “physically present, mentally absent”
- ▶ Wordiness - “what is it that you want to say?”
- ▶ Inferences - “I thought you said ...”

## COMMUNICATION MODELS

- **Berlo's model**



-focuses on the individual characteristics of communication and stresses the role of the relationship between the source and the receiver as an important variable in the communication process. The more highly developed the communication skills of the source and the receiver, the more effectively the message will be encoded and decoded.

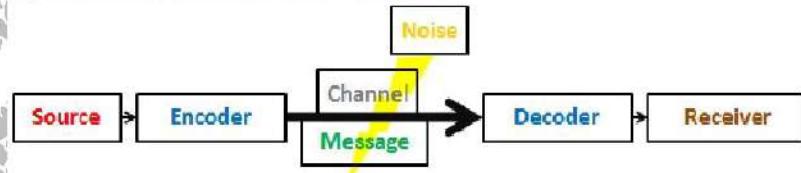
**Berlo's model** represents a communication process that occurs as a SOURCE drafts messages based on one's communication skills, attitudes, knowledge, and social and cultural system. These MESSAGES are transmitted along CHANNELS, which can include sight, hearing, touch, smell, and taste. A RECEIVER interprets messages based on the individual's communication skills, attitudes, knowledge, and social and cultural system. The limitations of the model are its **lack of feedback**

- **Laswell's model**



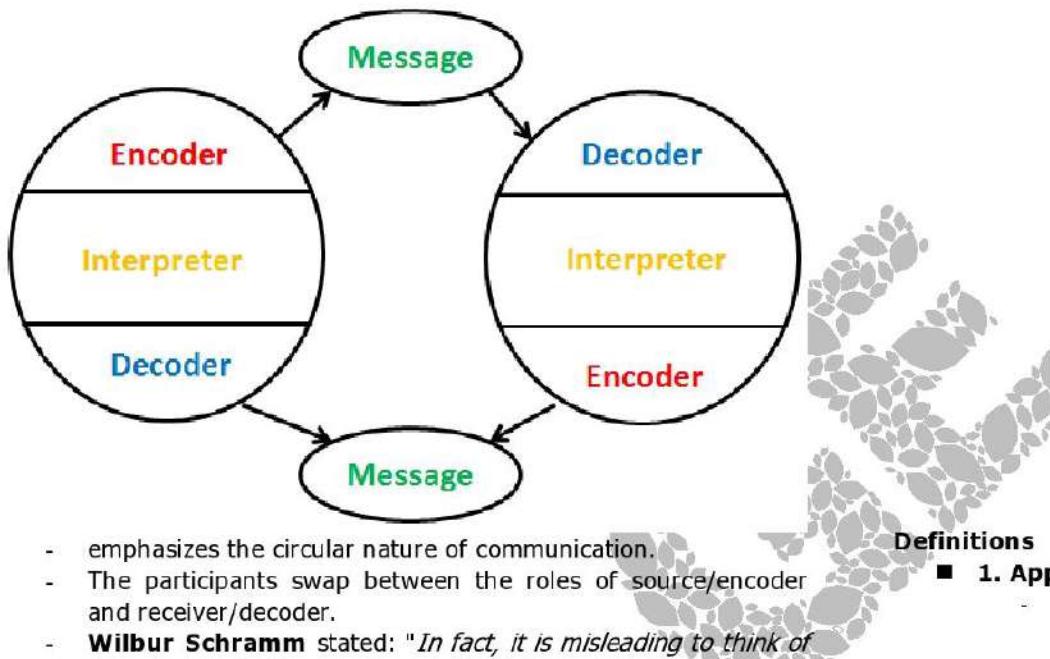
- A macroscopic theory that are concerned with media's impact on culture and society - for example, cultural studies theory.
- Theories of mass communication have always focused on the "cause and effects" notion, i.e. the effects of the media and the process leading to those effects, on the audience's mind. **Harold Lasswell** have succinctly expressed this idea. **Lasswell's** essential question is timeless (1949): "*Who says what in what channel to whom with what effects?*"

- **Shannon and Weaver's model**



- Shannon and Weaver produced a general model of communication known after them as the Shannon-Weaver Model. It involved breaking down an information system into sub-systems so as to evaluate the efficiency of various communication channels and codes. They propose that all communication must include six elements: **Source, Encoder, Channel, Message, Decoder, and Receiver**
- This model is often referred to as an "**information model**" of communication. A drawback is that the model looks at communication as a one-way process. That is remedied by the addition of the feedback loop. **Noise** indicates those factors that disturb or otherwise influence messages as they are being transmitted

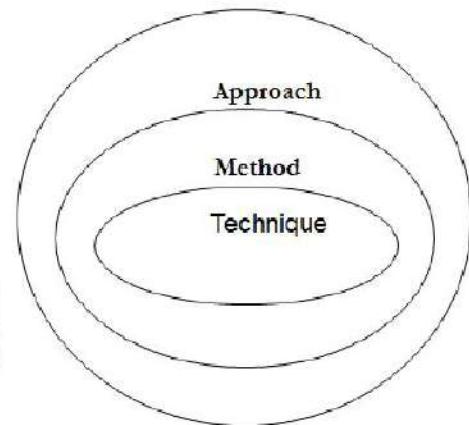
- Osgood and Schramm's model



- emphasizes the circular nature of communication.
- The participants swap between the roles of source/encoder and receiver/decoder.
- **Wilbur Schramm** stated: "In fact, it is misleading to think of the communication process as starting somewhere and ending somewhere. It is really endless. We are little switchboard centers handling and rerouting the great endless current of information...."

## EXTENSION APPROACH

### Approach Method Technique



#### Definitions

- **1. Approach**
  - An approach embraces the entire spectrum of the process. It states a point of view, a philosophy, an article of faith (Garcia 1989). Within an approach there can be several methods.
- **2. Method**
  - It is procedural consisting of a series of actions arranged logically for the smooth flow of operation.
  - It is the procedure or step by step guiding prospective clients.
- **3. Technique**
  - It is a particular trick, strategy, individual artistry of the teachers/EW.

An **Extension Approach** is an organized and coherent combination of strategies and methods, designed to make rural extension effective in a certain area designed to make rural extension effective in a certain area.

- embodies the philosophy of a system
- spells the doctrine of the system
- style of action which by and large, determines the direction and nature/style of the various aspects of the system (e.g. structure, leadership, program, methods, resources and linkages)

**Strategies** are approaches and method chosen or develop to reach a particular set of goal; used to define the operational design by means of which the national government, or other sponsoring organizations, implements its policies.

## DIFFERENT EXTENSION APPROACHES

1. General Agricultural Extension Approach
2. Commodity Specialized Approach
3. Project Approach
4. Farming Systems Development Approach
5. Training and Visit System Approach
6. The Cost-Sharing Approach
7. Agricultural Extension Participatory Approach
8. Educational Institution Approach



### 1. General Agricultural Extension Approach (GAE)

#### a. General Nature:

- Transfer of Technology (TOT)

#### b. Basic Assumption:

- Technology and information are available but are not being used by the farmers. If these could be communicated to farmers, farm practices would be improved

#### c. Purpose:

- To help farmers increase their production

#### d. Program Planning:

- Controlled by the government
- Changes in priority, from time to time, are made on a national basis with some freedom for local adaptation

#### e. Implementation:

- Carried by a large field staff assigned throughout the country
- Demonstration plots are major techniques

#### f. Advantages:

- Interpret national government policies and procedures to the local people; covers the whole nation; relatively rapid communication from the ministry level to rural people

#### g. Disadvantages:

- Lacks two-way flow of communication
- Fails to adjust extension messages to different localities
- Field staff not accountable to rural people
- Expensive and inefficient

#### h. Measure of Success:

- Increase in national production of the commodities being emphasized in the national program

### 2. Commodity Specialized Approach (CSA)

#### a. General Nature:

- Highly specialized

- Focuses on one export crop or one aspect of farming
- b. Basic Assumption:**
- The way to increase productivity and production of a particular commodity is to concentrate on that one grouping extension with such other functions as research, input supply, output marketing, credit, and sometimes price control, will make the whole system productive.
- c. Purpose:**
- Increase production of a particular commodity
  - Sometimes to increase utilization of a particular agricultural input
- d. Program Planning:**
- Controlled by the commodity organization
- e. Implementation**
- Carried by a large field staff assigned throughout the country
  - Demonstration plots are major techniques
- f. Advantages**
- Technology tends to "fit" the production problems and so extension messages tend to be appropriate because of coordination with research and marketing people, messages tend to be delivered in a timely manner
  - Focus on a narrow range of technical concerns
  - Higher salary incentives
  - Closer management and supervision
  - Fewer farmers per extension worker
  - Easier to monitor and evaluate
  - Relatively more cost effective
- g. Disadvantages**
- Interests of farmers may have less priority than those of commodity organization
  - Does not provide advisory service to other aspects of farming

- Commodity organization maybe promoting its commodity even in situations where it is no longer in the national interest to be increasing production of that particular commodity

**h. Measure of Success:**

- Increase in yield, and total production of the crops being emphasized

### 3. The Project Approach (PA)

**a. General Nature:**

- Fixed period of time, large funding

**b. Basic Assumption:**

- Better results can be achieved in a particular location, during a specified time period, with large infusion of outside resources, high impact activities, carried out under artificial circumstances, will have some continuity after outside financial support is no longer available

**c. Purpose:**

- To demonstrate, within project area, what can be accomplished on a relatively short period of time
- To test the validity of alternative extension methods

**d. Program Planning:**

- Controlled by outsiders, with central government, the donor agency or some combination

**e. Implementation**

- Flow of good ideas from the project to areas outside the project
- Includes a project management staff, project allowances for field staff, better transportation, facilities, equipment and housing than regular government programs

**f. Advantages**

- Focus enables evaluation of effectiveness and sometimes “quick results” for a foreign donor
- Novel techniques and methods can be treated and experimented with within the limits of the project

**g. Disadvantages**

- usually too short time period
- Money provided tends to be more than what is appropriate
- Double standards
- When money ends, project extension programs most often end also

**h. Measure of Success:**

- Increase in yield, and total production of the crops being emphasized

**4. The Farming Systems Development Approach (FSDA)**

**a. General Nature:**

- Interdisciplinary approach, *i.e.*, involves several scientific disciplines

**b. Basic Assumption:**

- Technology which fits the needs of farmers particularly the small farmers, is not available and needs to be generated locally

**c. Purpose:**

- To provide extension persons, and through their farm people, with research results tailored to meet the needs and interests of local farming systems conditions

**d. Program Planning:**

- Evolve slowly during the process for different climatic farm ecosystem types since program takes into account a holistic approach to the plants, animals, and the people in each particular location

- Control of program shared jointly by local farm men and women, extension people, and agricultural researchers

**e. Implementation**

- Through partnership of research and extension personnel with the local people, taking a systems approach to the farm
- Requires research personnel to go to the farm, listen to farmers and in collaboration with them and the extension personnel, understand the farm as a system

**f. Advantages**

- Local control of program planning increases relevance of program content and methods to needs and interests of clientele
- Higher adoption rates
- Effective communication between local people and extension personnel
- Lower cost to central government and local people

**g. Disadvantages**

- Some degree of difficulty in working in a multi disciplinary team
- No quick results in development of appropriate technology

**h. Measure of Success:**

- Extent to which farm people adopt technologies developed in the program and continue to use them overtime

**5. The Training and Visit Approach (T & V)**

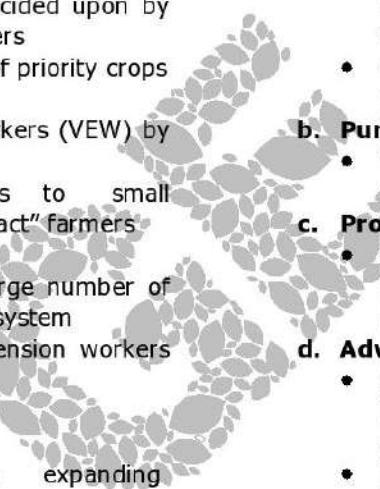
**a. General Nature:**

- highly disciplined and patterned with fixed schedules for training of extension workers, SMSs, and visits by extension workers to farmers

**b. Basic Assumption:**

- Extension personnel poorly trained, not up-to-date and tend not to visit farmers, but stay in offices

- Management and supervision is not adequate
  - Two-way communication between research and extension units and between extension staff and farmers can be achieved
- c. Purpose:**
- To induce farmers to increase production of specified crops
- d. Program Planning:**
- Centralized
  - What to teach and when to teach it is decided upon by professionals and is delivered down to farmers
  - Program planning follows cropping pattern of priority crops
- e. Implementation**
- Fortnightly training of village extension workers (VEW) by SMSs
  - Fortnightly visits by village extension workers to small groups of farmers or to individual "contact" farmers
- f. Advantages**
- Pressure on governments to organize a large number of small agricultural units into one integrated system
  - Brings discipline to the system village extension workers become more up-to-date with information
  - Closer technical supervision
- g. Disadvantages**
- High long-term costs to governments due to expanding size of VEWs
  - Lack of actual two-way communication
  - Technology relevant to farmers not integrated
  - Lack of flexibility to change programs as needs and interests of farmers change staff tires of vigorous, patterned activities without appropriate rewards
- h. Measure of Success:**
- Increase in yield, and total production of the crops being emphasized



## 6. The Cost-Sharing Approach (CSA)

### a. Basic Assumption:

- Any non-formal education program is more likely to achieve its goals if those who benefit from it share some part of the cost
- Program would more likely serve interest of the client if costs are shared between "outside" sponsors and "inside" target groups
- Commitment of learners to participate if they pay some part of the costs

### b. Purpose:

- To make funding of agricultural extension affordable and sustainable both at central and local levels

### c. Program Planning:

- Shared by various levels paying the cost but must be responsive to local interest in order to maintain cooperative financial arrangements

### d. Advantages

- Some measure of local control of program planning increases relevance of program content and methods to needs of client
- Higher adoption rates
- Effective communication between local people and extension worker
- Lower cost to central government and local people
- Local people tend to have strong voice in program planning

### e. Disadvantages

- More difficult for central government to control either program or personnel

### f. Measure of Success:

- Farm people's willingness and ability to provide some share of the cost, individually or through their local government units

## 7. The Agricultural Extension Participatory Approach (AEPA)

### a. General Nature:

- Puts responsibility of determining agricultural programs in the hands of farmers making them partners with GOs and NGOs

### b. Basic Assumption:

- That farming people have much wisdom regarding food production from their land.
- There is an IKS different from the scientific knowledge system but there is much to be gained from the interaction of the two
- Needed is participation of farmers, research, and related services
- There is a reinforcing effect in group learning and group action
- Extension efficiency is gained by focusing on important points based on expressed needs of farmers

### c. Purpose:

- To increase production of farming people; increase consumption and enhance the quality of life of rural people

### d. Program Planning:

- Controlled locally, often by farmers' association

### e. Implementation

- Features many meetings and discussions of farmers' problems

- Exploring situations with extension officers

### f. Advantages

- Relevance or fit of the program
- Mutually supportive relationships which develop among participants
- Lesser cost
- Stimulates increased awareness, confidence, and activity among farm people.

### g. Disadvantages

- Lack of control of program from central government
- Difficulty of managing, reporting and accounting
- Pressure people might bring on central units
- People's influence on personnel management like transfer, selection, promotion, etc.

### h. Measure of Success:

- Continuity of local extension organizations and the benefits to the community
- Extent of participation of key stakeholders in program planning and implementation

# EXTENSION TEACHING METHODS (ETM)

## ETM According to Form:

### 1. Written form:

- Bulletins
- Circular letters
- Leaflets
- News articles
- Personal letters

### 2. Spoken.

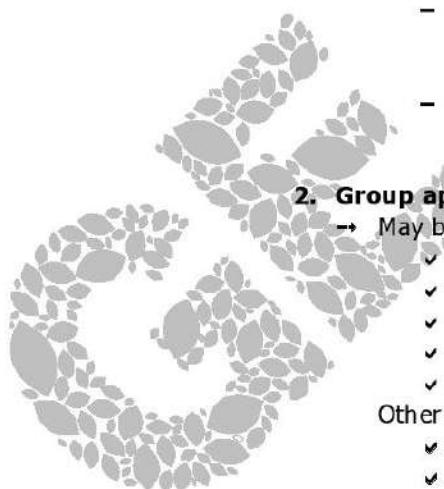
- Employed during meetings
- Farm and home visit
- Office calls
- Radio calls

### 3. Visual or objects

- Exhibits
- Motion pictures
- Posters
- Result demonstration
- Slides
- Television

### 4. Spoken and visual object

- Demonstration
- Meeting involving motion pictures
- Slides
- Visual aids.



## ETM According to Number of Clientele:

### 1. Individual approach

- Whereby **farm and home visits, office calls, personal letter and result demonstration** are used.
- This approach proceeds from a mutual discussion that is basically interpersonal. Several modes are:
  - Participatory model where the extension agent and the farmer resolve a problem together;
  - Counseling model which uses the non-directive technique of having empathy and compassion with the farmer; and
  - Diagnosis – prescription model where the problem of the farmer is analyzed by the extension agent and the solution is prescribed.

### 2. Group approach

- May be employed via use of **meetings** in terms of:
  - ✓ method and result demonstration
  - ✓ leadership training
  - ✓ lecture
  - ✓ film forum program planning
  - ✓ field meetings

#### Other techniques in the forms of

- ✓ symposium
- ✓ panel discussion
- ✓ group discussion
- ✓ extension classes
- ✓ seminar-workshops
- ✓ educational tours
- ✓ field days
- ✓ camping
- ✓ achievement days
- ✓ role playing
- ✓ skits, pantomime, puppet show.

Discussion groups lead to direct interaction possible between an extension agent and the farmers and among the farmers themselves. This makes it possible for the extension agents to adapt his information more closely to the farmers' needs and knowledge level when using the mass media approach.

### 3. Mass media

via use of publications that are circulated as in

- ✓ bulletins
- ✓ pamphlets
- ✓ circulars
- ✓ leaflets
- ✓ newstories,
- + others such as
  - ✓ posters
  - ✓ exhibits
  - ✓ radio-TV
  - ✓ film
- + Mass media serves to create awareness of innovations and stimulation of interest.



## Operational Description of Each of These Extension Teaching Methods

### Individual Approach

**1. Farm and home visit.** An extension teaching method in which the extension worker goes to the farm and home and meets the farmer, homemakers and youth. Generally, farm and home visits are for providing and getting information and also an opportunity to arouse interest in farm, home or community improvements not yet recognized by the individual as desirable. If the visit is primarily for purpose of obtaining information, that information can be interpreted and used more effectively because of the extension worker's first hand knowledge of the circumstances involved.

**2. Office calls.** It is a teaching method wherein farm people go to extension office for information or assistance. It involves direct personal contact between the extension worker and the individual desiring information or assistance.

The fact that the farmer or homemaker calls on the extension worker, there is recognition of the problem to be solved and a strong desire to solve it. The climate of readiness is even more favorable to learning and action than in the case of the visit to the farm and/or home.

**3. Letters and correspondence.** As a method of extension teaching, letters and correspondence do not seem very important in disseminating agricultural information. The main value lies in answering inquiries about new kinds of seeds of different crops, new publications, and control of pests and diseases of crops.

**4. Result demonstration.** As a method of extension teaching, it establishes proof that an improved practice advocated by the extension worker is applicable locally carried on under the supervision of an extension worker in the farm or in the home of a reliable cooperator. Result demonstration proves the advantages of an improved farming or homemaking practices, shows the advantages of applying scientific methods to everyday situations, dramatizes, arouses interest by showing old and new practices side by side, and convinces people as they see for themselves which is the better practice.

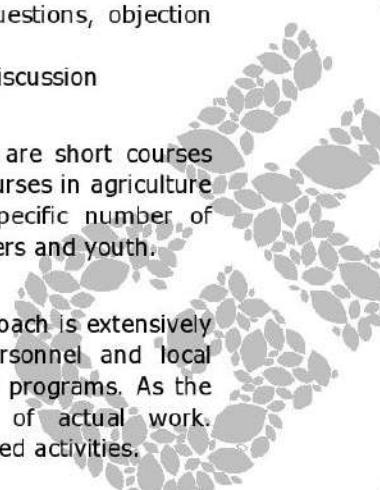
## Group Approach

1. **Meeting.** It is an organized and purposive assembly of a constituted group of people or farmers, homemakers and youth for the purpose of deliberating, planning, deciding on or executing specific business of the constituted group.
2. **Method demonstration.** This is a demonstration within a short time given by an extension worker or trained leader for the purpose of teaching skills to a group or to show by example the practical application of established facts or group of facts. It is not concerned in proving the worth of a practice but "how to do something." It is an effective method because during the process, all best teaching means – seeing, hearing, discussing and doing are employed.
3. **Lecture.** The lecture is used extensively by extension worker and subject matter specialist to present technical information or develop background and appreciation. It is also used to integrate ideas. The lecture method is for

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most part one-way communication from speaker to audience. Frequently, questions at the end of the lecture establish some interaction between the speaker and members of the audience. However, lecture should not be confused with method demonstration.

4. **Discussion following a lecture.** This is often called lecture forum. Anyone in the audience who desires more information may ask the speaker some questions. If he desires to add to the speaker's statement, he may present his remarks in the form of questions.
5. **The film forum.** A discussion before and after the viewing of an educational film is similar to the lecture forum, except that the film takes over the question and answer function of the lecturer in the film forum.
6. **Symposium.** This is a short series of lectures, usually by 2-5 speakers, each with a different viewpoint. The subject is not necessarily controversial. The symposium is a modification of the lecture. It differs in that there is more than one speaker and more than one point of view. However, unless speakers are approximately equal in ability, one speaker may dominate the meeting.
7. **Panel discussion.** In this, a group of speakers, 2-8 usually, participate in a supposedly informal discussion on a topic for the benefit of listeners. A leader presides, introduces the speaker, and encourages the less talkative to short his questions.

- 
8. **Group discussion.** Group discussion is commonly used as part of a seminar-workshop. The audience is divided into a group of about fifteen and are given a specific period within which to discuss a topic.
    - a. **Brainstorming-** An activity to which a deliberate attempt is made to think and speak-out freely and creatively all possible approaches and solution to a given problem.
    - b. **Open Forum-** Clarifications, Questions, objection to ideas
    - c. **Phillip 66-** 6 person, 6 minute discussion
  9. **Extension classes.** Extension classes are short courses consisting of selected subject matter courses in agriculture and family living, programmed into specific number of learning sessions for farmers, homemakers and youth.
  10. **Seminar-workshop.** This type of approach is extensively used in the training of extension personnel and local leaders who participate in development programs. As the name implies, the training consists of actual work. Participants are to perform certain directed activities.
  11. **Program planning meetings.** Extension workers participate in several meetings concerned with program planning. This may involve a committee of voluntary leaders, the entire membership of an organized group, or those in attendance at publicly advertised neighborhood or community meeting.
  12. **Educational tours.** This is a method whereby a group of farmers, homemakers and other interested group are taken to a central research station, agricultural institution or to successful farm or projects, to observe and acquaint the farmers/homemakers of the modern technologies used in such institution or farms.
  13. **Field days.** A field day is an activity designed to influence a large number of people gathered in one place at one time. It may consist of an activity or a combination of activities where the teaching and learning situation are made public to a large audience. It is an effective tool in creating awareness and interest in new or improved agricultural and homemaking practices.
  14. **Camps.** As a group method with special functions, camping has a firm place, especially for 4-H Club. It emphasizes cooperation, stimulates interest in all group activities and offers special opportunities for training in health, conservation, group actions, arts and crafts, safety and many other subjects.
  15. **Achievement days and rallies.** These are held for the purpose of giving public recognition to worthwhile accomplishments. It may be an all-day or a five-day affair frequently held with members exhibiting their project work, giving demonstration, announcement of winners of awards, delegates chosen for bigger events and outstanding local leaders honored.

16. **Role playing.** This method consists of dramatization which shows emotional reaction of participants assuming an identity other than their own. Real or hypothetical problems in interrelation and other areas are presented.

## Mass media

Mass media refers to publications in terms of bulletins, pamphlets, circulars and leaflets. Publications fit in to reinforce other methods of reacting and influencing people. They are distributed to disseminate technology or to publicize events in extension.

1. **Posters.** A good poster tells What, Where, and When. The "What" is the subject matter and must be placed in an important place in the poster. A poster's job is to get attention, to stimulate interest and not to tell the whole story.
2. **Exhibits.** A good exhibit can tell a story much quicker than any communication tool. In a few seconds, it can convey a message than other media such as demonstration, lectures, movies and radio would do in a longer time.
3. **Radio.** Radio is one of the fastest and most powerful means of mass communication that can reach all cultural levels. From survey studies, it appears as the best medium to penetrate the remote barangays of the Philippines.
  - ✖ Other findings show that radio plays an important role in
    - a) promoting changes in attitudes which lead to adoption of new farm practices, b) increasing awareness and appreciation for agricultural information, c) promoting rural people's awareness about important rural-urban

differences, d) serving as a source of family living patterns and helping solve some problems in family relations, e) stimulating new wants/desires for the acquisition of certain advertised products.

## Media Combination and Use of Audio-Visual Aids

Combinations of mass media and group discussion bring about substantial changes in behavior.

The use of many types of **audio-visual aids (video tapes, sound slides)** increase extension effectiveness. However, messages presented through different aids must be synchronized carefully so that the target audience is not overloaded with information. It is necessary to pretest audio-visual materials before general use.

## Use of Folk Media

The consultative and participative approach to extension planning, budgeting, implementation, monitoring and evaluation have brought about the interest and increased use of folk media as an extension methodology.

Folk media are participated in by the grassroots. They are effective in arousing motivation to change; communication messages are easily understood in the local language; and there is freedom in conveying sentiments on current problems and issues to concerned sectors or individuals by the scriptwriters, thus eliciting appropriate actions or resolutions. Folk and modern media complement each other as evidenced in its use by the Barangay Integrated Development Approach for Nutrition Improvement (BIDANI) Program in the Philippines.

# COMMUNITY ORGANIZING

## Community

- Defined as an organization of families and individuals, settled in a fairly compact and contiguous geographical area, with significant element of common life as shown by:

### Elements:

- ✓ **Manners** – A way of doing something.
- ✓ **Customs** – The social convention carried on by tradition.
- ✓ **Tradition** – Handing down orally of customs, beliefs and others from generation to generation.
- ✓ **Mode of Speech** – It is the language of a certain people or group.

## Community

- Community also refers to people and the pattern of social relationship, among them which maybe characterized by:

### a. A Common System of Values

- ✓ **Values** defined as a concept that has various shades of meaning. It hints at what ought to be or at those which relate the ultimate ends, goals or purposes of social action.

### b. Normatively defined relation.

- ✓ **Norms** are defined as the accepted ways of behaving that govern group life in all societies and at all times. These are "rules or standards of behavior shared by members of a social group and ideal patterns of behavior that most members of society consider to be correct and proper in particular situations.

### c. Interdependence

- ✓ **Interdependence** is traditionally defined as "needing and depending upon each other". An important new level of

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understanding emerges from examining the prefix "inter" which refers to that which exists "between and among" discrete entities.

d. **Recognition of belongings** – Everybody wants to feel that he or she is liked and accepted by others. We get our greatest joys through association with others who make us feel that we have unity.

e. **System of stratification** – is the way in which a large group of people living together is divided into classes. It is this system that make people differ from each other by the place that they occupy in a historically determined system of social production, by their relation to the means of production, by their role in the social organization of labor and consequently by the dimensions of the share of social wealth of which they dispose and the mode of acquiring it.

f. **Locality** - is the area occupied by closely-knit varies according to the term of reference used.

## Community organizing

- It is a development strategy for building people's capabilities towards self-determinants and self-reliance. It is a method and process of educating, organizing and mobilizing people which leads to their own development.

- It is both a **method** and a **process**.

- o It is a **method** it follows some basic steps. However, situations tend to be fluid. The correctness of strategy depends on sound community diagnosis. Because it is a **process** the particular stage or entry point a community organizer utilize is greatly dependent on his/her reading of the local condition.

- It is a continuous process of: (a) educating people to understand their critical consciousness or their existing conditions; (b) organizing people to work collectively and

efficiently on their problems; and (c) mobilizing people to develop their capability and readiness to respond and take action on their immediate needs towards solving their long-term problems.

### **Three Major Components of Community Organizing**

1. Training and Education
2. Organization Building
3. Mobilization

### **Tasks and Functions of a Community Organizer**

#### **1. As a facilitator**

- Enhance individual and group strengths and minimizes weaknesses and conflicts.
- Heightens group unity
- Assist individuals and groups to respond to common interests.

#### **2. As a Trainer**

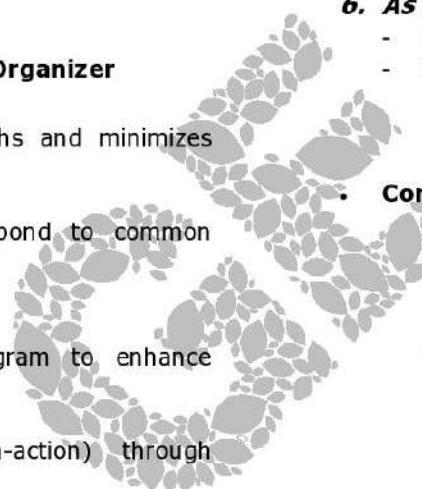
- Assess training needs
- Plans and conducts educational program to enhance capabilities
- Assists leaders in training others
- Engages in praxis (action-reflection-action) through continuous dialogue with people.

#### **3. As an Advocate**

- Analyses and articulate critical issues
- Assists others to reflect upon other issues
- Evokes and provokes meaningful discussions and actions

#### **4. As a Researcher**

- Conducts social analysis
- Engages in participatory technology development



- Simplifies and enriches appropriate research concepts and skills
- Engages in social integration to understand social phenomena from the eyes of the people.

#### **5. As a Planner**

- Conducts analysis of area resources and potentials
- Assists local groups in planning for their common good
- Systematizes group actions

#### **6. As a Catalyst**

- Initiate debates and actions regarding critical problems
- Monitors and nurtures growth of individuals and groups.

### **Community Organization**

#### **• Community organization**

- is the process of bringing about and maintaining adjustment between social welfare needs and resources in a geographical area or special field of service (Dunham, 1958)
- is a process by which a community identifies its needs and objectives, orders/ranks or objectives, develops the confidence and will to work at these needs and objectives, takes action in respect to them and in so doing, extends and develops cooperative and collaborative attitudes and practices in the community (Ross, 1955 and 1976).
- is a systematic, planned and liberating change process of transforming a complacent, deprived and malfunctioning community into an organized, conscious, empowered, self-reliant, just human entity and institution (PESP).

## **COMMUNITY ORGANIZATION: VALUES, GOALS AND PRINCIPLE**

### **I. Values of Community Organization**

1. Human Rights
2. Social Justice
3. Social Responsibility

### **II. Goals of Community Organizing**

1. People's Empowerment
  - CO aims at achieving effective power for the people.
  - People learn to overcome powerlessness and develop their capacity to maximize control over their situation and start to place the future in their own hands.
2. Building Relatively Permanent Structures and People's Organization.
  - CO aims to establish and sustain relatively permanent organizational structures which best serve the needs and aspirations of the people.
3. Building Alliances
  - CO seeks to create a conducive environment for the development of human creativity and solidarity through equitable distribution of power and resources.
4. Improved Quality of Life/Standard of Living
5. Popular Democracy
6. National Social Transformation

## **III. Principles of Community Organizing**

1. People's Participation
2. Self-Determination
3. Experiential Learning
4. Self-Reliance

### **Organizing Approaches**

#### **1. Issue-based approach**

- organizing approach which revolves around issues or problems that:
  - felt by a significant number of people in the community
  - require people to negotiate from a position of strength usually outside the community for issue resolution
  - have a high probability of being resolved if collectively acted upon

#### **2. Socio-economic-project based approach**

- organizing approach which centers around the introduction of socio-economic projects such as health care, IGP, enterprise development, MPC formation, etc.

#### **3. Church / Faith-based Approach**

- organizing approach used by organizers with the structures of a church or within components of church-based programs

# SOME APPROACHES TO RURAL CHANGE

## The Concentrated Approach

Under this approach, the change agent does not cover the whole area at once but limits his operation on a limited area or project. He works closely with a limited number of individuals known as **cooperators**, with the hope that the new information or ideas would later on radiate to the other farmers in the community. This approach is suited to areas newly covered by a technician or change agent.

- a. working with a limited number of individuals known as cooperators;
- b. working on a limited area or project;
- c. working on a limited number of priority problems; and
- d. suited to areas newly covered by a technician.

## The Team Approach

In this scheme, technicians with **different fields of specialization work together as a team** in developing an area. The team may be composed of a **livestock technician, crop technician, farm management technician and a home management technician**. The members of the team can reinforce each other's activities in meeting the clientele's varied field problems. This approach works well in areas far from agricultural experiment station or agricultural college. This is a group of technicians with different fields of specialization within the agency, and works as a team in developing a particular area or community.

## The Cooperative Approach

In this approach, **different agencies are involved**. Every agency has its own specialized functions as stated in the program. In as much as different agencies are involved, written agreements are needed so that the specific responsibilities of each participating agency are spelled out.

## The Institutional Approach

The ultimate aim under this approach is **to organize farmers into associations** so that they can eventually manage their own program or activities.

- ✖ Examples are the **farmer's association, samahang nayon and cooperatives**, etc. The organized groups are used as instrument for rural development activities.

## Utilizing Local Leaders

**Formal and informal leaders** are indispensable in rural development work. They assist in carrying out development programs in the locality and serve as the link between the people and the extension service. However, proper selection and the need for training and development should be instituted before the local leaders are put into action.

# THE ADOPTION PROCESS

## Innovation

- An idea, or practice, or technology perceived as new by a person

## Adoption

- The process by which a person is exposed to, evaluates, and accept/practice or reject a particular innovation.
- It is the decision to make full use of the technology as the best option possible

## Characteristics of an Innovation that Determine its Adoption

### Relative Advantage

- The degree to which a farmer recognizes an innovation as better than the idea or practice he/she is currently practicing.

### Compatibility

- The degree to which a farmer perceives the innovation/new idea to be consistent with his socio-cultural values and beliefs, and with previously introduced ideas and felt needs

### Complexity

- The degree to which a farmer can understand and follow an innovation.

### Triability

- The degree to which an innovation can be experimented or duplicated on a small scale basis.

### Observability

- The degree to which the results of an innovation can easily be observed by the farmers.

## Diffusion process

-Defined as the spreading of information from a source to its intended or unintended receivers or users and the stages through which adoption passes.

-A process by which an innovation is communicated through certain channels over time among the members of a social system.

The stages in the adoption process before farmers adopt new technology are, namely:

- a) **AWARENESS**, a stage when a person knows that an idea exists but lacks details and information about it.
- b) **INTEREST**, a stage when a person seeks more factual information as to what it is, how it works and what its advantages are
- c) **EVALUATION**, when an individual shows marked interest in the idea as it applies to his farming operation and family.
- d) **TRIAL**, a stage whereby an individual has weighed the advantages and risks involved and whether he can try it on a small scale, the individual actually applies the new idea on a small scale in order to determine its utility in his own situation.
- e) **ADOPTION**, as the final stage of the diffusion process which is described as full/large scale and continuous use of the idea.

### Note:

1. The farmer can also reject the innovation based on his/her observation and assessment.
2. The five stages may not always occur in specified order, the trial stage may be skipped and evaluation stage may occur throughout the whole process.
3. Adoption may not always be the end process but more information may be needed to confirm, reinforce or switch decision.

## **Stages in the Adoption Process (Further Explanation)**

### **1. Awareness**

At this stage, an individual becomes aware or exposed to the new idea. He knows the new idea existed but he lacks details and information concerning it. As an example, the farmer may know only the name but may not know what the idea or product is, what it will do or how it will work.

### **2. Interest**

At the interest stage, an individual wants more information about the idea or product. He wants to know what it is, how it works and what its potentialities are. He may say to himself that this might help him increase his income, or help him control insects or diseases, or improve farming or home life in some other way.

### **3. Evaluation**

The individual makes an assessment of the new idea. The individual makes mental application of the new idea to his present and anticipated future situation and decides whether or not to try it. The farmer applies the information obtained in the previous stages to his own situation. The farmer considers the advantages and the disadvantages of using the innovation.

### **4. Trial**

Farmer tests the innovation on a small scale basis if he decides that the idea is going to be beneficial for him. Apparently, individuals need to test a new idea even though they have thought about it for a long time and have gathered information concerning it.

### **5. Adoption**

This stage is characterized by large scale, continued use of the idea, and most of all, by satisfaction with the idea in preference to the old method.

### **Innovation-Decision Process Theory**

#### **1. KNOWLEDGE**

- ✓ Stage when the individual learns of the existence of the innovation and gains some understanding of its function.
- ✓ The individual is exposed to the innovation's existence and gains some understanding of how it functions.

#### **2. PERSUASION**

- ✓ Individual forms a favorable or unfavorable opinion of the innovation.

#### **3. DECISION**

- ✓ Individual engages in activities that lead to a choice between adoption and rejection of the innovation.

#### **4. IMPLEMENTATION**

- ✓ Individual puts an innovation into use.

#### **5. CONFIRMATION**

- ✓ Individual seeks further reinforcement of his decision or reverses his decision if he found conflicting messages about the innovation.

### **Individual Innovativeness Theory**

#### **Innovativeness**

- It is the degree to which an individual is relatively earlier in adopting new ideas than the other members of the system.
- It is the best single indicator of modernization.

#### **Modernization**

- It is defined as the process by which individuals change from a traditional way of life to a more complex,

technologically advanced, and rapidly changing style of life.

#### **Individual Innovativeness Theory**

- This theory states that individuals who are risk takers or otherwise innovative will adopt an innovation earlier in the continuum of adoption/diffusion.

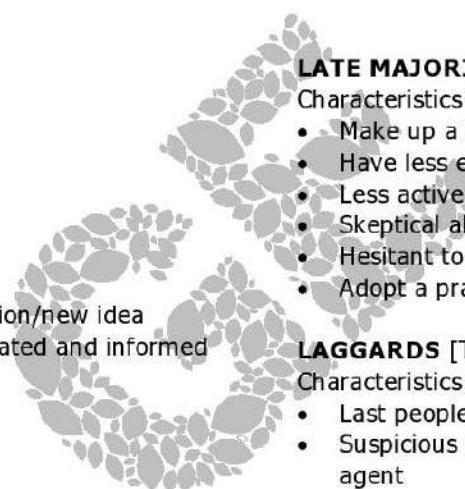
## **CATEGORIES OF ADOPTERS**

1. Innovators
2. Early adopters
3. Early majority
4. Late majority
5. Laggards

#### **INNOVATORS [Venturesome]**

Characteristics:

- The first people in a locality to adopt an innovation/new idea
- Have larger farms, higher net worth, more educated and informed
- Highly respected and have prestige
- Takes calculated risks
- Experiments



#### **EARLY ADOPTERS [Respectable]**

Characteristics:

- Follow the innovators
- Usually younger than average, have higher education than those slower to adopt
- Participate actively in community organizations and programs
- More informed, reads papers and magazines

#### **EARLY MAJORITY [Deliberate]**

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Characteristics:

- Slightly above average in age, education and farming experience.
- Not elected leaders but are active in the community
- Most likely informal leaders and have limited resources than innovators and early adopters.
- Adopts new ideas after they are convinced of its value as seen from early adopters

#### **LATE MAJORITY [Skeptical]**

Characteristics:

- Make up a large block of farmers in the community
- Have less education and older than the early majority
- Less active in associations and organizations
- Skeptical about new information and ideas
- Hesitant to discard old knowledge and techniques learned
- Adopt a practice only when it is majority by the community

#### **LAGGARDS [Traditional]**

Characteristics:

- Last people to adopt an innovation
- Suspicious of the innovations, the innovators, and the change agent
- Very conservative
- Usually the oldest, least educated and wealthy
- Not risk takers
- Usually believes in superstitious and indigenous knowledge
- Decision to adopt depends on their past experiences

### **Adoption Rate**

Rate of adoption is the relative speed with which an innovation is adopted by members of a social system, measured as the number of receivers who adopt a new idea in a specified time period.

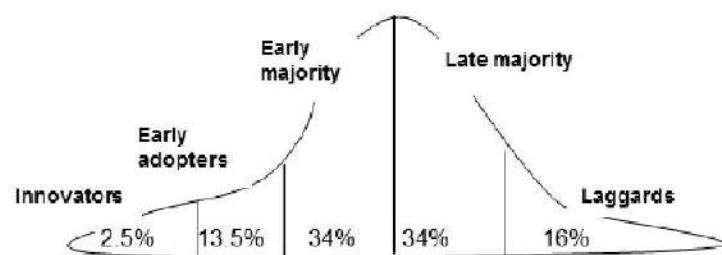


Figure 3. The distribution of adopters according to the rate of adoption

The theory states that innovations diffused over time that resembles an **S-shaped curve**.

-Rate of Adoption theorizes that diffusion takes place over time with innovations going through a slow, gradual growth period, followed by dramatic and rapid growth, and then a gradual stabilization and finally a decline

### **STRATEGIES TO EFFECT ADOPTION**

1. Extension Worker Intervention
2. Progressive Farmer Strategy
3. Mass Marketing
4. Follower-farmer Strategy
5. Selective Farmer-to-Farmer

#### **1. Extension Worker Intervention**

- Extension workers are valuable agents for quick diffusion and adoption of innovations
- As "carrier" of information, they must possess important traits such as credibility, because of good understanding of farmers and his problems, nature of technology, extension methods, research results, etc.

#### **2. Progressive Farmer Strategy**

- Extension agents usually are in direct contact with progressive farmers from whom innovations diffuse
- Use of progressive farmers has its attraction to extension workers especially if they are working under the pressure of targets (e.g. fertilizers to be distributed, areas to be planted with new varieties, etc.)

#### **3. Mass Marketing**

- Uses advertising to reach each member of the target market directly
- Involves huge communication systems to give info regarding product availability to consumers
- Feedback data to producers re consumers' wants
- Can create broad public awareness of critical issues,
- Can be used to introduce new product (e.g. new brand of chemical fertilizer), the modification of existing ones (e.g. organic composting), restricted consumption of inputs (e.g.

use of herbicides), and promotion of change in existing institutions

- Requires careful design and delivery of products to properly identified and analyzed homogeneous target markets

#### 4. Follower-Farmer

- Emerged from the T & V system introduced in many Third World countries largely through the encouragement and support of The World Bank
- Contact farmers are identified from among groups of families or households in one village
- Extension worker works with contact farmers
- System revolves around an intensive visit of extension workers to contact farmers
- During visits, extension worker transfers information to contact farmers who in turn pass on the info to the farm households that they are in charge of

#### 5. Selective Farmer-to-Farmer

- Knowledge or info acquired by a farmer is transferred to another farmer through informal discussion in field and villages
- Conversation can also happen during leisure time and on social and religious occasions.
- Relatives, friends, and others listen to and participate in the discussions

### Explanations for Rejection/Adoption of Technology

#### 'INDIVIDUAL-BLAME' Hypothesis

- I am poor, I have low educational attainment, traditional, fatalistic

#### 'SYSTEM-BLAME' Hypothesis

- Leadership is traditional, power relationship is exploitative, etc.

#### 'PRO-INNOVATION' Bias

- The innovation is okay, it is the farmer's fault.

#### Framework for Sustainable Development

1. Economically viable
2. Ecologically sound
3. Socially just and humane
4. Culturally acceptable/appropriate
5. Grounded in holistic science
6. Resilient and low risk
7. Biodiversity-oriented
8. Productive
9. Participatory

#### Sustainable Agriculture

- Sustainable development is maintaining or prolonging the productive capacity of the natural resource base to meet human needs
- It is the conservation of the natural resource base and the orientation of technological and institutional change that ensures the attainment of a continued satisfaction of human needs for present and future generations.

#### Components of Agriculture Development

1. Governance
2. Research
3. Extension/Education
4. Marketing
5. Production
6. Supply

## **AGRICULTURAL KNOWLEDGE SYSTEM (AKS)**

Is a system of belief, cognitions, models, theories, concepts and other products of the mind.

### **Pluralistic Extension Policy**

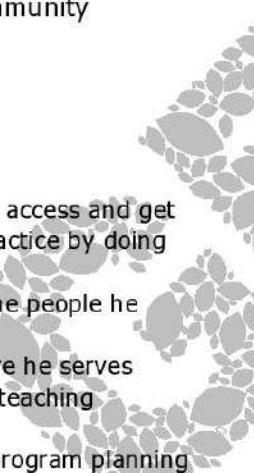
- A practice of allowing several organizations to provide extension work to the different farmers of the country. Extension work was done by DA industry bureaus, DA commodity agencies, SUCs, NGOs and private companies.

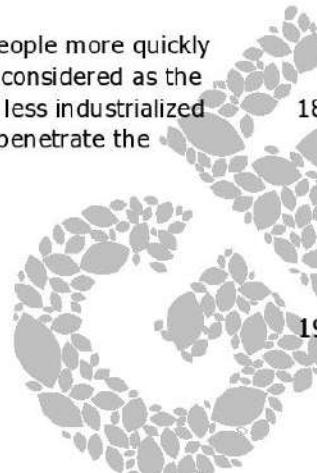
### **AKS as Technology/Knowledge System**

Consist of 4 components

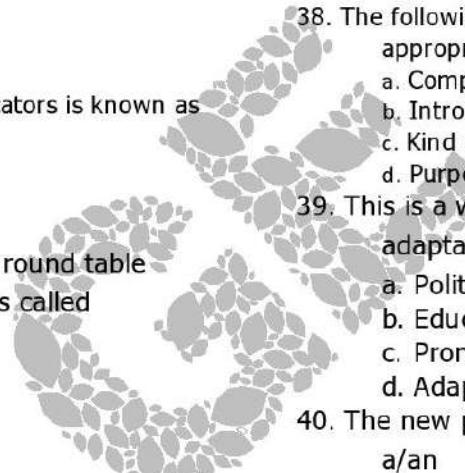
1. Technology Generation
  - Consists of planning, administration and implementation of research activities that develop, assess, adapt and test improved agricultural technology for farmers and other users
2. Technology Transfer
  - Further evaluates and adapts research outputs for users and then widely disseminates the knowledge and inputs to different target adopters
3. Technology Utilization
  - Encompasses the users of the agricultural technology. User awareness, adaptation and adoption of the technology.
4. Agricultural Policy
  - Relates to the government development goals and strategies, market and price policies and the levels of resources investment in the system

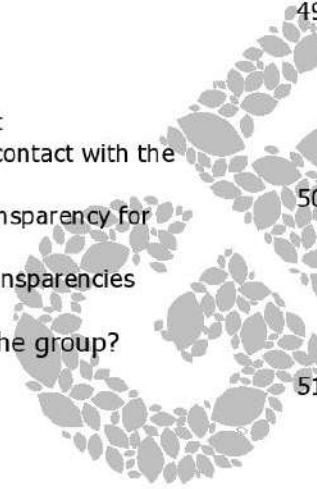
## AGRICULTURAL EXTENSION-QUESTIONS

- 
1. The main goal of extension is to
    - a. Develop human resources to improve quality of life
    - b. Develop land resources to improve productivity
    - c. Make people realize that life is good
    - d. Introduce new technologies
  2. The guiding principle in the integration of community organizer is
    - a. Rapport building
    - b. Team building
    - c. Unification
    - d. Team work
  3. The guiding principle in extension work to promote access and get better appreciation of people's problems can be practice by doing this action
    - a. Extension worker must be well-treated by the people he serves
    - b. Extension worker must live in the area where he serves
    - c. Extension worker must have all the needed teaching materials
    - d. Local people must participate in extension program planning
  4. This is the ability to make decisions to achieve goals in the most efficient manner
    - a. Psychomotor skill
    - b. Managerial skill
    - c. Leadership skill
    - d. Planning skill
  5. The following describes the concept of extension process, except
    - a. Does not have a beginning and an end
  - b. Continuing
  - c. Unidirectional
  - d. Sequential steps
  6. The Bureau of Agricultural Extension was created by this law
    - a. RA 710
    - b. RA 840
    - c. RA 680
    - d. RA 380
  7. The following are processes involve in program development, except
    - a. Situation Process
    - b. Organization
    - c. Program Planning
    - d. Feasibility Study
  8. The last ones to change type of adopters
    - a. Innovators
    - b. Late majority
    - c. Non-adopters
    - d. Laggards
  9. This is the important role of extension in sustainable development
    - a. Walk the learning path
    - b. Transfer of technology
    - c. Promote the use of external inputs
    - d. Define an incentive system
  10. The first activity of extension work for intervening is
    - a. Informing people and local officials
    - b. Asking for budget
    - c. Organizing people in the intervenor's agency
    - d. Formulating objectives
  11. The role of extension is to connect the gap
    - a. Between academe and farmers
    - b. Between community leaders and industry

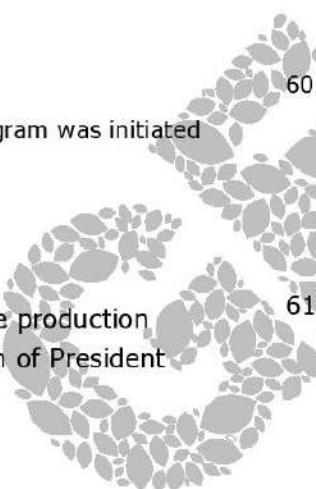
- c. Between market system and consumer system  
d. Between research system and client system
12. This will happen if the natural resources in a given area are consumed faster than nature can replenish them  
a. Environmental degradation  
b. Ecosystem breakdown  
c. Habitat destruction  
d. All of these
13. This mass method of extension reaches many people more quickly in all parts of the country without delay and considered as the most important mass medium for farmers in less industrialized countries. Moreover, this is best medium to penetrate the remote barangays of the Philippines.  
a. Radio  
b. Internet  
c. Television  
d. Newsletter
14. Which is the meaning of complementation?  
a. Consortium  
b. Partnership  
c. Networking  
d. Linkage
15. The agricultural extension workers task environment is at the same time  
a. Social, economic, religious and cultural  
b. Technological, cultural, economic and political  
c. Spiritual, technological, social and cultural  
d. Religious, economic, political and social
16. Teaching how farm resources are used efficiently is done to improve  

- a. Agricultural marketing  
b. Public affairs  
c. Agricultural Management  
d. Leadership development
17. Which of the following is not a mass level of communication?  
a. Broadcasting information via radio  
b. TV plug on pests and diseases  
c. Conducting result demo in a community  
d. Distribution of leaflets to rural people
18. This method of extension is used in crop farming that requires farmer cooperators with the purpose of proving that new practice is superior to the one currently being used.  
a. Field day  
b. Method demonstration  
c. Result demonstration  
d. Lecture
19. The Bureau of Agricultural Extension was placed under this Department on July 1, 1973.  
a. Department of Interior  
b. Department of Forestry  
c. Department of Agriculture  
d. Department of Animal Husbandry
20. Which of the following demonstrates "livelihood security"  
a. Ownership of agricultural land being operated  
b. Sustained relationship between landowner and tenant  
c. Permanency of employment as household help  
d. Reliable access to adequate stocks, food and cash to meet basic needs

- 
21. In extension communication, the extension worker plays role of the
- Receiver
  - Sender
  - Encoder
  - Both a and b
22. This technique refers to the process of transmitting ideas, information, and technologies from one person to another with the intent of enhancing the learner's knowledge, attitudes or skills
- Method
  - Device
  - Teaching
  - All of these
23. This method is concerned with personal visits made by the client to the extension office to seek information or assistance.
- Informal contract
  - Personal letter
  - Telephone call
  - Office call
24. The art or skill of performance is referred to as
- Method
  - Device
  - Instructional Materials
  - Technique
25. The Agriculture and Fisheries Modernization Act (AFMA) of the Philippines is also known as
- RA 8435
  - RA 8213
  - RA 8315
  - RA 8355
26. The totality of an individual's exposure to life which influences his ability to communicate is his
- Character
  - Field experience
  - Personality
  - Culture
27. The process of transmitting messages properly from the source to the recipient to effect change or affect behavior
- Extension
  - Management
  - Transmission
  - Communication
28. This approach involves the researcher's task to identify, analyze and solve farmers' technical problems. The results are translated as messages to farmers via the extension worker.
- Area approach
  - Participatory technology approach
  - Farmer field school
  - Transfer of technology approach
29. Extension is teaching preferably
- Community people
  - Middlemen
  - Consultants
  - Professionals
30. A principle of sustainable agriculture which states that resources should be limited to what is absolutely necessary
- Sufficiency
  - Efficiency
  - Consistency
  - Precaution

- 
31. The following are factors in the choice of teaching methods to use, except
    - a. Budget for the activity
    - b. Salary of extension worker
    - c. Objectives of the activity
    - d. Available materials and facilities
  32. Extension is a type of intervention which focuses on
    - a. Education
    - b. Training
    - c. Education and training
    - d. Information and Support Services
  33. The degree of similarity between two communicators is known as
    - a. Conformity
    - b. Heterophily
    - c. Uniformity
    - d. Homophily
  34. A meeting of a small number of people in a round-table situation who meet for specific purpose is called
    - a. Conference
    - b. Seminar
    - c. Small Group Discussion
    - d. Meeting
  35. They are realistic replicas of real things
    - a. Models
    - b. Objects
    - c. Specimens
    - d. Maps
  36. One advantage of using radio in extension is that
    - a. It reaches people quickly at the same time and a low cost
    - b. It delivers messages directly to the listeners across barriers
    - c. It provides entertainment
  37. During Martial Law in 1972, the Agricultural Productivity Commission (APC) was renamed
    - a. Bureau of Agricultural Extension
    - b. Bureau of Agriculture and Food
    - c. National Agriculture and Fisheries Council
    - d. Bureau of National Extension Program
  38. The following are some considerations for channel appropriateness, except
    - a. Competence of the user
    - b. Introductory music that is being used
    - c. Kind and quality of the receiver
    - d. Purpose of the communication
  39. This is a well-organized plan that brings about widespread adaptation of particular practice.
    - a. Political Campaign
    - b. Educational Campaign
    - c. Promotional Campaign
    - d. Adaptation Campaign
  40. The new paradigm in agriculture is to look at farming as a/an
    - a. Way of life
    - b. Business
    - c. Family traditions to uphold
    - d. Art
  41. Leadership as a group phenomenon, is concerned with a
    - a. Group of people with problems
    - b. Leader and problems of the group
    - c. Specific situation and so is a functional of that situation

- 
- d. Group problem and solution
  - 42. A form of communication used in rallies and demonstration is referred to as
    - a. Discussion
    - b. Shared
    - c. Interpersonal
    - d. Intrapersonal
  - 43. The term 'university extension' was first used in 1840 in
    - a. USA
    - b. Australia
    - c. Great Britain
    - d. Japan
  - 44. One advantage of the overhead projector is that
    - a. The presenter can properly maintain eye contact with the audience
    - b. The extension worker can point to the transparency for emphasis
    - c. The presenter can write directly on the transparencies
    - d. All of the above
  - 45. Which form of training does not belong to the group?
    - a. Producers
    - b. Technicians
    - c. Specialists
    - d. Marketing
  - 46. Dole and Del Monte are examples of sources of information categorized under
    - a. Private Firm
    - b. Farm entrepreneurship
    - c. Indigenous Technological Knowledge
    - d. Research Institution of the Department of Agriculture
  - 47. The audience involved in mass methods of extension are
    - a. Easy to know
    - b. Fairly easy to know
    - c. Both a and c
    - d. Not known at all
  - 48. The principle of voluntary education means:
    - a. Participation with coercion
    - b. Participation with compulsion
    - c. Free-willing participation
    - d. Participation with lukewarm attitude
  - 49. Which of these methods encourage maximum cliental participation?
    - a. Lecture
    - b. Leaflet
    - c. News
    - d. Discussion
  - 50. Upstream research is the responsibility of the national RDE network while downstream research is the responsibility of the
    - a. Provincial RDE
    - b. Regional RDE
    - c. Municipal RDE
    - d. Barangay RDE
  - 51. This is an individual extension method that is done in the cities and more progressive towns where electricity is available
    - a. Telephone calls
    - b. Television
    - c. Video
    - d. Radio
  - 52. It is a prepared oral presentation of a subject by a resource person:
    - a. Small group discussion
    - b. Lecture
    - c. Meetings
    - d. Panel discussion

53. Cinema films, color slides, lantern slides, overhead projector and filmstrips are examples of the method called
- Display visual
  - Projected visuals
  - Presentation visuals
  - Story board
54. A method that offers the possibility of greater extension coverage and is therefore more cost-effective
- Individual methods
  - Mass media
  - Mass methods
  - Group methods
55. The Medium Term Agricultural Development Program was initiated by President
- Carlos Garcia
  - Ferdinand Marcos
  - Fidel Ramos
  - Diosdado Macapagal
56. The establishment of credit unions to provide production credit to the farmers place under the term of President
- Manuel Quezon
  - Manuel Roxas
  - Elpidio Quirino
  - Ramon Magsaysay
57. A strategy where farmers are shown each step on how to use a technology.
- Method demonstration
  - Training
  - Result demonstration
  - Seminar
58. A strategy where there is an organized group of 3-5 experts on various field to act as panelist



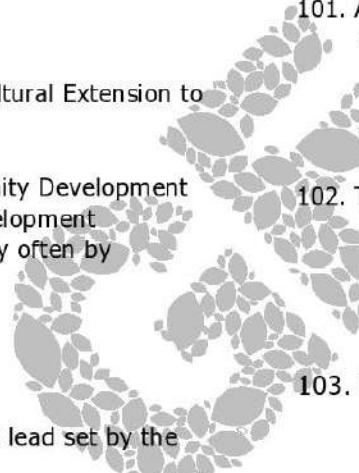
- a. Panel discussion
- b. Meeting
- c. Symposium
- d. Brainstorming
59. It is the total process by which an innovation spreads out clients until a large number have adopted it.
- Intervention
  - Evaluation
  - Adoption
  - Diffusion
60. Information support services, holding of degree and non-degree training/program, evaluation of LGU extension projects and provision of technical assistance are extension activities of the
- International Agricultural Research Centers
  - State Universities/Colleges
  - Private Industries
  - Farmer's Organizations
61. The stage of the adoption process wherein the farmers would apply the technology on a large scale in preference to old methods
- Awareness
  - Adoption
  - Interest
  - Trial
62. It is a system that is centered on providing farmers with relevant, clear and sensible advice, which depends on two-way exchange of communication contacts between families, extension workers, researchers and administration
- Generalist
  - Participatory
  - Specialist

- d. Training and visit
63. The purpose of piloting technologies are:
- Confirm and demonstrate the feasibility of a technology
  - Gauge end-users reaction to the introduction of technology
  - Identify potential problem related to wider adoption
  - All of the above
64. Which of the following is not considered in the choice of extension teaching method?
- Facilities and materials
  - Subject matter
  - Farmers field day
  - Time availability of the client and extension agent
65. An internet is a global network of computers that are linked via:
- Electrical system
  - Sound system
  - Telecommunication system
  - Radio system
66. That stage of adoption process wherein the farmer will seek further information about the innovation
- Evaluation
  - Awareness
  - Interest
  - Trial
67. This extension approach is highly disciplined and patterned with fixed schedule of training of village extension workers for farmers
- Educational institution approach
  - Participatory approach
  - Commodity approach
  - Training and visit approach
68. The action during technology adoption wherein the farmer tries to fit his resources and needs on the technology
- Innovation
  - Revision
  - Modification
  - Revalidation
69. Which of the following media has a worldwide reach and allows one to see what is happening in another area on real time?
- Television
  - Radio
  - Exhibit
  - Internet
70. The classification of visuals is based on
- Nature and use of materials
  - Learning needs
  - Kind of audience
  - Teaching methods
71. The measure of success of this approach is farm people's willingness and ability to provide some share of the cost, individually or through their local government units
- General extension approach
  - Cost-sharing approach
  - Commodity specialized approach
  - Farming systems development approach
72. This is the adoption stage wherein based on available information and actual experiences on the technology, the individual assesses its advantage over current practices
- Awareness
  - Interest
  - Evaluation
  - Trial

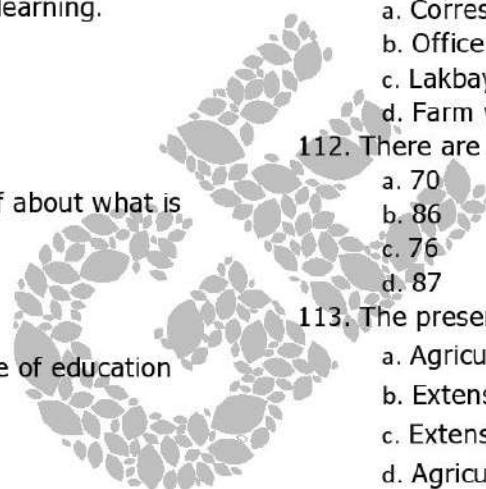
73. In selecting an approach for technology promotion, the most important consideration is
- Objective and nature of technology
  - Cost of techno promotion
  - Agency resources
  - All of the above
74. The stage of the adoption process whereby the farmer learns the existence of the idea but knows little about it.
- Awareness
  - Adoption
  - Evaluation
  - Trial
75. This type of adopter also known as localite and has the greatest degree of opinion leadership in most social systems.
- Late majority
  - Early adopter
  - Innovator
  - Laggard
76. Increasing private sector participation in the agricultural extension activities to improve the delivery service by the
- Cost-Recovery Scheme
  - Commercialization
  - Privatization
  - Revitalization
77. The administration of the delivery of extension services to the rural areas concerns the extension
- Communication
  - Support system
  - Program planning
  - Management
78. Technologists are categorized as component technology and \_\_\_\_\_
79. The development of plans will ensure these aspects
- Effectiveness and efficiency
  - Productivity and profitability
  - Satisfaction
  - All of the above
80. The primary functions of extension agencies in agriculture and rural development is to disseminate
- Technologies
  - Resources
  - Infrastructure
  - Both a and b
81. Which concept does not appropriately describe extension?
- It disseminate useful information to rural people
  - It enables people to reunite with old acquaintances
  - It helps people help themselves
  - It is acquired by paying school fees
82. Which of the following methods provide opportunity to recognize the worthwhile accomplishments of the extension officer, farmer-cooperator and other stakeholders?
- Demonstration days
  - Recognition days
  - Exhibit days
  - Camping days
83. RA 7160 is known as
- Bell Survey Mission
  - Local Government Code

- c. Land Reform Code  
d. National Integrated Pest Management Program
84. Extension considers this/these person(s) in introducing development projects
- Father
  - Mother
  - Children
  - All members of the family
85. Modern agriculture demands that farmers are
- Up-to-date with technologies
  - Science rather than tradition bound
  - Their own decision makers regarding farm activities
  - Extensive adopters of external production inputs
86. Starting where the people are with and what they have is practicing the principle of
- Leadership
  - Cultural difference
  - Grassroots approach
  - Voluntary change
87. The first individual in a group to adopt a new idea are called
- Early adopters
  - Quick adopters
  - Innovators
  - All of these
88. Leaders who are enlisted and trained for specific job opportunities are called
- Organizational leaders
  - Activity leaders
  - Action leaders
  - Program planners
89. Extension programs are based on the people's \_\_\_\_\_ so that they will certainly support the program
- Income and social status
  - Social status and needs
  - Educational attainment and interest
  - Interest and needs
90. It promotes sustainable agricultural development in a corn-based farming system in upland and lowland communities
- IPM
  - Farmers' field school
  - Organic farming
  - FSTP
91. The following are personal qualities of an extension worker, except
- Ability to communicate
  - Enthusiasm for the job
  - Ability to deal with people
  - Ability to entertain
92. The best method of extension in terms of technology transfer
- Farm and home visit
  - Use of radio or television
  - Use of lecture/demo cum radio and television
  - Lecture and demonstration method
93. At this stage of the adoption process, the individual develops curiosity or concern in the new practice
- Awareness
  - Interest
  - Evaluation



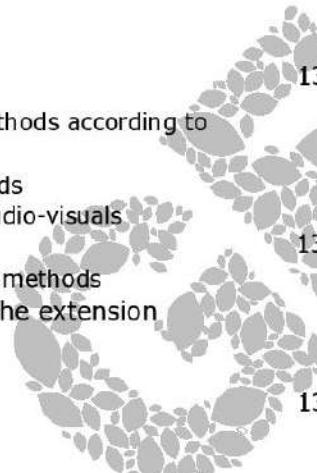
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- d. Trial
94. It is an example of mass media method in extension
- Classes
  - Model farmer
  - Leaflets
  - Office calls
95. One requirement in introducing extension intervention is
- Cooperation of clientele
  - Support of local officials
  - Sufficient budget
  - Strategic use of resources
96. RA 3844 changed the name of Bureau of Agricultural Extension to
- Agricultural Productivity Commission
  - National Extension Program
  - Demonstration and Extension for Community Development
  - Presidential Assistant for Community Development
97. An extension approach which is controlled locally often by farmers' association is called
- Participatory approach
  - Farming systems development approach
  - Project extension approach
  - Educational institution approach
98. The people in the locality who quickly follow the lead set by the innovators are called
- Early majority
  - Early adopters
  - Innovators
  - Laggards
99. Extension work in the Philippines started in 1565 through the establishment of model farms by the
- Americans
  - Spaniards
- c. Japanese
- d. Taiwanese
100. The focus of agricultural extension is to assist the rural people to
- Get as much education as possible
  - Get rich or better off
  - Help themselves
  - Use recommended technologies
101. As mandated by Executive order 116, training of all agricultural extension workers and clientele is a main responsibility of
- Department of Agriculture
  - Philippine Training Center for Rural Development
  - Agricultural Training Institute
  - Bureau of Agricultural Extension
102. Total human liberation and development shall be promoted through the establishment of
- College of Agriculture
  - Technical Education and Skills
  - Commission on Higher Education
  - National Agriculture and Fisheries Education System
103. Filling the needs among client groups from the extension worker corresponds to this concept.
- Information theory
  - Diffusion-adoption theory
  - Social relationship theory
  - Rural vacuum theory
104. This refers to the extent to which an innovation can be seen
- Observability
  - Compatibility
  - Complexity
  - Trialability

105. These are systematic display of posters, models, charts, specimens, etc. in a sequence to create awareness and interest to increase people's knowledge and to stimulate action.
- Exhibits
  - Newspaper
  - Wall newspaper
  - Publications
106. This is considered as a lifelong process of learning.
- Education
  - Administration
  - Extension
  - Management
107. One's view of life is based on his/her belief about what is
- Good, possible and beautiful
  - Good, noble and beautiful
  - Possible, noble, and beautiful
  - Virtuous, beautiful and noble
108. Extension classes are examples of this type of education
- Formal
  - Non-formal
  - Basic
  - Informal
109. The following are mass level of communication, except
- Broadcasting relevant info via radio
  - Conducting result demo in a community
  - Distribution of leaflets to rural people
  - TV plug on pests and diseases

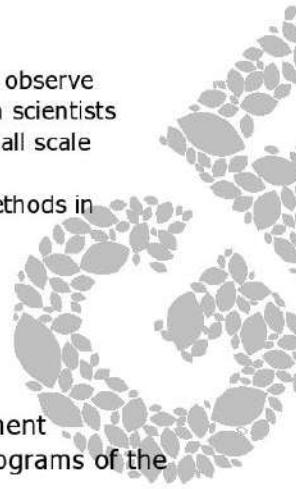


110. In this extension teaching method, a group travels to another location to observe agricultural practices, projects or demonstrations not available locally
- Method demonstration
  - Lecture
  - Education tour
  - Result demonstration
111. Which is an example of a group contact extension method?
- Correspondence
  - Office Call
  - Lakbay Aral
  - Farm visit
112. There are \_\_\_\_\_ provinces in the Philippines.
- 70
  - 86
  - 76
  - 87
113. The present title of a change agent in government is:
- Agricultural technologist
  - Extension worker
  - Extension technician
  - Agriculturist
114. Globalization concerns can be addressed through extension by enhancing this among people in agriculture and fisheries in both domestic and foreign markets.
- Cooperation
  - Complementation
  - Commitment
  - Competitiveness

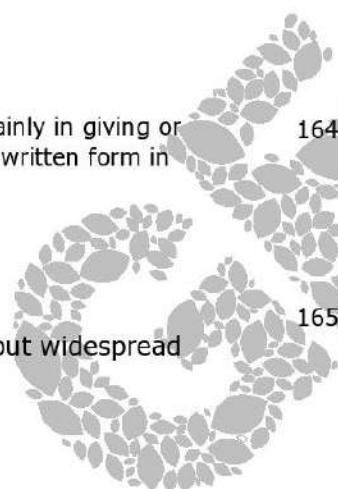
115. Founder of the Home Extension Service is
- Maria T. Orosa
  - Mary A. Osora
  - Maria C. Osora
  - Maria Y. Orosa
116. This means being concerned with other people or giving the best in oneself in helping others.
- Commitment
  - Cooperation
  - Competitiveness
  - Complementation
117. The message factor referring to the organization and presenting of ideas is
- Message code
  - Message treatment
  - Message content
  - Message thought
118. The chief of the Bell mission
- Daniel Y. Bell
  - Dustin W. Bell
  - Daniel W. Bell
  - Dustin Hoffman Bell
119. In this extension approach, efforts are made to have a whole community grow just one variety of crop that is best adapted to the locality.
- Single-purpose approach
  - Commodity approach
  - Training and visit approach
  - Area approach
120. The year the 4-h Club in the Philippines was started
- a. 1947  
b. 1946  
c. 1945  
d. 1944
121. There is a successful communication when
- The receiver's response matches the sender's intention
  - The sender delivered all his message
  - The receiver listened to every words said
  - All the listeners are happy after the activity
122. The means of using land, labor, capital and managerial ability to produce marketable products is
- Profitability
  - Efficiency
  - Effectiveness
  - Productivity
123. In this approach, farmers are involved in the whole process of decision-making from data collection and analysis, identification of problems, constraints and opportunities, preparation of improvement plans to implementation, monitoring and evaluation.
- Farmer field school
  - Participatory technology development
  - Participatory extension approach
  - Farming system approach
124. Extension is teaching preferably
- Middlemen
  - Consultants
  - Professionals
  - Community people
125. The term used for extension in Germany is
- Penyuluhan
  - Erziehung

- 
- c. Vulgarization
  - d. Perkembangan
126. The adoption stage is characterized by
- a. Seeking more information materials about a technology
  - b. Obtaining information materials about a technology
  - c. Using the technology continuously in a large scale
  - d. Experimenting on the technology in a small scale
127. The father of university extension is
- a. Charles Fuller Baker
  - b. Walt Rostow
  - c. James Stuart
  - d. Walt Stuart
128. The three categories of extension teaching methods according to number of clients served are
- a. Mass methods, mass media, group methods
  - b. Mass methods, educational campaigns, audio-visuals
  - c. Conferences, meetings, dialogues
  - d. Mass methods, group methods, individual methods
129. Area of concern possess(es) challenge to the extension delivery system
- a. Wide geographic area of coverage
  - b. Culture of the people
  - c. Problems of the people
  - d. All of the above
130. The element of the process which refers to the perceived target-beneficiary is
- a. Receiver
  - b. Channel
  - c. Message
  - d. Source
131. The teaching aid used to facilitate instruction
- a. Device
- b. Method
  - c. Technique
  - d. Instructional Materials
132. One disadvantage of video machines in extension work
- a. High cost of video machine including high cost production
  - b. Easy to control and use
  - c. The tapes can be erased and reused many times
  - d. Lack of trained manpower
133. The art or skill of performance is referred to as
- a. Method
  - b. Technique
  - c. Device
  - d. Instructional Materials
134. First and foremost an extension worker must be
- a. Self-centered
  - b. Client centered
  - c. Reward centered
  - d. Innovation centered
135. This is a method of acting out roles from real life situation and understanding the dynamics of these roles.
- a. Case Study
  - b. Role playing
  - c. Theater Parts
  - d. Balagtasan
136. The Comprehensive Agrarian Reform Program was a program of President
- a. Joseph Estrada
  - b. Ferdinand Marcos
  - c. Corazon Aquino

- d. Fidel Ramos
137. A news sheet done in large print and posted in a prominent place where people congregate and get news from time to time.
- Bulletin board
  - Photographs
  - Wall newspaper
  - Comics
138. A good flyer as a medium to disseminate information have this characteristic:
- No illustration
  - Back to back printing for economy
  - Printed only on one side
  - Written in English
139. The AFMA prescribes the
- One system one crop
  - One program one system
  - One crop one system
  - One system one program
140. This has to be planned continuously in order to know where we are, where we had been, and where we are going.
- Monitoring
  - Documentation
  - Processing
  - Evaluation
141. Among the five senses, the most important for learning to take place are
- Touch and sight
  - Touch and smell
  - Smell and sight
142. An audio-visual equipment which uses diagrams or illustrations drawn on a transparent acetate sheet and projector on screen.
- Opaque projector
  - Slide projector
  - LCD projector
  - Overhead projector
143. Extension classes are examples of non-formal education. One of its aims is:
- Change people behavior
  - Profitability
  - Productivity
  - Both b and c
144. A knowledge that is unique to a given culture which is passed down from generation to generation
- Agricultural knowledge
  - Indigenous knowledge
  - Important knowledge
  - Common knowledge
145. The field of extension is described as a continuous process of \_\_\_\_\_ technologies in order to satisfy human needs.
- Generating
  - Selling
  - Disseminating
  - Analyzing
146. The following statements are true, except
- Each method has its own merits and shortcoming in certain situations
  - No one method can be considered more effective than the others

- 
- c. No one single extension method is adequate in a certain given occasion  
d. Extension methods are equally effective in all situations
147. This changes if the people could feel and see the outcomes and efforts of the extension workers.
- Culture
  - Skill
  - Knowledge
  - Perception
148. Diffusion of an innovation takes place if
- The benefits of the innovation are easy to observe
  - The innovation is coming from well-known scientists
  - It is possible to try the innovation on a small scale
  - The innovation is widely advertised
149. The rate of message dissemination of mass methods in extension work is
- Slow
  - Fast
  - Medium
  - Very slow
150. This is the first formally organized department implementing extension and research programs of the government.
- The Demonstration and Extension Division
  - The Farm and Home Division
  - The Demonstration Division
  - The Extension Division
151. The method which create awareness and spread information rapidly are
- Lecture methods
- b. Group methods  
c. Individual methods  
d. Mass methods
152. The technology helps maintain ecological balance and does not harm the environment is characterized to have
- technically feasible
  - economically viable
  - socially acceptable
  - environmental soundness
153. They are important in showing trends and relationships
- Graphs
  - Bar graphs
  - Pie graphs
  - Line graphs
154. In order to make a successful farm and home visit, the extension workers should
- Be courteous
  - Be friendly, sympathetic and complimentary
  - Be informal
  - Avoid wasting the time of the farmer
155. The technology has shown goodness and is better than existing practice
- technically sound
  - economically viable
  - environmental
  - socially acceptable
156. A visual which contains graphically certain process like the life cycle of pests is
- Wall chart
  - Bulletin board
  - Mobile units
  - Handouts

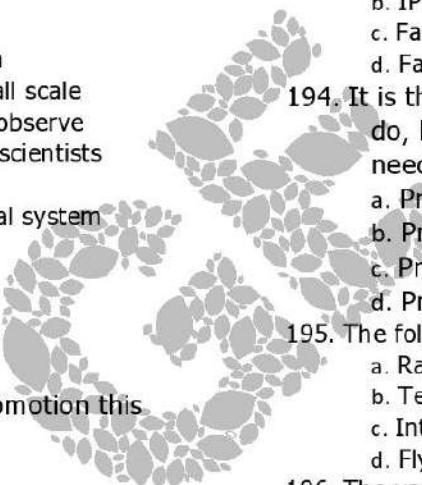
157. The type of agriculture where the production of plants and animals is for the use of the family and not for market is
- Sustainable Agriculture
  - Traditional Agriculture
  - Extractive Agriculture
  - Modern Agriculture
158. This approach is promoting a single technology
- Commodity Approach
  - Single purpose approach
  - Community approach
  - Mass approach
159. An individual extension method that is used mainly in giving or getting information and giving instruction in written form in order to avoid misunderstanding
- Posters
  - Personal letters
  - Wall newspaper
  - Publications
160. This is well organized plan for bringing about widespread adoption of a particular practice
- Political campaign
  - Educational campaign
  - Promotional campaign
  - Environmental campaign
161. This approach puts together the resources of different agencies, service of various agencies, share their resources. Agree on common goals and approaches.
- Participatory approach
  - Commodity approach
  - Integrated Approach
  - Mass approach
162. The integrated approach believes on the principles of
- Democracy
  - Competition
  - Complementation
  - None of the above
163. An educational forum where the agent and farmers can come together and ideas can be openly discussed and analyzed
- Demonstration
  - Field day
  - Lecture
  - Meetings
164. A strategy where local farmers are shown a particular new recommendations that are practicable under local conditions.
- Method demonstration
  - Group dynamics
  - Training
  - Result demonstration
165. When top executive or high local officials of an organization or local government units develop general plans, this is called \_\_\_\_\_.
- top level planning
  - joint planning
  - team planning
  - low level planning
166. Incorporation of farm problems in the discovery of new knowledge is made possible by
- Evaluation
  - Research
  - Instruction
  - Extension
167. An institution which has trilogy of functions namely: research, instruction and extension is the



- a. Barangay parish  
b. PhilRice  
c. University/College  
d. Local government unit
168. The mass media which furnish ready answer to queries and at relatively low cost.  
a. Educational campaign  
b. Printed materials  
c. Television  
d. Exhibits
169. Communication is effective to the extent that the response matches with the source's:  
a. Attitude  
b. Knowledge  
c. Intention  
d. personality
170. A form of communication used in rallies and demonstration is referred to as  
a. Shared  
b. Interpersonal  
c. Intrapersonal  
d. Discussion
171. It is a system that is centered on proving farmers with relevant, clear, and sensible advice, which depends on two-way exchange of communication contacts between farm families, extension workers, researchers and administrators.  
a. Participatory Extension System  
b. General Extension System  
c. Training and Visit System  
d. Educational Institute System
172. An organized verbal presentation by an extension worker to a group of listeners who are expected to retain key concepts  
a. Seminar  
b. Training  
c. Forum  
d. Lecture
173. "An action which leads to desirable outcome is likely to be repeated in similar circumstances" is the basic law of  
a. Learning  
b. Extension  
c. Communication  
d. Motivation
174. The degree to which an individual is able to influence informally other individuals attitudes or overt behavior in a desired way frequency is otherwise known as  
a. Opinion leadership  
b. Partnership  
c. Persuasiveness  
d. Superiority
175. Before any organizing can be done, an initial \_\_\_\_\_ should first be undertaken  
a. political study  
b. climatic study  
c. community study  
d. feasibility study
176. The guiding principle when an extension worker provides opportunities for his clientele to apply what they have learned  
a. Extension programs are based on the people's need and decided by them  
b. Extension starts where the people are with what they have  
c. The "classroom" in extension is where the people are

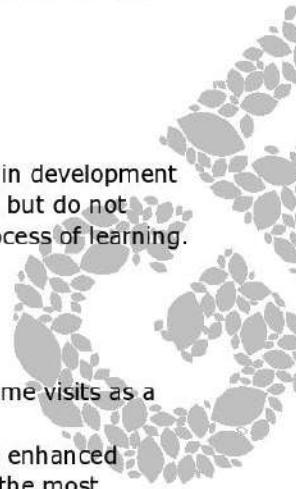
- d. People learn to do by doing
177. It aims to work with a particular group of people to achieve a shared goal
- Team approach
  - Scheme approach
  - Mass approach
  - Area approach
178. Technology can be defined as:
- Materials and machine
  - Body of tools and products
  - Technologies and process
  - All of the above
179. The following are barriers of communication, except
- Sensational dimension
  - Cultural dimension
  - Social dimension
  - Time and space dimension
180. The behavioral control where people will try to discover what they can do better if faced with failure to obtain desired results
- Self-immunity
  - Self-efficacy
  - Self sufficiency
  - Self-respect
181. If the success of an extension approach is measured by total productivity of particular crop, this approach is
- General extension approach
  - Commodity specialized approach
  - Farming system development approach
  - Educational institution approach
182. This is the stage when a person utilizes a particular technology until such time that there are no other new technologies developed:
- Diffusion
  - Adoption
  - Learning
  - Teaching
183. The stage in the adoption process in which the individual practices the idea in a small scale.
- Adoption
  - Evaluation
  - Trial
  - Awareness
184. This approach involves the project beneficiaries in problem and need assessment up to program implementation to evaluation:
- Mass approach
  - Commodity approach
  - Participatory approach
  - Community approach
185. To communicate an innovation is the spread of the information from a
- Creating
  - Sharing
  - Joking
  - Talking
186. It is several related intranet connected with each other
- Intranet
  - Internet
  - Infonet

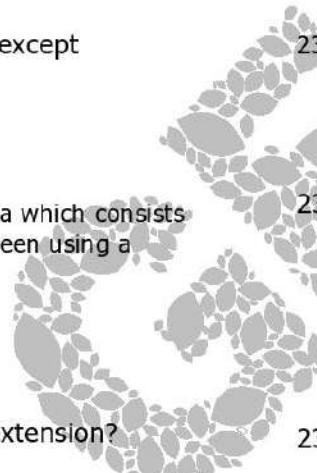
- d. Extranet
187. The Philippines adopted the Training and Visit System as a result of the appraisal of the country's agricultural extension service by the  
a. World Bank mission  
b. Bell Bank mission  
c. New Society Agricultural Task Force  
d. ASEAN mission
188. Diffusion of an innovation takes place when  
a. It is possible to try the innovation on a small scale  
b. The benefits of the innovation are easy to observe  
c. The innovation is coming from well-known scientists  
d. The innovation is widely advertised
189. Extension approach is the \_\_\_\_ of an agricultural system (FAO,1988)  
a. Style of action  
b. Philosophy  
c. Essence  
d. Doctrine
190. In selecting an approach for technology promotion this must be put into consideration  
a. Objective and nature of technology  
b. Cost of techno promotion  
c. Agency resources  
d. All of the above
191. This is a program under the administration of Pres. Marcos  
a. Masagana 99  
b. GintongAni 99  
c. MasaganangAni 99  
d. GinintuangAni 99
192. An innovation is something that is  
a. Beautiful  
b. Novel  
c. Traditional  
d. Common
193. It is a strategy where farmers are trained to become critical decision makers  
a. Farmer's class  
b. IPM  
c. Farmer's Field School  
d. Farming System
194. It is the stage of deciding in advance what to do, when to do, how to do it, which will do it, why and how much is needed to achieve it is  
a. Program evaluation  
b. Program monitoring  
c. Program planning  
d. Program evaluation
195. The following are electronic media, except  
a. Radio  
b. Television  
c. Internet  
d. Flyer
196. The various government and non-government research centers in the country are continuously generating \_\_\_\_\_ in livestock, crops, fisheries, forestry and natural resources.  
a. Natural Resources  
b. Breeder Seeds  
c. Infrastructure  
d. Technologies
197. Determining the extent to which the desired extension program results have been achieved and how this



- information will be used for improving extension is addressed by
- Methods and strategy
  - Monitoring
  - Information management
  - Evaluation
198. An audience divided into several small groups, meeting simultaneously to discuss a topic. They meet for 5-7 minutes.
- Buzz session
  - Conference
  - Symposium
  - Panel
199. Possible consequence of the communication process is called
- Effects
  - Message
  - Receiver
  - Source
200. The process of establishing a viable and functional community organization to contribute in the sustainable development of rural communities is
- Fraternity organizing
  - Community organizing
  - Brigade organizing
  - None of the above
201. A mass medium which is used for reaching countryside where some people are not fully literate is
- Bulletins
  - Leaflets
  - Radio
  - Prints
202. Integrated pest management, improve forestry scheme, community based farming system , biology method of coconut oil extraction are examples of \_\_\_\_\_
- product
  - process
  - serving
  - information
203. To establish an information-exchange relationship a change agent must prove his credibility in terms of the following except:
- Empathy
  - Competence
  - Dishonesty
  - Trustworthiness
204. A purposeful conversion and deliberation about a topic of mutual interest among 6 to 20 participants under the guidance of a trained participant called a moderator.
- Group method
  - Meeting
  - Group discussion
  - Seminar
205. Almost all plans are guided by a deep seated beliefs or a general statement that guides the organization
- Mission
  - Objectives
  - Philosophy
  - Policies
206. The global of communication according to Berlo is not to:
- Put people to action or persuade
  - Inform
  - Affect with intent
  - Wage war

207. For communication to succeed, the message must meet the needs of the
- Source
  - Receiver
  - Program
  - Project
208. Which of the following are informal sources of farm information?
- Farmer cooperatives
  - Banks
  - Farm magazines
  - Lay leaders
209. When a technology is ready for dissemination it has passed specific \_\_\_\_\_ established by credible organization
- Protocol
  - Market
  - Content
  - Implementation
210. People with perceived behavioral control will try to discover what they can do better if faced with failure to obtain desired results
- Self-immunity
  - Self-efficacy
  - Self sufficiency
  - Self-respect
211. The values, standards, perceptions and positions of the extension officer and farmer, are part of the
- Attitude toward receiver/source
  - Attitude of the source towards the subject matter
  - Socio-cultural environment of the teaching learning process
  - Subject matter to be taught
212. It is the step by step ways of guiding prospective adopters in knowing, trying and adopting specific technology.
- a. Teaching  
b. Style  
c. Approach  
d. Method
213. The continuous exploration and discovery of new discovery and new skills is made through
- Extension
  - Field trip
  - Instruction
  - Experiment
214. Incorporation of farm problems in the discovery of new knowledge is made possible by
- Research
  - Evaluation
  - Instruction
  - Extension
215. The extension approach practiced by DA-ATI is the
- Participatory approach
  - General approach
  - Commodity approach
  - Project approach
216. An activity that is considered as one of the individual extension methods which brings extension agents into contact with clients whether in the market, holiday celebrations or religious events
- Home visit
  - Formal gathering
  - Informal contact
  - Farm visit

- 
217. This is the stage when the person is attracted to the technology and seeks more factual information to learn more about it.
- Awareness
  - Trial
  - Evaluation
  - Interest
218. The extension methods which can give timely advice on the important problems are:
- Circular letters
  - Bulletins
  - News stories
  - Educational campaigns
219. In this type of participation, people participate in development programs and projects by providing the field but do not involved in the experimentation or in the process of learning.
- Cooperative
  - Passive
  - Functional
  - Interactive
220. One of the limitations in using the farm and home visits as a method is
- Face-to-face interaction with the farmer is enhanced
  - The danger of concentrating the visits on the most progressive families
  - The ratio for adaption of technology is rather high
  - Only b and c
221. Which of the following media has the advantage of storability and reviewability?
- Exhibit
  - Print
  - Radio
222. Which country the farmers' field school method was first introduced?
- Malaysia
  - Philippines
  - Indonesia
  - India
223. The values, standards, perceptions and positions of the extension officer and farmer, are part of the
- Attitude of the source towards the subject matter
  - Attitude toward receiver/source
  - Socio-cultural environment of the teaching learning process
  - Subject matter to be taught
224. Which is not a benefit of people participation?
- Advancement of the project
  - Project Sustainability
  - Less graft and corruption
  - Key Development
225. One way to locate lay leaders is to conduct
- Observations
  - Elections
  - Study and development meetings
  - A and C
226. Which is the third part of the good lecture?
- Summary
  - Abstract
  - References
  - foreword
227. A systematic plan in presenting instructional materials influencing farmers to become interested in solving problems through their own efforts is called as

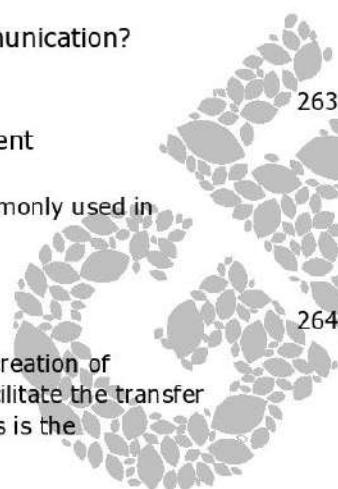
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- a. Teaching method  
b. Experiential learning  
c. Hierarchical education  
d. Extension
228. The story that a picture tells refers to  
a. The Introduction  
b. The Content  
c. The Title  
d. The Caption
229. The following are objectives of extension, except  
a. To put up livelihood projects  
b. To raise agricultural production  
c. To raise the level of living  
d. None of the above
230. A form of projected visual or audio-visual media which consists of a series of slides projected on a single screen using a projector  
a. Opaque projector  
b. Slide or sound slides  
c. Overhead transparencies  
d. Filmstrip
231. Which of the following does not describe extension?  
a. Demonstration process  
b. Automatic process  
c. Educational process  
d. None of the above
232. A series of connected activities where several media are used and designed to bring about a particular result. This is only after a recommended practice is found acceptable to the local people.  
a. Mass media
- b. Educational campaign  
c. Meetings  
d. Educational trip
233. This teaching method emphasizes the principles of learning by doing.  
a. Method demonstration  
b. Result demonstration  
c. Demonstration  
d. Hands-on
234. They are most useful with individual or group teaching methods  
a. Films  
b. Photographs  
c. Objects and specimens  
d. Television
235. A veterinarian intervention that is directed towards sick animals is called  
a. Medical  
b. Experts  
c. Technical  
d. Specialized
236. The presence of roads linking agriculture and fisheries production sites, coastal landing points and post-harvest facilities to the market and arterial roads and highways is called as:  
a. Head works  
b. Road network  
c. Farm to market roads  
d. Access road
237. A type of printed media which covers a wider scope of subject matter

- 
- a. Flyer  
b. Leaflet  
c. Comics  
d. Bulletin
238. It refers to the systematic procedure employed by the extension worker in getting vital information across his/her client.
- a. Instrumental materials
  - b. Technique
  - c. Device
  - d. Method
239. The story that a picture tells should refer to the
- a. Topic
  - b. Title
  - c. Lead in the story
  - d. Content
240. A method of extension teaching which shows after a period of time what happened after a practice is adopted is
- a. Result Demonstration
  - b. Method demonstration
  - c. Meetings
  - d. Field Trip
241. A new modality in information and technology delivery service spearheaded by the Philippines Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD) which aims to improve access of farmers and other stakeholders to information and technologies in agriculture and natural resources is
- a. Knowledge Networking Towards Enterprising Communities
- b. Farmers Information and Technology Services  
c. Open Academy for Philippine Agriculture  
d. One-Stop Information Shop
242. The principle of voluntary education means:
- a. Participation with compulsion
  - b. Participation with coercion
  - c. Free-willing participation
  - d. Participation with lukewarm attitude
243. Any device which utilizes the sense of sight in order to improve communication is known as
- a. Projected visual
  - b. Primary visual
  - c. Displayed visual
  - d. Visual aid
244. Extension is described as this process because it starts where the people are and with what they have and gradually works up to what they ought to be.
- a. Continuous
  - b. Educational
  - c. Democratic
  - d. Autocratic
245. The function of a University/College that provides pre-service and in-service trainings, backstopping of subject-matter specialists and release farm, home and fishery information is
- a. Education
  - b. Extension
  - c. Instruction
  - d. Research

246. This factor in the choice of teaching methods tells us what the client will be able to do after the learning activity
- Subject matter
  - Available materials and facilities
  - Objectives of the activity
  - Socio-economic survey results
247. The Philippines is increasingly using ICT to enhance extension services in the country, ICT stands for:
- Information, Communication and Transportation
  - Instruction and Communication Technique
  - Information, Communication and Training
  - Information and Communication Technology
248. He believed that research would address fully our rice problem and could be the basis for a comprehensive solution
- Diosdado Macapagal
  - Manuel Quezon
  - Elpidio Quirino
  - Ramon Magsaysay
249. Which of the following best describes what extension is all about?
- Service or a system that extends the educational benefits to people unable to avail of formal education
  - Life long process of acquiring and accumulating knowledge, skills, attitudes from experiences and exposure to environment
  - Highly institutionalized, chronologically graded and hierarchically structured education system
  - Continuous process of bringing desirable changes in people behavior
250. Possible outcome of the communication process is called

- 
- Receiver
  - Effects
  - Message
  - Source
251. The basic elements of diffusion theory are
- Innovation and enthusiasm
  - Innovation and communication
  - Creativity and openness
  - Empathy and sympathy
252. A good flyer as a medium to disseminate information have this characteristic:
- Written in English
  - No illustration
  - Printed only on one side
  - Back to back printing for economy
253. The establishment of credit union to provide production credit to the farmers took place under the term of
- Manuel Roxas
  - Manuel Quezon
  - Elpidio Quirino
  - Ramon Magsaysay
254. Time and material factors in the choice of methods does not include:
- Preparation time
  - Duration of the activity
  - Budget and facilities
  - Skill of the resource person in using the method
255. Extension of an agricultural information must be
- Shared
  - Forgotten
  - Searched

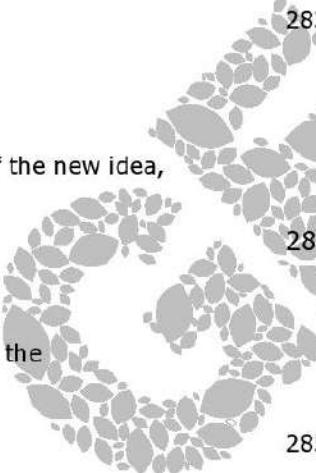
- d. Stored
256. A person's response to messages is dependent on personal experiences, culture, and character. This means that
- Meaning is personally constructed
  - Reaction is not controlled
  - Communication is influential
  - Meaning is in the message content
257. Which is not a part or component of communication?
- To the attitude of the receiver
  - source sends a message
  - To influence the behavior of the recipient
  - To affect with intent the person's life
258. The meaning of extension as education is commonly used in
- Austria
  - USA
  - Spain
  - Indonesia
259. A development theory wherein there was the creation of metropolis in the third world countries to facilitate the transfer of economic surplus to the western countries is the
- Modernization Theory
  - Dependency Theory
  - World System Theory
  - Development Theory
260. Which of the following does not describe extension?
- Demonstration process
  - Educational Process
  - Autocratic Process
  - Communication Process



261. Adoption of an innovation means to use it
- Practically
  - Partially
  - Fully
  - Efficiently
262. The message factor comprising the idea meant to be expressed is
- Message code
  - Message treatment
  - Message thought
  - Message content
263. The effective extension designs technology promotion strategy to the stage of diffusion or present thinking of the \_\_\_\_\_.
- co-extension worker
  - target audience
  - sponsoring agency
  - research agency
264. An extension worker's commitment to develop his time and talents for the upliftment of economically deprived and disadvantaged communities is an expression of
- Philosophy
  - Vision
  - Mission
  - Goals
265. This is the development strategy designed to improve the quality of life of farm families through the resources pool of marketing assistance program, technology packaging, and cooperatives development with extension delivery system.
- Complementation Program

- b. Extension Program  
 c. Coordination Program  
 d. Cooperation Program
266. This is essentially a process of purposeful and creative interaction between the villagers and the outside facilitators, the main aim of which is enhancing the local capacity to innovations suited to the local condition.  
 a. Participatory technology development  
 b. Farmer field school  
 c. Training and visit approach  
 d. Transfer of technology approach
267. The term "communication" was derived from the Latin word "communize" which means  
 a. To transit  
 b. To commune  
 c. To make common  
 d. To commit
268. As embodied in the AFMA, total human liberation and development shall be promoted through the establishment of  
 a. College of Agriculture  
 b. Commission on Higher Education  
 c. National Agriculture and Fisheries Education System  
 d. Technical Education and Skills
269. Which of the following terms represents complementation?  
 a. Retooling  
 b. Linkage  
 c. Partnership  
 d. Conservation
270. Philosophy of extension is a synthesis of belief about life and a body of knowledge about the
- a. Out-of-school learner  
 b. Learners in general  
 c. Targeted learner of the extension activity being done  
 d. Adult learner
271. Agricultural extension is a system of non-formal education because it  
 a. Does not require a curriculum  
 b. Is not done by the people in the formal school system  
 c. Is graded non-formally  
 d. Is addressed to the 'here and now'
272. The basic consideration of agricultural development is for  
 a. Agricultural resources to be more fully and rationally utilized  
 b. The country to become globally competitive  
 c. The improvement of agricultural profitability  
 d. The agricultural sector to be part of the industrial sector
273. Which of these are not within the scope of Agricultural Extension?  
 a. Agricultural production, processing and marketing  
 b. Trade liberalization, goods distribution  
 c. Farm and home management, youth development  
 d. Environmental protection and natural resource development
274. The original name of Agricultural Extension Service was  
 a. Extension Division for Demonstration  
 b. Demonstration for Extension Services  
 c. Demonstration and Extension Division  
 d. Bureau for Farm Management
275. RA 3844 changed the name of Bureau of Agricultural Extension to  
 a. Demonstration and Extension for Community Development  
 b. Presidential Assistant for Community Development  
 c. National Extension Program  
 d. Agricultural Productivity Commission

276. Technologies or products displayed in public to give or promote an innovation, technology or product is termed as:  
 a. Exhibit  
 b. Achievement Day  
 c. Result demonstration  
 d. Poster
277. The effectivity of extension is best measured through its clientele's behavioral changes which are  
 a. Voluntary  
 b. Spontaneous  
 c. Random  
 d. Permanent
278. When an individual weighs the pros and cons of the new idea, this stage of the adoption is referred to as  
 a. Adoption  
 b. Evaluation  
 c. Trial  
 d. Awareness
279. Extension work in the Philippines started during the  
 a. Pre-Spanish era  
 b. American era  
 c. Spanish era  
 d. Japanese era
280. The term "extension education" was first used in  
 a. Italy  
 b. Greece  
 c. England  
 d. US
281. An extension worker generous with words of praises for his clients is observing the principle of  
 a. Voluntary education
282. In the Philippines, agricultural extension work started in the 19<sup>th</sup> century through the introduction of  
 a. Granjas modelos  
 b. Communal irrigation system  
 c. Cooperative organization for farmers  
 d. Sorjan farming
283. An extension worker who arms himself with knowledge on the way of life in his place of assignment adheres to the principle of  
 a. Cultural difference  
 b. Cultural barrier  
 c. Cultural upliftment  
 d. Cultural change
284. In the delivery of a lecture, the extension worker must remember the main purpose of doing it which is  
 a. Provide information for better understanding  
 b. Inform the participants about subject matter  
 c. Introduce the subject importance  
 d. Summarize the subject matter
285. Which of the following does not describe "process"?  
 a. It does not have a beginning and an end  
 b. It is unidirectional  
 c. It is continuing  
 d. There are steps which are sequential
286. Which of the following would be a necessary condition for agricultural development to take place?  
 a. Change in the modernity level of input production  
 b. Higher level of agriculture external inputs  
 c. Change in access to productive resources

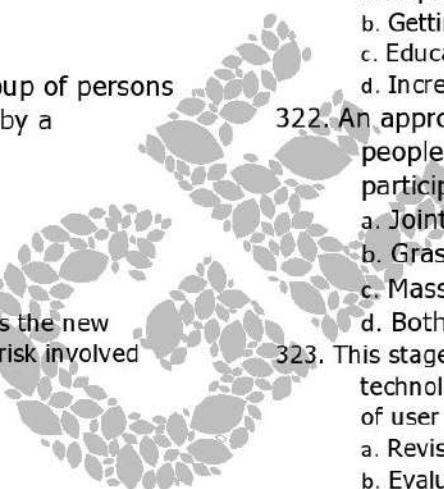


- d. Improved level of living of agricultural population
287. The message factor referring to the symbols used is
- Message treatment
  - Message content
  - Message code
  - Message thought
288. The following are definitions of agricultural extension, except
- Non-formal system of education which is organized to provide rural people useful and practical knowledge in agriculture and to teach them to apply these on their farms.
  - Teaching and influence process
  - The introduction of "technical know how" to the farming population to increase agricultural production and thereby raise the standard of living
  - Technology transfer
289. Extension emerged as a development strategy to address the problem of
- Low productivity
  - Widespread poverty
  - Inefficient use of resources
  - A, B and C
290. The following concepts describe education, except
- It is acquired by paying school fees
  - It is a lifelong process
  - It brings about desirable behavioral changes
  - It starts from infancy through adulthood
291. Adjusting to the culture of the people is embodied in which principle
- Cultural difference
- b. Cultural change
- c. Cultural Revolution
- d. Cultural adaptation
292. One of the advantages of the overhead projector is that
- The presenter can properly maintain eye contact with the audience
  - The extension worker can point to the transparency for emphasis
  - The presenter can write directly on the transparencies
  - Both a and c
293. Aside from the technology, the primary concern of an extension agency in disseminating a particular technology
- Approaches and methods
  - Characteristics
  - Sources
  - Market
294. To achieve a 'thriving economic and social order' requires changing production
- Structures
  - Practices
  - Management
  - Inputs
295. \_\_\_\_\_ needs that are known and readily identified and felt by the people
- Recognized
  - Family
  - Unrecognized
  - Community
296. The following titles formally refer to the extension worker, except
- Extension agent
  - Farm manager

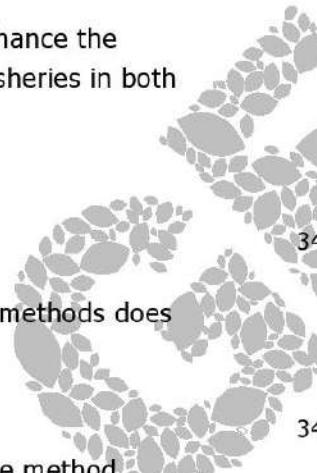
- c. Farm advisor  
d. Farm teachers/instructor
297. The ways in disseminating technology information to carry out activities in extension are called\_\_\_\_\_.
- a. Concepts
  - b. Approaches
  - c. Designs
  - d. Programs
298. The process of transmitting messages from the source to the recipient to effect change or affect behavior
- a. Extension
  - b. Communication
  - c. Management
  - d. Transmission
299. The Bureau of Agricultural Extension was created by virtue of Republic Act No. 680 on
- a. August 8, 1963
  - b. November 1, 1972
  - c. July 16, 1952
  - d. June 16, 1952
300. The clientele of extension are
- a. Youths
  - b. Farmers
  - c. Youths and Clients
  - d. Adults
301. The following are extension services, except
- a. Training services
  - b. Information services
- c. Charity services  
d. Support services
302. Problems and needs of the people in a community can be best identified through a community study. Solution to the identified problems shall be in the form of:
- a. Programs
  - b. Projects
  - c. Tasks and Activities
  - d. Plans
303. The guiding principles where the extension worker must suit the program to the social, cultural, financial, and intellectual levels of the client to get a positive response
- a. Extension works with and through people
  - b. People learn to do by doing
  - c. The spirit of self-help is essential for a democratic living
  - d. Extension begins where the people are and with what they have.
304. Majority of the Filipinos live in this area and are involved in agricultural economy
- a. Rural area
  - b. Urban area
  - c. Both a and b
  - d. Agricultural area
305. A pattern behavior resulting from habits, attitudes, and value is known as:
- a. Living standards
  - b. Culture
  - c. Social status
  - d. Quality of life

306. The principle of extension that involves the learner in the activities
- Voluntary education
  - Cooperation
  - Participation
  - Satisfaction
307. In extension, \_\_\_\_\_ is considered the center of all development efforts.
- Technology
  - Environment
  - Finance
  - People
308. The guiding principle in extension work refers to bringing about desirable changes is the behavior or the extension clientele.
- Agricultural extension must be educational
  - Extension workers must live in the rural area where they serve
  - Extension must be closely related to research
  - Extension worker must be reasonably well-treated
309. A generally established way of doing anything is called a \_\_\_\_\_
- Technology
  - Method
  - Technique
  - Science
310. This is the oldest and most basic method of teaching.
- Demonstration
  - Field day
  - Lecture
  - Role play
311. The following are personal qualities of an extension worker, except
- Ability to communicate
  - Enthusiasm for the job
  - Ability to deal with people
  - Ability to entertain
312. Which one is not among the characteristics of earlier "knowers" of an innovation (compared to later "knowers")
- More cosmopolite
  - Low social status
  - More frequent change agent contact
  - More exposure to mass media channels
313. The total process by which a new idea spreads out among farmers or the sequence of acceptance of a new idea or practice among a designated group of people is
- Diffusion
  - Adoption
  - Implementation
  - Innovation
314. Making the youth stay in their farms and homes will eventually reduce this
- Immigration
  - Migration
  - Employment
  - Underemployment
315. One major concern of sustainable agriculture is 'survival' because
- Man expects to live longer
  - Population grows exponentially

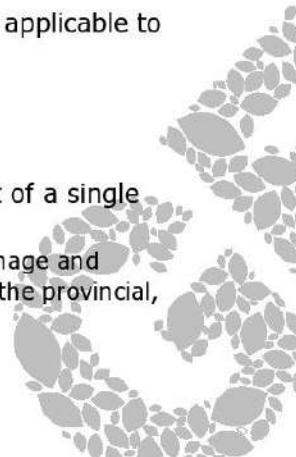
- c. Good is no longer sufficient  
d. Many technologies are perceived to be threats to man and his environment
316. The purposeful conservation and derivation about the topic of mutual interest is called \_\_\_\_\_.  
a. Lecture  
b. Demonstration  
c. Field day  
d. Group discussion
317. This extension work is carried out with a group of persons engaged in specialized study, which is led by a recognized authority.  
a. Workshop  
b. Seminars  
c. Lecture  
d. Interview
318. In this stage, the individual tries and experiments the new technology after weighing the advantage and risk involved  
a. Awareness  
b. Interest  
c. Evaluation  
d. trial
319. In order for communication to happen, common \_\_\_\_\_ between and among people should be established.  
a. Feedback  
b. Field of experience  
c. Response  
d. Frame of reference
320. It refers to any factor or barriers that distorts or interpret the reception of message.  
a. Feedback  
b. Noise  
c. Decoding  
d. Feed forward
321. Extension is an intervention focused on  
a. Implementation of community development projects  
b. Getting the people together to cooperate with government  
c. Education and training  
d. Increasing household income
322. An approach in planning which is highly democratic, people-oriented, community-based and highly participatory is called  
a. Joint Planning  
b. Grassroots Planning  
c. Mass-based Planning  
d. Both b and c
323. This stage refers to the large and continuous use of the technology, characterized by feeling of satisfaction on the part of user  
a. Revision  
b. Evaluation  
c. Modification  
d. None of the above
324. The participatory approach can be described as \_\_\_\_\_ process because every member of target users must be involved in the whole process of the project  
a. Aristocratic  
b. Bureaucratic  
c. Democratic



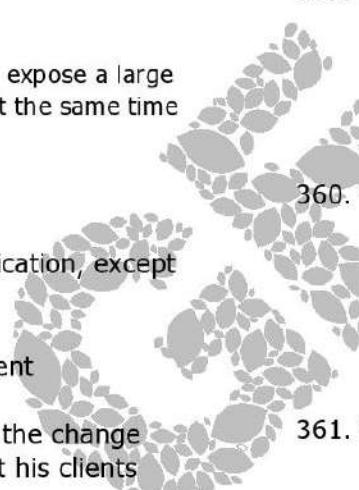
- d. Modern
325. In a linear communication, there must be somebody at the other end of the line who must listen when we talk, read when we write, see when we act. This is the
- Source
  - Receiver
  - Message
  - Channel
326. An attribute or characteristic of a technology that refers to the extent to which a new idea or practice fits into the farmer's views about what ought to be, what he does on the farm and how he does it.
- Complexity
  - Compatibility
  - Relative advantage
  - Trialability
327. This stage happens when an individual seeks reinforcement for an innovation that he has already made, that lead him to reverse his decision once exposed to conflicting messages about an innovation
- Confirmation
  - Condemnation
  - Coordination
  - Confusion
328. This is a report of events, facts, ideas, or opinion, which helps a nation attain a better life or achieved its development goals.
- Data
  - Feature
  - news
  - Information
329. An extension worker who promotes education for citizenship is working on the responsibility to improve
- Youth development
  - Leadership development
  - Resource development
  - Public affairs
330. Which characteristic below must be possessed by an extension worker in order to be credible enough?
- Irresponsible
  - Incompetent
  - Social outcast
  - Acceptable
331. The first activity in the extension agent's work of intervening is
- Formulating objectives
  - Informing people and local officials
  - Asking for budget
  - Organizing people in the intervenor's agency
332. In extension of the communication process that have to do with a person's skills in encoding and decoding messages are included in
- Source-receive factors
  - Message code
  - Channel factors
  - Purpose factors
333. The source in the communication process is called
- Encoder
  - Recorder
  - Coder
  - Decoder
334. The development /science journalist must write in the language understood by its individual
- Scientist

- 
- b. Layman
  - c. Researcher
  - d. Specialist
335. The element of the communication process which generates the development-oriented technology is
- a. Channel
  - b. Source
  - c. Receiver
  - d. Message
336. A principle of AFMA that the state shall enhance the competitiveness of the agriculture and fisheries in both domestic and foreign markets is
- a. Quality Assurance
  - b. Excellence
  - c. Globalization
  - d. Accreditation
337. Time and material factors in the choice of methods does not include:
- a. Preparation time
  - b. Duration of the activity
  - c. Skill of the resource person in using the method
  - d. Budget and facilities
338. This type of graph is most helpful in presenting breakdown of data or distribution of values such as budgetary and operating expenses. This is usually express percentage s.
- a. Bar
  - b. Line
  - c. Pictorial
- d. Pie
339. The body of tools, machines, materials, techniques and processes used to produce goods and services are known as
- a. Method
  - b. Procedure
  - c. Research breakthrough
  - d. Technology
340. If technique refers to the art or skill of performance, what is the process of transmitting ideas, information, and technologies from one person to another with the intent of enhancing the learner's knowledge, attitudes or skills?
- a. Teaching
  - b. Device
  - c. Method
  - d. None of the above
341. Parts of a change agent's roles to develop need for change in this client are the following except
- a. Discourages them to be persistent
  - b. Convinces clients of their capability to confront problem
  - c. Dramatize the importance of the problem
  - d. Offers alternative to existing problem.
342. Among the socio-economic filters of communication include the following except:
- a. Kind of dwelling that a receiver has
  - b. Economic motivation on farming
  - c. Availability of financial institution
  - d. Land tenure arrangement
343. The adoption stage is characterized by
- a. Seeking more information materials about a technology
  - b. Using the technology continuously in a large scale
  - c. Obtaining information materials about a technology
  - d. Experimenting on the technology in a small scale

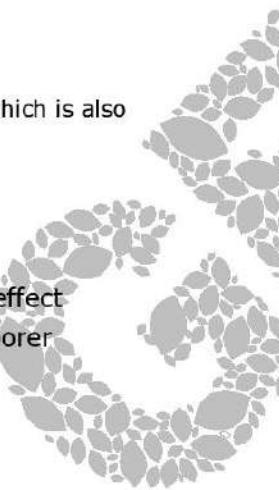
344. This is type of graph that this preferred by industry and business because it shows the ups and downs, cycles, and trends in the performance of an enterprise.
- Pie
  - Line
  - Bar
  - Pictorial
345. A philosophical quality of education that is applicable to extension
- Doing things for people
  - Teaches people to do things
  - Bring status quo or no change
  - Ideas must be kept for the betterment of a single person
346. The law that decentralizes the authority to manage and supervise the country's extension service to the provincial, municipal and village levels is
- RA 7016
  - RA 7601
  - RA 7160
  - RA 7610
347. This changes if the people could feel and see the outcomes and efforts of the extension workers.
- Skill
  - Knowledge
  - Culture
  - Perception
348. One's view of life is based on his/her belief about what is
- Good, possible and beautiful



- Possible, noble, and beautiful
  - Good, noble and beautiful
  - Virtuous, beautiful and noble
349. The procedures of tools an extension worker uses in teaching, informing or serving the farmers are referred to as
- Extension plans
  - Extension services
  - Extension Education
  - Extension methods
350. Which three-phase program was implemented by Bureau of Agricultural Extension?
- Improved agricultural knowledge, increase income and youth education
  - Farm improvement, home management and youth development
  - Massive trainings, improved home environment, and young people's social development
  - None of the above
351. The state universities and colleges are mandated to improve the LGU extension service's
- Capability
  - Ability
  - Honesty
  - Integrity
352. It is a systems of cultivation based on mutual understanding which society where farmers have an obligation to the society as provider of safe and nutritious food products; stewards of soils , water, air and natural landscape for the sake of future generation.
- Sustainable agriculture

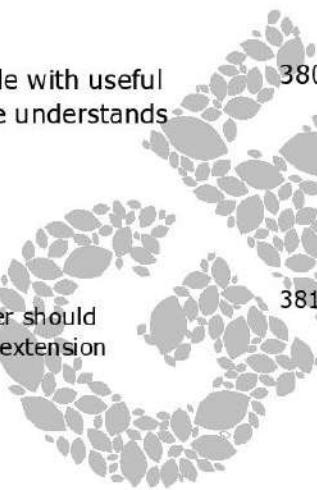
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- b. Organic farming
  - c. Farming for children
  - d. Contour farming
353. The process of social and economic change as a result of utilizing land, labor and capital is referred to as
- a. Development
  - b. Modernization
  - c. Globalization
  - d. Socio economic structural reform
354. These are channels of communication that can expose a large number of people to the same information at the same time
- a. Farmer's meeting
  - b. Mass media
  - c. Educational campaigns
  - d. Exhibits
355. The following are components of communication, except
- a. source sends a message
  - b. To the attitude of the receiver
  - c. To influence the behavior of the recipient
  - d. To affect with intent the person's life
356. The extension teaching method that gives the change agent the maximum of information about his clients
- a. Office call
  - b. Farm and home visit
  - c. Personal letter
  - d. Method demonstration
357. The most appropriate method to use in teaching how to preserve foods
- a. Results demonstration
  - b. Televisions
- c. Methods demonstration
  - d. Informal discussions
358. One disadvantage of video machines in extension work
- a. The tapes can be erased and reused many times
  - b. Easy to control and use
  - c. High cost of video machine including high cost production
  - d. Lack of trained manpower
359. The process involved in role playing is best described in this phrase
- a. Role-on and Roll-out
  - b. Over-acting and acting-over
  - c. Role-fitting and role-taking
  - d. Walk your talk
360. "Eye catchers" which are useful in sharing information to new technologies
- a. Posters
  - b. Graphs
  - c. Models
  - d. A and C
361. What is not a component of traditional agriculture?
- a. Human Resources
  - b. Weather and Climate
  - c. Infrastructures
  - d. Land and other Natural Resources
362. The methods which could turn to a pleasure and not an educational activity if not carefully planned and executed
- a. Method demonstrations
  - b. Results demonstration
  - c. Farm and home visit
  - d. Educational trip

363. Group of media which includes slides, films, filmstrip, and overhead projector
- Print media
  - Non-projected visuals
  - Interactive media
  - Projected visuals
364. Which of the following is a characteristic of a good exhibit?
- Attractively set-up and arranged
  - A good design was used
  - Real objects or line exhibits included
  - All of the above
365. One of the components of behavior is attitude which is also termed as the:
- Cognitive domain
  - Affective domain
  - Psychomotor domain
  - Skills/practices
366. Which of the following is best to choose to effect understanding of the life cycle of a stem borer
- Pie chart
  - Poster
  - Wall chart
  - Bar graph
367. Effective communication will attain if
- They have similar educational background
  - They are of the same nationality
  - They have established a common field of experience
  - They are the same sex



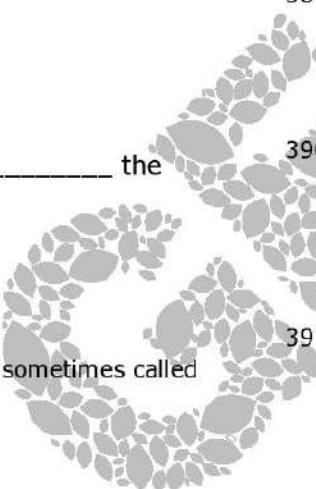
368. Which of the following does not affect the choice of an extension method?
- Facilities available
  - Subject matter taught
  - Interests and abilities of extension worker
  - Teaching techniques
369. They are information supplied in tabular form to show sequences and relationships.
- Charts
  - Graphs
  - Statistical Tables
  - Bar Graphs
370. Who benefits from feedback?
- The source
  - The receiver
  - The message
  - The channel
371. It is the process by which an individual transmits stimuli to modify the behavior of another.
- transmission
  - communication
  - persuasion
  - perception
372. This is an individual extension method that is done in the cities and more progressive towns where electricity is available
- Telephone calls
  - Television
  - Video
  - Radio

373. It is a prepared oral presentation of a subject by a trainer.
- a. Lecture
  - b. Small group discussion
  - c. Meetings
  - d. Panel discussion
374. Which of the following are informal sources of farm information?
- a. Banks
  - b. Lay leaders
  - c. Farm magazines
  - d. Farmer cooperatives
375. The extension agent can provide rural people with useful and practical knowledge only when he/she understands rural people's
- a. Conditions
  - b. Needs
  - c. resources
  - d. task environment
376. The most common approach an extension worker should consider using in order to get support for the extension activity
- a. Individual methods
  - b. Mass methods
  - c. Educational campaign
  - d. Group methods
377. The components of agricultural development that will facilitate the attainment of its objectives are called
- a. Essential
  - b. Fundamentals
  - c. Accelerators
  - d. Requisites
378. Which of the following is the limitation of mass media?

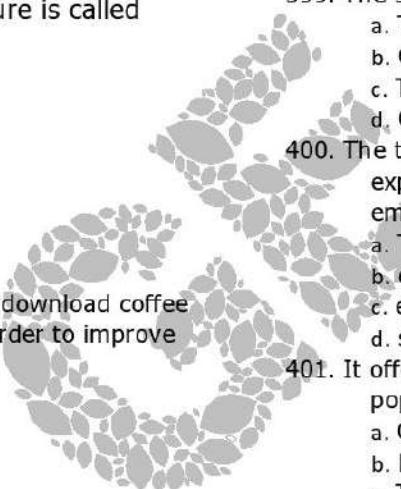


- a. Low cost per individual reached  
b. Spread information to a large number of people  
c. Reach the clientele rapidly  
d. One way flow of message
379. Plans made to ensure
- a. Effectiveness & efficiency
  - b. satisfaction
  - c. Productivity & profitability
  - d. all of the above
380. He was the first president of the Republic of the Philippines who was granted a loan of P7M and during his term, agricultural production increased substantially.
- a. Elpidio Quirino
  - b. Manuel Quezon
  - c. Manuel Roxas
  - d. Ramon Magsaysay
381. A series of related speeches by 2-5 persons qualified to speak with authority on different phases of the same topic or on closely related topics. A chairperson is in charge of the activity.
- a. Symposium
  - b. Brainstorming
  - c. Panel discussion
  - d. Seminar
382. A method used to communicate agricultural information that uses small figures or images of animals and people that also entertains is:
- a. Puppetry
  - b. Play
  - c. graphs

- d. film chips
383. Which of the following is not among the barriers of communication:
- Social dimension
  - Sensational dimension
  - Cultural dimension
  - Time and space dimension
384. It aims to work with a particular group of people to achieve a shared goal
- Scheme approach
  - Team approach
  - Mass approach
  - Area approach
385. The more \_\_\_\_\_ the source, the more \_\_\_\_\_ the communication effort.
- Efficient...effective
  - Effective...effective
  - Credible...effective
  - All of the above
386. The evaluation stage of the adoption process is sometimes called
- Confirmation stage
  - Mental trial stage
  - Implementation stage
  - Knowledge stage
387. Formation of organization for the social and economic development of its members
- Farmer original approach
  - Scheme approach
  - Commodity approach
  - Area approach
388. Almost all plans are guided by a deep seated beliefs or a general statement that guides the organization. It is embodied in
- Philosophy
  - Objectives
  - Mission
  - Policies
389. WWW means
- World wide wave
  - World wide web
  - Wide world web
  - World white web
390. Extension approach is the \_\_\_\_ of an agricultural system (FAO,1988)
- Essence
  - Style of action
  - Doctrine
  - Philosophy
391. A technology that maintains ecological balance is characterized to be
- Technically feasible
  - Economically viable
  - Environmentally sound
  - Socially acceptable
392. Resources in the community are abundant but finite which can be categorized as:
- Physical and natural
  - Human
  - Institutional
  - None of the above



393. Projects must be \_\_\_\_\_, to ensure its continuity and viability for a long period of time and with minimum destruction from the environment
- Adaptable
  - Productive
  - Acceptable
  - Sustainable
394. The first internet-based extension support system in the Philippines aimed at modernizing agriculture is called
- K-Agrinet
  - Techno Pinoy Center
  - Internet Kapihan
  - Pinoy Farmers' Internet
395. Internet café is a place where one can:
- Download information from the net
  - Buy coffee and entertain friends
  - Chat and order coffee
  - Get access to computers, play games and download coffee
396. Any device which utilizes the sense of sight in order to improve communication is known as
- Visual aid
  - Primary visual
  - Displayed visual
  - Projected visual
397. Basic concept in extension wherein schemes, methods, or designs used in extension work to achieve some goals.
- Extension management
  - Extension communication
  - Extension approach
  - Extension organization



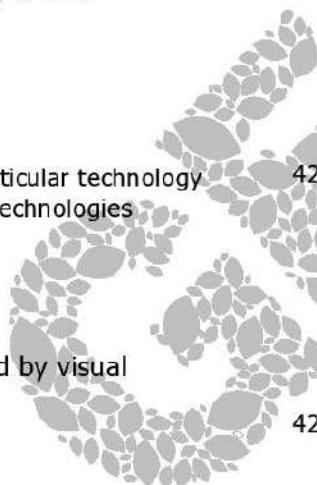
398. This refers to the minimum income required for a family or an individual to meet the basic food and non-food requirements.
- Poverty incidence
  - Poverty threshold
  - Subsistence incidence
  - Food threshold
399. The story that a picture tells should refer to the
- Topic
  - Content
  - Title
  - Caption
400. The technology can be described as \_\_\_\_\_ if the magnitude of expected benefits like increased net income, more employment, higher foreign exchange earnings/savings.
- Technically feasible
  - economically viable
  - environmental
  - socially acceptable
401. It offers specific ideas or information to select group of population
- Commodity approach
  - Functionality approach
  - Target category approach
  - Scheme approach
402. Moringa is another term used to describe this nutritious green leafy vegetable which contains anti-oxidants that suppress free radicals.
- Chayote
  - Petchay
  - Malunggay

- d. Repolyo
403. A display visual which carry posters, wall charts, bulletins, handouts and announcement of extension activities, agricultural information and news is known as
- Mobile units
  - Extension literature
  - Story board
  - Bulletin board
404. The technology is categorized as a component technology and
- Stage of Technology
  - Source of technology
  - Receiver of technology
  - Package of Technology
405. They are most useful with individual or group teaching methods
- Objects and specimens
  - Television
  - Films
  - Photographs
406. They are the most accurate of all graphs
- Line graphs
  - Bar graphs
  - Pictorial graphs
  - Pie graphs
407. It is an important process to gain a firsthand knowledge of the community by staying and living with the people.
- Immersion
  - Evaluation
  - Conversion
  - Communication



408. The function of a University, which is educational and aims to improve the productivity, profitability, equity and well-being of the farmer is
- Research
  - Extension
  - Instruction
  - Outreach program
409. An extension literature which is used to aid recall of the message is the
- Bulletin
  - Handout
  - Leaflet
  - Poster
410. The first stage of diffusion is \_\_\_\_\_ wherein the target users merely know the technology
- Interest
  - awareness
  - trial
  - evaluation
411. Primary visuals include
- Photographs and transparencies
  - Specimens and drawings
  - Forms, representatives, or reproduction of concepts or things
  - Art works and symbols
412. The common document available in barangay that describes the geographic, economic, social, demographic, political, institutional and historical; is called \_\_\_\_\_.
- barangay profile
  - barangay work plan
  - barangay budget
  - barangay road

413. Community organizing is a process that revolves around the lives, experiences and aspirations of the people. It can be described as:
- Resource centered
  - Environment centered
  - People centered
  - Process centered
414. Incorporation of farm problems in the discovery of new knowledge is made possible by
- Extension
  - Evaluation
  - Instruction
  - Research
415. This is the stage when the person utilizes a particular technology until such time that there are no other new technologies.
- Teaching
  - Diffusion
  - Learning
  - adoption
416. Teaching methods that cannot be improved by visual treatment are
- Personal letters and visits
  - Office calls and circular letters
  - Get-acquainted and organizational visits
  - Telephone calls and radio programs
417. A problem-solving approach in which participants are given a problem and asked to bring into discussion any idea that comes to mind, no matter how outlandish.
- Brainstorming
  - Panel
  - Symposium
  - Philipp 66



418. This type of analysis is very exhaustive and may focus on many core and major problems in the community
- Micro web analysis
  - Macro web analysis
  - Problem tree analysis
  - None of the above
419. An administrative order which emphasize the role of the private sector by encouraging the participation of farmers and fisherfolk cooperatives/associations is
- DA AO#4
  - DA AO#5
  - DA AO#6
  - DA AO#7
420. The process spreading the technologies and information from one agency to another, from one person to another person, from one group to another group, from generation to generation is called \_\_\_\_\_ process
- Adoption
  - Learning
  - Teaching
  - diffusion
421. A purposeful conversion and deliberation about a topic of mutual interest among 6 to 20 participants under the guidance of a trained participant called a leader.
- Group discussion
  - Group method
  - Meetings
  - Seminar
422. The development of plans will ensure what aspect listed below?
- Effectiveness and efficiency
  - Satisfaction

- 
- c. Productivity and profitability
  - d. All of the above
423. A method which teaches very important skills on putting oneself in the other fellow's shoes in order to understand how one reacts in a particular situation is
- a. Role play
  - b. Folk Song
  - c. Poster
  - d. Music
424. Technologies are ready for dissemination if these have met the following criteria
- a. General adoptivity
  - b. Economic profitability
  - c. Social acceptability
  - d. All of the above
425. A principle of sustainable agriculture which states that resources should be limited to what is absolutely necessary is the principle of
- a. Efficiency
  - b. Sufficiency
  - c. Precaution
  - d. Consistency
426. A series of field demonstration on different farms that can often attract a lot of interest from local farmers. It should give local farmers a chance to see how other farmers cultivate their land, and to exchange ideas and experiences with them
- a. Field day
  - b. Field tour
  - c. Field visit
  - d. Lakbay-arat
427. The output or product of an agency from its organizational planning process is called
- a. Technology plan
  - b. Feasibility study
  - c. Strategy plan
  - d. Development plan
428. A visual which contains graphically certain process like the life cycle of pests and pest control techniques is
- a. Bulletin board
  - b. Mobile units
  - c. Wall chart
  - d. Handouts
429. R and D center also generate \_\_\_\_\_ not only technologies that are important and agriculture and rural development.
- a. Product
  - b. Process
  - c. Service
  - d. information
430. Opportunities to hold method or result demonstration on a slightly larger scale in a more informal manner with purpose of introducing a new idea to stimulate the interest of as many farmers as possible.
- a. Method demonstration
  - b. Field tours and field trips
  - c. Result demonstration
  - d. Field day
431. The common document available in the barangay that describes the geographic, economic, social, demographic, political, institutional and historical information is called
- a. Barangay profile
  - b. Barangay budget plan
  - c. Barangay work plan
  - d. Barangay roadmap

432. A type of mass medium which can give a "how-to-do it" method of demonstration is
- Flashcards
  - TV
  - Radio
  - Wall newspaper
433. Rice, hybrid rice, copra mill in swine rations are example of \_\_\_\_\_ technologies.
- Information
  - Process
  - product
  - serving
434. The Comprehensive Agrarian Reform Program was a program of President
- Joseph Estrada
  - Ferdinand Marcos
  - Fidel Ramos
  - Corazon Aquino
435. An extension strategy where farmers like to see how a new idea works and also what effect it can have on increasing their production.
- Field trips
  - Lecture
  - Demonstration
  - Meetings
  - All of the above
436. Projects or programs in extension can be characterized as:
- Influenced by political leader's vision and mission
  - Influenced by the priorities of assisting agencies
  - Interventions to solve peoples' problems
  - All of the above
437. Technologies can be categorized as
438. Who are considered the center of education process?
- Planners
  - Learners
  - Beneficiaries
  - Participants
439. The most suitable size for groups in rural extension
- 10
  - 20
  - 30
  - 40
  - 50
440. To make the organization plan operational, it is broken down into a more specific component called
- Projects
  - Programs
  - Tasks
  - Activities
441. Which of the methods have high probability of selected screening?
- Group methods
  - Mass methods
  - Lecture method
  - Individual method
442. Technology can be defined as:
- Body of tools and products
  - Technologies and processes
  - Materials
  - All of the above

443. The use of indigenous resources and knowledge is a practice of
- Conventional agriculture
  - Modern agriculture
  - Sustainable agriculture
  - Traditional agriculture
444. An activity that is considered as one of the individual extension methods which brings extension agents into contact with clients whether in the market, holiday celebrations or religious events
- Formal gathering
  - Farm visit
  - Informal contact
  - Home visit
445. This approach puts together the resources and services of different agencies and agrees on-common goals and approaches to attain a common goal
- Participatory approach
  - Commodity approach
  - Mass approach
  - Integrated approach
446. The various government and non-government research centers in the country are continuously generating \_\_\_\_\_ in livestock, crops, fisheries, forestry and natural resources.
- Natural Resources
  - Breeder Seeds
  - Infrastructure
  - Technologies
447. The values, standards, perceptions and positions of the extension officer and farmer, are part of the
- Socio-cultural environment of the teaching learning process
  - Attitude of the source towards the subject matter
448. The functions of the Department of Agriculture was developed to the local government units through the enactment of the Republic Act 7160 on November 10, 1991 otherwise known as
- Local Government Code
  - Bell Survey Mission
  - Land Reform Code
  - National Integrated Pest management Programs
449. The term used for extension in Germany is
- Erziehung
  - Penyuluhan
  - Vulgarization
  - Perkembangan
450. One of the limitations in using the farm and home visits as a method is
- The ratio for adaption of technology is rather high
  - The danger of concentrating the visits on the most progressive families
  - Face-to-face interaction with the farmer is enhanced
  - Only b and c
451. This approach is used in promoting a single technology:
- Commodity approach
  - Single purpose approach
  - Community approach
  - Mass approach
452. This approach provides an opportunity for project beneficiaries to be involved in problem and need assessment and up to program implementation to evaluation:
- Mass approach
  - Participatory approach

- c. Community approach  
d. Commodity approach
453. Knowledge, skills and attitudes are human factors to consider on the choice of:  
 a. Technology  
 b. Teaching learning process  
 c. Extension method  
 d. Subject matter
454. The term for extension in Spain is  
 a. Voorlichting  
 b. Beratung  
 c. Forderung  
 d. Capacitation
455. In the old extension paradigm, extension workers are considered "change agents" In the new concept, extension workers are considered as:  
 a. Development agent  
 b. Facilitator of change  
 c. Enabler of change  
 d. Both B and C
456. A particular trick, strategy or individual artistry of the extension worker used in implementing his work is termed as.  
 a. Techniques  
 b. Approach  
 c. Method  
 d. All of the above
457. A systematic plan adopted in presenting instructional materials to influence farmers to become interested in solving their problems through their own efforts is known as  
 a. Experiential learning
- b. Teaching method  
 c. Hierarchical education  
 d. Extension
458. A development theory wherein there was the creation of metropolis in the third world countries to facilitate the transfer of economic surplus to the western countries is the  
 a. Modernization Theory  
 b. Dependency Theory  
 c. World System Theory  
 d. Development Theory
459. An extension method where the extension agent has direct contact with and gets firsthand information from individual clients  
 a. Group methods  
 b. Telephone calls  
 c. Individual methods  
 d. Email method
460. This embraces the entire spectrum of the technology promotion process and provides sound philosophy and orientation.  
 a. Style  
 b. Teaching  
 c. Approach  
 d. Method
461. The type of agriculture where the production of plants and animals is for the use of the family and not for the market is called  
 a. Sustainable agriculture  
 b. Modern agriculture  
 c. Extractive agriculture  
 d. Traditional agriculture
462. When using mass media methods, interest in the subject can

- a. Not be "turned off" easily  
 b. Hold a captive audience  
 c. Be "turned off" easily  
 d. Both a and b
463. This stage refers to the large scale and continuous use of the technology which is characterized by feeling of satisfaction on the part of the user:  
 a. Evaluation  
 b. Interest  
 c. Trial  
 d. Adoption
464. The Philippines adopted the Training and Visit System as a result of the appraisal of the country's agricultural extension service by the  
 a. World Bank mission  
 b. New Society Agricultural Task Force  
 c. Bell Bank mission  
 d. ASEAN mission
465. The communication process in mass methods of communications is characterized by  
 a. One-way traffic  
 b. No traffic  
 c. Two-way traffic  
 d. Both a and b
466. Some progressive farmers conduct personal experiments, modify the technologies and discover new process and procedure as such they are considered as  
 a. Farmer-scientist  
 b. Cooperator  
 c. Para-Professional  
 d. Demonstrator
467. Solutions to identified problems and needs can be in the form of:  
 a. Programs  
 b. Projects  
 c. Tasks and activities  
 d. All of the above
468. A source of information which serves the farmers of a particular crop in the country and abroad is  
 a. Informal source  
 b. Agribusiness firm  
 c. International Agricultural Research Center  
 d. University Agricultural Research Center
469. It is the total process by which an innovation spreads out among clients until a large number has adopted it.  
 a. Intervention  
 b. Adoption  
 c. Evaluation  
 d. Diffusion
470. When one's action are not according to one's beliefs, the feeling that will be experienced is called  
 a. Cognitive dissonance  
 b. Affective resonance  
 c. Active-reactive resonance  
 d. Experiential imbalance
471. An audio-visual equipment which uses diagrams or illustrations drawn on a transparent acetate sheet and projector on screen.  
 a. Overhead projector  
 b. Opaque projector  
 c. Slide projector  
 d. LCD projector

472. This approach refers to different groups of people with different specialization working together in one project,

- a. Interdisciplinary approach
- b. Mass approach
- c. Commodity
- d. Area approach

473. The research, instruction and extension functions of a university/college are

- a. Independent
- b. Basic
- c. Complementary
- d. Not related

474. Philosophy of extension helps the extension agent in attaining what

- a. Is probable for his clientele
- b. He wants for himself
- c. Is possible in relation to problems identified
- d. Is necessary for farmer's lives to be improved

475. These are visuals on a continuous length of films projected by a special projector one image at a time.

- a. Overhead projector
- b. Video
- c. Television
- d. Filmstrip

476. The Bureau of Agricultural Extension was created by virtue of Republic Act No. 680 on:

- a. August 9, 1962
- b. June 17, 1952
- c. November 2, 1972
- d. July 16, 1952

477. A series of connected activities where several media are used and designed to bring about a result after a recommended practice is found acceptable to the local people.

- a. Educational campaign
- b. Mass media
- c. Educational trip
- d. Meetings

478. This extension approach is highly disciplined and patterned, with fixed schedule of training of village extension workers to farmers.

- a. Training and visit approach
- b. Project extension approach
- c. Participatory approach
- d. Farming systems development approach

479. "An action which leads to desirable outcome is likely to be repeated in similar circumstances" is the basic law of

- a. Learning
- b. Extension
- c. Communication
- d. Motivation

480. The law that puts extension in the pivotal role to accelerate the transformation of Philippine agriculture and fisheries from a resource-based to a technology-based industry is

- a. RA 8434
- b. RA 8435
- c. RA 8445
- d. RA 8335

481. A person pinpointed and accepted by community members as their authority who can help them bring about change In their community is

- a. Tour leader

- b. Opinion leader  
 c. Group leader  
 d. Local leader
482. The agricultural extension agent's task environment is at the same time  
 a. Economic, religious, cultural, and social  
 b. Cultural, economic, technological, and political  
 c. Technological, spiritual, social and cultural  
 d. Social, economic, political and religious
483. An illustrated sheet of paper, cardboard or placard usually displayed in public and may be used to announce an event.  
 a. Bulletin board  
 b. Newspaper  
 c. Poster  
 d. Exhibit
484. An extension approaches wherein foreign advice is provided to local staff.  
 a. Participation  
 b. General  
 c. Project  
 d. Commodity
485. The type of agriculture where the production of plants and animals is for the use of the family and not for the market is termed as  
 a. Sustainable agriculture  
 b. Extractive agriculture  
 c. Traditional Agriculture  
 d. Modern agriculture
486. Using inputs efficiently, producing more, thus increasing crop yields are examples of \_\_\_\_\_ objectives of agricultural extension  
 a. Direct  
 b. Results  
 c. General  
 d. Core
487. A type of printed media which covers a wider scope of subject matter  
 a. Leaflet  
 b. Flyer  
 c. Comics  
 d. Bulletin
488. The new paradigm in agriculture is to look at farming as a/  
 a. Way of life  
 b. Family traditions to uphold  
 c. Art  
 d. Business
489. The major vehicle used in transmitting research, development and extension activities and at the same time the most effective method to find the reaction of people to issues like government programs and policies is  
 a. Mass media  
 b. Broadcast media  
 c. Print media  
 d. Electronic media
490. This is well organized plan for bringing about widespread adoption of a particular practice  
 a. Political campaign  
 b. Educational campaign  
 c. Environmental campaign  
 d. Promotional campaign
491. One of the advantages using the radio is that

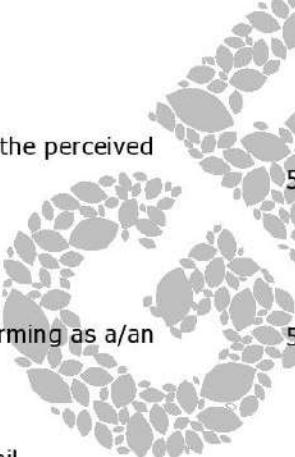
- a. It delivers messages directly to the listeners across barriers  
 b. It provides entertainment  
 c. It reaches people quickly at the same time and a low cost  
 d. All of the above
492. It is one of the teaching methods which emphasized the principles of learning by doing.  
 a. Result demonstration  
 b. Method demonstration  
 c. Hands-on  
 d. Demonstration
493. The decentralization law of extension is embodied in a code known as  
 a. Local Government Code of 1991  
 b. Local Government Code of 1992  
 c. Local Government Code of 1993  
 d. Local Government Code of 1994
494. The focus of agricultural extension is to assist the rural people to  
 a. Help themselves  
 b. Get rich or better off  
 c. Get as much education as possible  
 d. Use recommended technologies
495. The three categories of mass media are  
 a. Radio, television, print media, publications  
 b. Educational tour, video, bulletin board  
 c. Radio, bulletin board, video  
 d. Radio, home visits, educational tour
496. The underlying philosophy of extension is:  
 a. Man should be the focus of all development efforts  
 b. Man as the center of the universe  
 c. Man should help himself  
 d. Man as the means and end of development efforts
497. This must be considered, when selecting an appropriate strategy to use in intervening  
 a. Total manpower required to use the strategy  
 b. Cost of the strategy  
 c. Objectives of the intervening agency  
 d. Intervenor's familiarity with the strategy
498. A form of communication level used in rallies and demonstration.  
 a. Discussion  
 b. Intrapersonal  
 c. Interpersonal  
 d. Shared
499. The three categories of extension teaching methods according to number of clients served are  
 a. Mass methods, mass media, group methods  
 b. Mass methods, educational campaigns, audio-visuals  
 c. Conferences, meetings, dialogues  
 d. Mass methods, group methods, individual methods
500. Extension work has its own "ups" and "downs". The ultimate measure of extension success is:  
 a. Measureable changes in the behavior of clients  
 b. Number of technologies disseminated  
 c. Number of farm visits done  
 d. Number of technology trainings conducted
501. An extension worker must have a good rapport with his clients. The meaning of rapport is:  
 a. Good rural worker  
 b. Good clientele  
 c. Good working relationship  
 d. Good teaching

- 
502. It refers to the systematic procedure employed by the extension worker in getting vital information across his/her clients.
- Method
  - Instrumental materials
  - Technique
  - Device
503. The function of a University/College that provides pre-service and in-service trainings, backstopping of subject-matter specialists and release farm, home and fishery information is
- Extension
  - AFMA
  - Instruction
  - Research
504. Farmer's knowledge level and attitude are being influenced unknowingly.
- Coercion
  - Manipulation
  - Providing Service
  - Exchange
505. A veterinarian's intervention that is directed towards sick animals is called
- Medical
  - Technical
  - Expert
  - Specialized
506. The message sent back by a receiver is also called
- Output
  - Feedback
  - Input
507. Globalization concerns can be addressed through extension by enhancing this aspect among people in agriculture and fisheries in both domestic and foreign markets.
- Complementation
  - Cooperation
  - Competitiveness
  - Commitment
508. The message factor referring to the organization and presenting of ideas is
- Message code
  - Message content
  - Message treatment
  - Message thought
509. The principle of voluntary education means:
- Participation with compulsion
  - Participation with coercion
  - Free-willing participation
  - Participation with lukewarm attitude
510. Among the socio-economic filters of communication include the following except:
- Availability of financial institution
  - Economic motivation on farming
  - Land tenure arrangement
  - Kind of dwelling that a receiver has
511. To induce change in its clientele, the extension agent's tool is
- Technology
  - Training
  - Institutional structure
  - Communication
512. In extension communication, the extension worker plays role of
- Decoder

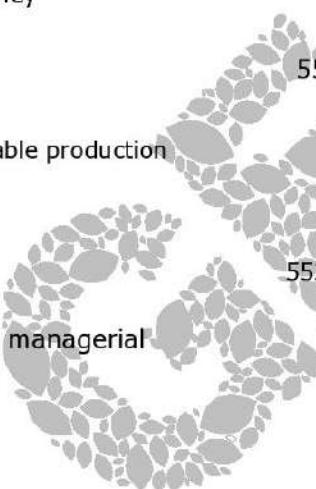
- b. Receiver  
 c. Both sender and decoder  
 d. Encoder
513. The ability to make decisions that achieve goals in the most efficient manner is:  
 a. Managerial skill  
 b. Manipulative skill  
 c. Psychomotor skill  
 d. Planning skill
514. In arriving at a diagnostic conclusion he must view the problematic situation from  
 a. Agency's perspective  
 b. Client's perspective  
 c. Community's perspective  
 d. His own perspective
515. Which of the following is/are goals of AFMA  
 a. Poverty alleviation and Social Equity  
 b. Food Security  
 c. Global Competitiveness  
 d. A, B, and C
516. Sustainability results to long term carrying capacity of regions which means that these areas will  
 a. Continue to be highly productive  
 b. Maintain their total agricultural land area  
 c. Experience no negative effects on the environment  
 d. Exhibit a continuing modernization of agriculture
517. An extension worker who promotes education for citizenship is working on the responsibility to improve  
 a. Youth development  
 b. Leadership development  
 c. Resource development
- d. Public affairs
518. Which is not an agricultural resource?  
 a. Water  
 b. Agricultural manpower  
 c. Air  
 d. Policies
519. An extension worker who helps the farmer make good decisions is working on the responsibility to improve  
 a. Farm management  
 b. Agriculture production  
 c. Public affairs  
 d. Resource development  
 e. All of the above
520. Which of the following does not describe extension?  
 a. Autocratic process  
 b. Educational process  
 c. Demonstration process  
 d. Communication process
521. First and foremost an extension worker must be  
 a. Client centered  
 b. Self-centered  
 c. Reward centered  
 d. Innovation centered
522. They are realistic replicas of real things  
 a. Objects  
 b. Models  
 c. Specimen  
 d. Maps
523. The components of agricultural development that will facilitate the attainment of its objectives are called

- a. Essentials  
 b. Accelerators  
 c. Fundamentals  
 d. Requisites
524. The AFMA provides that agriculture and fisheries extension services shall cover among others  
 a. Establishment of trading post  
 b. Provision of capital  
 c. Farm and business advisory services  
 d. Environmental protection
525. A presentation medium that makes use of the audio mode in disseminating information simultaneously to thousands or even millions of potential receivers is  
 a. Cable  
 b. Television  
 c. Radio  
 d. None of the above
526. The degree of similarity between two communicators is technically known as  
 a. Conformity  
 b. Heterophily  
 c. Uniformity  
 d. Homophily
527. The AFMA of 1997 is embodied in  
 a. RA 7165  
 b. RA 6335  
 c. RA 2735  
 d. RA 8435
528. Communication is a two-way process. Which condition below is not a two-way process?  
 a. The farmers can only receive message from the farmer  
 b. Extension workers and farmers can change roles
- c. Only extension worker sends message to the farmer  
 d. Both b and c
529. This agency was organized to exercise direct control and management over the Rice and Corn Production Program.  
 a. Rice and Corn Production Coordinating Council  
 b. Rice and Corn Administration  
 c. Bureau of Plant Industry  
 d. PhilRice
530. Agricultural development is manifested through  
 a. Increase in agricultural manpower  
 b. Improved efficiency of agriculture  
 c. Modernization of the agriculture sector  
 d. Increased food security
531. The role of extension is to bridge the gap  
 a. Between academe and industry  
 b. Between community leaders and farmers  
 c. Between research system and client system Between market system and consumer system  
 d. Both a and c
532. Extension being multi-faced requires a human resource that possess this characteristic  
 a. Selfish to work for development  
 b. Highly-specialized knowledge  
 c. Insensitive to people's and problems  
 d. Open to change and development
533. The basic consideration of agricultural development is for  
 a. Agricultural resources to be more fully and rationally utilized  
 b. The agriculture sector to be at par with those in the industrial and other sectors

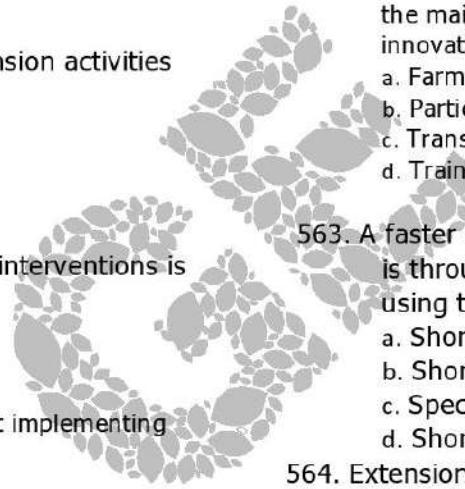
- c. The country to become globally competitive  
d. The improvement of agricultural productivity
534. Which of this are not within the scope of Agricultural Extension?  
a. Trade liberalization, goods distribution  
b. Agricultural production, processing and marketing  
c. Environmental protection and natural resource development  
d. Farm and home management, youth development
535. Which is an area of concern which poses challenge to the extension delivery system?  
a. Problems of the people  
b. Wide geographic area of coverage  
c. Culture of the people  
d. All of the above
536. Another element of the process which refers to the perceived target-beneficiary is  
a. Channel  
b. Receiver  
c. Source  
d. Message
537. The new paradigm in agriculture is to look at farming as a/an  
a. Way of life  
b. Business  
c. Family tradition to uphold  
d. Good insurance when other occupations fail
538. As mandated by Executive order 116, to train all agricultural extension workers and their clientele is a main responsibility of  
a. Bureau of Agricultural Extension  
b. Philippine Training Center for Rural Development  
c. Agricultural Training Institute  
d. Department of Agriculture
539. Which is a culture barrier to development?  
a. Education
- b. Knowledge  
c. Religion  
d. Skills
540. Innovation decision period is co-terminus to  
a. Integration period  
b. Incubation period  
c. Time lag  
d. Diffusion period
541. Among the five senses, the most important are  
a. Touch and sight  
b. Touch and Smell  
c. Smell and sight  
d. Sight and seeing
542. Which of the following does not describe "process"?  
a. It is unidirectional  
b. It does not have a beginning and an end  
c. It is continuing  
d. There are steps which are sequential
543. PD1 reverted Agricultural Productivity Commission to  
a. Agricultural Training Institute  
b. Bureau of Animal Industry  
c. Bureau of Agricultural Extension  
d. National Extension Program
544. An extension worker is a rolled-into-one being such as the following except as  
a. Insulter  
b. Adviser  
c. Planner  
d. Teacher
545. Section 88 of AFMA about special concerns in the delivery of extension services states that delivery of agriculture



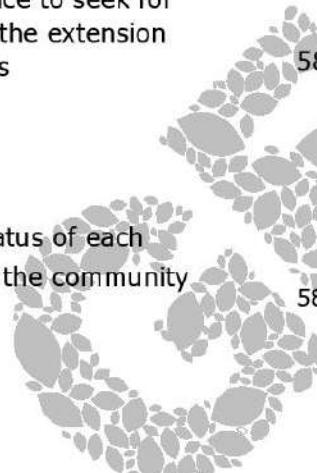
- and fisheries extension services shall be and shall involve among others farmers, fisher folks, and their organization, etc.
- Exclusive
  - Prioritized
  - Multidisciplinary
  - Sectoral
546. Communication barriers are so-called because they
- Hasten
  - Facilitate
  - Accelerate
  - Impede
547. Which of the following is an ecologically acceptable production practice?
- Mono-cropping
  - Planting along contours
  - Crop rotation
  - B and C
548. The means of using land, labor, capital and managerial ability to produce marketable products is
- Efficiency
  - Profitability
  - Effectiveness
  - Productivity
549. Adoption of an innovation means to use it
- Fully
  - Partially
  - Impractically
  - Impartially
550. Which of the following is a wrong listing of the components of agricultural development?

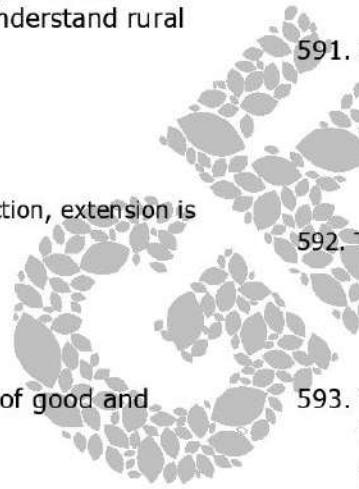


- Extension, production, marketing
  - Extension, research, policy
  - Extension, governance, supply
  - Research, production, marketing
551. This is the most recent individual extension method that is making the use of fax machines, internet, and e-mail
- Electronic media
  - Mass media
  - Office calls
  - Telephone calls
552. Which law created the position of a Provincial Agriculturist in 1936?
- Commonwealth Act No. 75
  - Commonwealth Act No. 65
  - Commonwealth Act No. 85
  - Commonwealth Act No. 55
553. This refers to the experiential learning approach where the farmer's field is the primary learning resource in carrying out extension training on IPM throughout the entire growing season of the crop.
- Participatory extension approach
  - Farming system approach
  - Farmer field school
  - Training and visit approach
554. The cardinal rule in effective communication is
- Knowing your audience
  - Speaking clearly
  - Establishing good relations with your audience
  - Listening to your audience
555. To achieve a 'thriving economic and social order' requires changing production

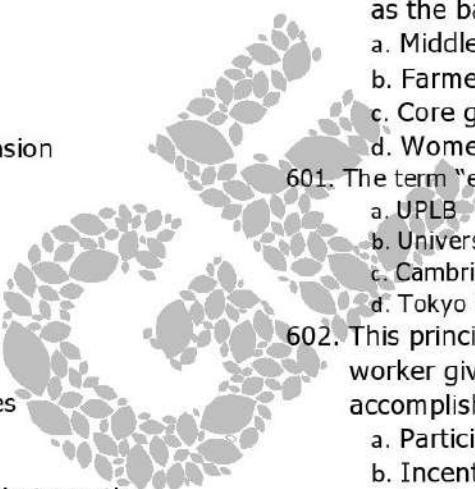
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- a. Practices
  - b. Management
  - c. Inputs
  - d. Structures
556. Executive Order No. 156 created the
- a. Bureau of Plant Industry
  - b. Office of the Presidential Assistant on Community Development
  - c. Bureau of Animal Industry
  - d. Bureau of Agricultural Extension
557. Philip 66 group discusses important extension activities involving this number of people
- a. 66
  - b. 46
  - c. 36
  - d. 6
558. One requirement in introducing extension interventions is
- a. Strategic use of resources
  - b. Cooperation of clientele
  - c. Support of local officials
  - d. Sufficient budget
559. The first formally organized unit in government implementing extension program is
- a. Bureau of Agricultural Extension
  - b. Agricultural Extension Service
  - c. Demonstration and Extension division
  - d. Agricultural Training Institute
560. Which law created the Bureau of Agriculture Extension?
- a. RA 680
  - b. RA 680
  - c. RA 650
  - d. RA 608
561. The first Rural Improvement Club (RIC) was born in this town of Rizal:
- a. Tanay
  - b. Montalban
  - c. Teresa
  - d. Antipolo
562. This is essentially a process of purposeful and creative interaction between the villagers and the outside facilitators, the main aim of which is enhancing the local capacity to innovations suited to the local condition.
- a. Farmer field school
  - b. Participatory technology development
  - c. Transfer of technology approach
  - d. Training and visit approach
563. A faster and cheaper way to ask for or provide brief advice is through sending text messages from mobile phones using the SMS. SMS means
- a. Short message service
  - b. Short memorandum service
  - c. Special message service
  - d. Short message symbol
564. Extension is an intervention that is
- a. Long-lasting
  - b. Experiential
  - c. Intentional
  - d. Procedural
565. Which role of extension worker should not be in the list?
- a. Security agent
  - b. Change agent
  - c. Adviser

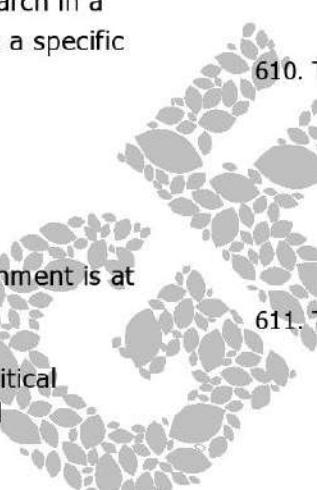
- d. None of the above
566. What percentage of IRA is allocated as development fund of every barangay?
- 40%
  - 30%
  - 20%
  - 10%
567. In this extension approach, efforts are made to have a whole village grow just one variety of crop that is best adapted to the locality.
- Single-purpose approach
  - Commodity approach
  - Training and visit approach
  - Area approach
568. This is the best method of extension teaching
- Farm and Home visit
  - Demonstration
  - Field trip
  - Variety of methods
569. In extension, the behavioral changes that the client must exhibit should satisfy the objectives and goals of the
- Financial provider or benefactors
  - Local officials
  - Ruling elite
  - Intervenor
570. An extension worker generous with words of praises for his clients is observing the principle of
- Satisfaction
  - Voluntary education
  - Cooperation
  - Participation
571. A pamphlet of more than four pages containing essential information on a technology package
- Leaflet
  - Primer
  - Fact sheet
  - Brochure
572. Which is an example of a group contact extension method?
- Office Call
  - Correspondence
  - Lakbay Aral
  - Farm visit
573. An extension approach which promotes the production of a certain important crop by emphasizing the available production factors.
- Area approach
  - Farmer systems approach
  - Participatory extension approach
  - Commodity approach
574. This has to be planned continuously in order to know where we are, where we had been, and where we are going.
- Evaluation
  - Monitoring
  - Documentation
  - Processing
575. The extension agent can provide rural people with useful and practical knowledge only when he understand rural people's
- Conditions
  - Task environment

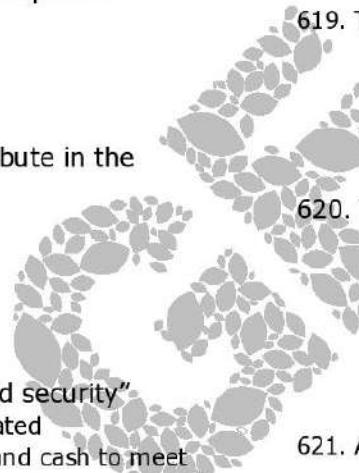
- 
- c. Needs
  - d. Resources
576. Extension provides educational opportunities without coercion and compulsion. This illustrates the principle of
- a. Cooperation
  - b. Voluntary education
  - c. Grassroots approach
  - d. Participation
577. When a clientele goes to the extension office to seek for technical assistance or information from the extension worker, the teaching method employed is
- a. Farm and Home Visit
  - b. Telephone Call
  - c. Office Call
  - d. Letter
578. A characteristics related to the role and status of each member acquired or attributed to him in the community in known as:
- a. Social status
  - b. Quality of life
  - c. Life cycle
  - d. Living standards
579. This is well organized plan for bringing about widespread adaptation of particular practice.
- a. Educational Campaign
  - b. Political Campaign
  - c. Promotional Campaign
  - d. Campaign
580. Philosophy of extension is a synthesis of belief about life and a body of knowledge about the
- a. Adult learner
  - b. Targeted learner of the extension activity being done
  - c. Out-of-school learner
  - d. Learners in general
581. The goal of extension is to
- a. Develop land resources for higher productivity
  - b. Develop human resources so they can improve their quality of life
  - c. Make people realize that life is good
  - d. Provides show window for technologies
582. In the delivery of a lecture, the extension worker must remember the main purpose of doing it which is
- a. Introduce a subject indicating its importance
  - b. Inform the participants about the specified subject matter
  - c. Provide information for better understanding
  - d. Summarize a givern-utopic or subject matter
583. This is a dramatization in which an open ended scenario is described and participant's area assigned roles to act the situation or problem.
- a. Informal group discussion
  - b. Panel discussion
  - c. Role playing
  - d. Symposium
584. This extension method usually consists of a small group where farmer-neighbors can get together in a certain place and time to get acquainted with each other, to exchange farming information and ideas and to share common problems in order to help each other.
- a. Role playing
  - b. Panel discussion
  - c. Informal group discussion

- 
- d. Symposium
585. This publication consists of up to 20 pages joined at the spine and longer than a brochure
- a. Booklet
  - b. Leaflet
  - c. Primer
  - d. Photonovel
586. The extension agent can provide rural people with useful and practical knowledge only when he understand rural people's
- a. Needs
  - b. Resources
  - c. Task environment
  - d. Conditions
587. Together with instruction, research and production, extension is a mandated function
- a. State colleges and universities
  - b. BSU
  - c. Local government units
  - d. Department of Agriculture
588. Which among these is not a characteristic of good and effective planner?
- a. Mistrust
  - b. Commitment
  - c. Innovativeness
  - d. Credibility
589. This is a verbal presentation by a single speaker to a group of listeners wherein technical information, background and appreciation of integrate ideas are presented.
- a. Lecture
  - b. Field day
- c. Informal group discussion
  - d. Method demonstration
590. These methods of extension teaching are particularly useful in making large group of people aware of new ideas and practices.
- a. Group
  - b. Mass
  - c. Individual
  - d. Media
591. Improvement of level of living of rural people is conditioned by
- a. Peace and order in the community/country
  - b. Improvement in the overall economy
  - c. Human resource development
  - d. Absence of calamities
592. The following concepts describe extension appropriately, except
- a. It disseminate useful information to rural people
  - b. It enables people to reunite with old acquaintances
  - c. It is acquired by paying school fees
  - d. It helps people help themselves
593. The art of influencing people so that they will strive willingly and enthusiastically to achieve organizational goals
- a. Team building
  - b. Planning
  - c. Leadership
  - d. Management
594. These are usually held on farms, experimental stations or government centers to demonstrate successful farming

- techniques or to see field tests, machinery demonstration, and athletic contents.
- a. Method demonstration
  - b. Field trip
  - c. Field day
  - d. Result demonstration
595. It is one of the teaching methods that emphasize the principle of learning by doing.
- a. Method Demonstration
  - b. Result Demonstration
  - c. Demonstration
  - d. Hands-On
596. Philosophy of extension serves as the extension personnel's
- a. Standards of performance
  - b. Criteria for his decisions
  - c. Gauge for his extension programs
  - d. Guide to his actions
597. Which concept does not describe education?
- a. It is a lifelong process
  - b. It brings about desirable behavioral changes
  - c. It starts from infancy through adulthood
  - d. It is acquired by paying school fees
598. Extension work does not select its clientele but mostly these are
- a. Youths
  - b. Adults
  - c. All types of farmers
  - d. Youth and Adults
599. In this extension teaching method, a group travels to another location to observe agricultural practices, projects or demonstrations not available locally
- a. Education tour
  - b. Result demonstration
  - c. Method demonstration
  - d. Lecture
600. This group should be formed and strengthen as they serve as the basic building block for people's organization:
- a. Middle group
  - b. Farmer's group
  - c. Core group
  - d. Women's group
601. The term "extension education was first introduced in 1873 by
- a. UPLB
  - b. University of California in Los Angeles
  - c. Cambridge University in England
  - d. Tokyo University of Japan
602. This principle of extension was applied when the extension worker gives rewards to his client for their efforts and accomplishments
- a. Participation
  - b. Incentive
  - c. Leadership
  - d. Satisfaction
603. This carries posters, wall charts, bulletins, handouts and announcement of extension activities agricultural information and news.
- a. Bulletin board
  - b. Story boards
  - c. Publications



- 
- d. Exhibits
604. The promotion and development of organic agriculture in the Philippines is embodied in
- a. Executive Order 481
  - b. Executive Order 418
  - c. Executive Order 428
  - d. Executive Order 464
605. This means not only to discuss results of research in a meeting but also to discuss any activity with a specific purpose.
- a. Seminar
  - b. Meeting
  - c. Workshop
  - d. Brainstorming
606. The agricultural extension agent's task environment is at the same time
- a. Economic, religious, cultural, and social
  - b. Cultural, economic, technological, and political
  - c. Technological, spiritual, social and cultural
  - d. Social, economic, political and religious
607. Extension is a form of
- a. Formal type of education
  - b. Non-formal type of education
  - c. Anecdotal type of education
  - d. Informal type of education
608. Filling the needs among client groups from the extension worker corresponds to this concept.
- a. Information theory
  - b. Diffusion-adoption theory
- c. Rural vacuum theory
  - d. Social relationship theory
609. The minimum required for a family or individual to meet both the basic food and non-food requirements is termed as:
- a. Per capita
  - b. Poverty incidence consumption
  - c. Poverty threshold
  - d. Subsistence allowance
610. This is known for being basically pictorial using drawing with a text as brief and vivid as possible. Its size and appearance are similar to a poster, but often contains more written material and a variety of information.
- a. Newsletter
  - b. Circular letter
  - c. Poster
  - d. Wall newspaper
611. This is planned and guided visit of a group of participants to a specific site(s) for the purpose of obtaining first-hand information about an organization and its services.
- a. Field Day
  - b. Result demonstration
  - c. Excursion
  - d. Field Trip
612. Starting where the people are with what they have is practicing the principle of
- a. Grassroots approach
  - b. Leadership
  - c. Cultural difference
  - d. Voluntary change
613. Which of the following is not a mass level of communication?

- 
- a. Conducting result demo in a community
  - b. Broadcasting relevant info via radio
  - c. Distribution of leaflets to rural people
  - d. TV plug on pests and diseases
614. The Executive Order (EO) that created the Presidential Assistant on Community Development tasked to coordinate and integrate the activities of all government departments engaged in community development
- a. EO 15
  - b. EO 67
  - c. EO 57
  - d. EO 17
615. Which one of the following does not contribute in the choice of extension teaching method:
- a. Subject Area
  - b. Human Factors
  - c. Objectives
  - d. None of the above
616. Which of the following illustrates "livelihood security"
- a. Ownership of agricultural land being operated
  - b. Reliable access to adequate stocks, food and cash to meet basic needs
  - c. Sustained relationship between landowner and tenant
  - d. Permanency of employment as household help
617. A professional quality of an extension worker referring to the ability to see problems from the eyes of another is called
- a. Humility
  - b. Credibility
  - c. Empathy
  - d. Professional commitment
618. The law enacted in 1972 that abolished the Bureau of Farm Management of the Department of Agrarian Reform and transferred its extension function to the Bureau of Agricultural Extension is:
- a. P.D. 970
  - b. P.D. 709
  - c. R.A. 370
  - d. R.A. 870
619. This applies to the quality of an innovation that permits trying a little at a time.
- a. Trialability
  - b. Compatibility
  - c. Relative advantage
  - d. Observability
620. The law that was enacted on August 8, 1963 and renamed the Bureau of Agricultural Extension into Agricultural Productivity Commission was:
- a. R.A. 3488
  - b. R.A. 3848
  - c. R.A. 3844
  - d. R.A. 8434
621. As far as agricultural extension is concerned innovation means
- a. Any changed farm practice
  - b. Acceptance of a new farm practice
  - c. Diffusion of a new idea
  - d. Knowing the pros and cons of a new farm practice
622. Which of the following is the limitation of mass media?
- a. Low cost per individual reached
  - b. Spread information to a large number of people
  - c. One way flow of message
  - d. Reach the clientele rapidly

623. Adjusting to the culture of the people is embodied in which principle

- a. Cultural change
- b. Cultural Revolution
- c. Cultural difference
- d. Cultural adaptation

624. Under AFMA, the system responsible for delivering direct agriculture and fisheries extension services shall be

- a. National government
- b. Private sector
- c. Local government units
- d. Non-government units

625. Learning is a continuing process. A type of learning done purposely to change the performance of people doing the jobs is

- a. Training
- b. Skills acquisition
- c. On-the-job training
- d. None of the above

626. This is made up of those who watch the innovators and the early adopters through several time periods.

- a. Early adopters
- b. Laggards
- c. Late majority
- d. Early majority

627. In 1982, as the province was designated as the political unit of management for inducing agricultural development, coordination and supervision of operations of the various agencies involved in the delivery of

agricultural service became the responsibility of the \_\_\_\_\_.

- a. Mayor
- b. Provincial Agriculturist
- c. Barangay Captain
- d. Provincial Governor

628. The agricultural extension agent's task environment is at the same time

- a. Cultural, economic, technological, and political
- b. Economic, religious, cultural, and social
- c. Technological, spiritual, social and cultural
- d. Social, economic, political and religious

629. The Agricultural Training Institute was born out of the merging of

- a. Bureau of Agricultural Extension and Philippine Training Center for Rural Development
- b. Bureau of Agricultural Extension and Department of Agriculture
- c. Bureau of Agricultural Extension and Bureau of Animal Industry
- d. Bureau of Agricultural Extension and Philippine Council for Agricultural Resource Research and Development

630. A continuing and viable long-time project with minimal destruction to the environment has this characteristic.

- a. Sustainable
- b. Realistic
- c. Transformable
- d. Development-oriented

631. Those who do not adopt a new practice until most of their neighbors have already made the change are referred to as

- a. Laggards  
 b. Late majority  
 c. Innovators  
 d. Late adopters
632. The National Extension Program was appraised by the World Bank Mission in  
 a. 1977  
 b. 1978  
 c. 1979  
 d. 1980
633. When an extension worker makes a commitment to develop his time and talents for the upliftment of economically deprived and disadvantaged communities, this is an expression of his  
 a. Vision  
 b. Philosophy  
 c. Mission  
 d. Goals
634. Extension is done by  
 a. Government line agencies  
 b. Any government-oriented agency  
 c. State universities and colleges  
 d. Non-government agencies
635. Which extension method does not belong to the individual contact category?  
 a. Result demonstration  
 b. Office call  
 c. Meeting  
 d. Text messaging
636. Three of the four aspects of responsible well-being are  
 a. Developed capabilities, equity and sustainability  
 b. Equity, modernity, and developed capabilities  
 c. Equity, productivity and developed capabilities  
 d. Productivity, sustainability and equity
637. An extension worker who teaches how farm resources are used efficiently is working on the responsibility to improve  
 a. Agricultural Management  
 b. Agricultural marketing  
 c. Public affairs  
 d. Leadership development
638. Technologies or products displayed in public to give or promote an innovation, technology or product is termed as:  
 a. Poster  
 b. Result demonstration  
 c. Achievement Day  
 d. Exhibit
639. Extension worker assist target, clients like farmers in \_\_\_\_\_  
 a. Production  
 b. Post-harvest and processing  
 c. Marketing  
 d. all of the above
640. After World War II, the Philippine Government requested the U.S. government to look over the post war situation with the end in view of making suggestions for improvement to which the U.S. sent this mission.  
 a. Daniel Mission  
 b. Political Survey Mission  
 c. Ball Mission  
 d. Bell Mission



641. In which country is extension defined as simplification of the message to the common man?

- a. France
- b. Austria
- c. Korea
- d. Dutch

642. The traditional view of communication describes it as

- a. A interactive view of communication
- b. A one-way flow of messages
- c. An upstream flow of messages
- d. A two-way flow of messages

643. An activity that helps raise the level of consciousness of the people and the organizer

- a. Economic
- b. Cultural
- c. Social
- d. Educational

644. This refers to the fact that some innovations are more complicated than others.

- a. Compatibility
- b. Observability
- c. Trialability
- d. Complexity

645. The Bureau of Agricultural Extension was placed again under this Department on July 1, 1973.

- a. Department of Agriculture
- b. Department of Interior
- c. Department of Forestry
- d. Department of Animal Husbandry

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646. When problems are identify, the next felt usually done is to \_\_\_\_\_

- a. Evaluate
- b. Internet
- c. Prioritize
- d. List

647. In extension communication, the extension worker plays role of

- a. Sender
- b. Receiver
- c. Both sender and receiver
- d. Encoder

648. The Bell Mission recommended the consolidation of all agricultural extension services under one agency. Who was the chief of the mission?

- a. Daniel Y. Bell
- b. Daniel W. Bell
- c. Dustin W. Bell
- d. Dustin Hoffman Bell

649. Which among these is not included as a high value fruit tree?

- a. Guava
- b. Mango
- c. Duhat
- d. Papaya

650. The focus of \_\_\_\_\_ is on one specific core/major problem.

- a. micro web analysis
- b. macro web analysis
- c. problem tree analysis
- d. all of the above

651. This is the merger of the Bureau of Agricultural Extension, the Philippine Training Center for Rural Development and

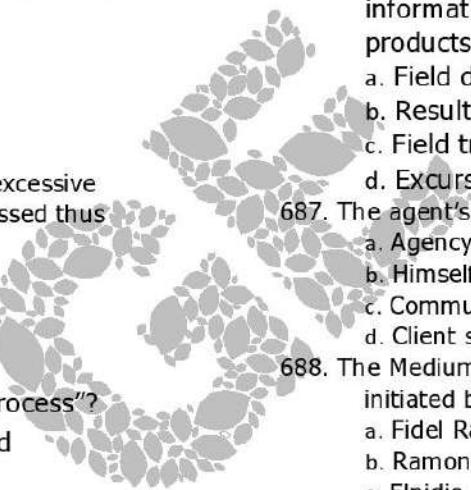
- the Philippine Training Center by the virtue of the Executive Order No. 116 (1987).
- a. Extension Delivery System
  - b. Complementation Program
  - c. Bureau of Cooperatives
  - d. Agricultural Training Institute
652. Any device which utilizes the sense of sight in order to improve communication is known as
- a. Projected visual
  - b. Primary visual
  - c. Displayed visual
  - d. Visual aid
653. The message factor comprising the idea meant to be expressed is
- a. Message content
  - b. Message code
  - c. Message treatment
  - d. Message thought
654. A philosophical quality of education that is applicable to extension
- a. Teaches people to do things
  - b. Bring status quo or no change
  - c. Doing things for people
  - d. Ideas must be kept for the betterment of a single person
655. The main purpose of this method is to prove that new practice is superior to the one currently being used by the farmers.
- a. Result demonstration
  - b. Field day
  - c. Method demonstration
  - d. Lecture
656. It refers to the systematic procedure employed by the extension worker in getting vital information across his/her client-learners.
- a. Technique
  - b. Method
  - c. Device
  - d. Instructional Materials
657. This type of analysis is very exhaustive and may focus on many core and major problem in the community.
- a. problem tree analysis
  - b. micro web analysis
  - c. macro web analysis
  - d. all of the above
658. The totality of an individual's exposure to life which influences his ability to communicate is his
- a. Character
  - b. Field experience
  - c. Personality
  - d. Culture
659. Which is an area of concern which poses challenge to the extension delivery system?
- a. Problems of the people
  - b. Wide geographic area of coverage
  - c. Culture of the people
  - d. All of the above
660. The first in the community to bring in or adopt a new idea or practice is called
- a. Early majority
  - b. Late majority
  - c. Innovator

- d. Early adopter
661. What was the new name of APC after the declaration of Martial Law?
- National Agriculture and Fisheries Council
  - Ministry of Agriculture and Food
  - Bureau of Agricultural Extension
  - Bureau of National Extension Program
662. This method involves the identification of a farmer whose agricultural practices and personal attitudes are superior that his operation can serve as a model for others to follow.
- Farmer-caller
  - Innovator
  - Paraprofessional
  - Model farmer
663. This approach involves utilization of farmer-leaders whom the agricultural technologists have selected based on their knowledge and skills on new farming techniques and are willing to assist their neighboring peer through regular visits.
- Training and visit approach
  - Farmer field school
  - Participatory development
  - Farm systems approach
664. A viable and functional organizational serves:
- to elicit people organization
  - to mobilize and harness human, material and financial resources to achieve goals
  - venue to collectively plan, implement and evaluate projects
  - all of the above
665. They are flat representation of some portion of the earth's surface
- Maps
  - Graphic drawings
- c. Picture
- d. Films
666. One limitation of the radio is
- That comments and questions cannot be exchanged immediately
  - That the listeners has no control over transmission rate
  - The difficulty in transmitting a complicated idea
  - Both b and c
667. A good flyer as a medium to disseminate information have this characteristic:
- No illustration
  - Printed only on one side
  - Written in English
  - Back to back printing for economy
668. In this approach, farmers are involved in the whole process of decision-making from data collection and analysis, identification of problems, constraints and opportunities, preparation of improvement plans to implementation, monitoring and evaluation.
- Farmer field school
  - Participatory extension approach
  - Farming system approach
  - Participatory technology development
669. An activity where a group of people meet together to discuss informally and deliberately on topic on mutual concern is \_\_\_\_\_.
- Panel Discussion
  - Group Discussion
  - Brainstorming
  - Meeting

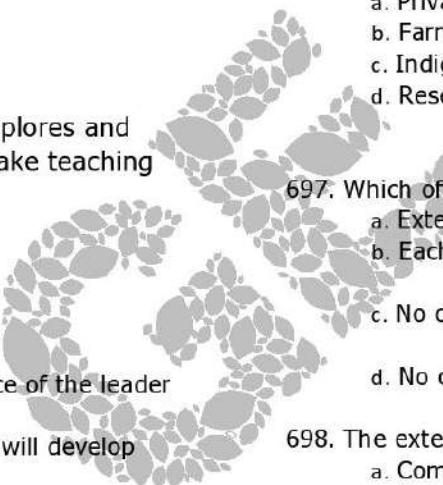
670. They are diagrams representing numerical quantities intended for quick comparisons of statistical information
- Line graphs
  - Bar graphs
  - Graphs
  - Pie graphs
  - Pictorial graphs
671. An illustrated story of a technology or information and often written in a dialogue manner.
- Bulletin
  - Primer
  - Comics
  - Poster
672. Which form of training does not belong to the group?
- Producers
  - Specialists
  - Technicians
  - Marketing
673. Diffusion of an innovation is the spread of the information from a
- Less dense
  - Equally concentrated
  - Less common
  - Denser
674. One of the fastest, most powerful and in many countries the only way of communicating with the masses of rural people who understand the language of transmission.
- Television
  - Poster
  - Leaflets
  - Radio



675. The stage of the adoption process wherein the farmers would apply the technology on a large scale in preference to old methods
- Adoption
  - Awareness
  - Interest
  - Trial
676. These are displays addressed to certain audiences and often put in connection with an occasion or event
- Educational campaign
  - Exhibits
  - Posters
  - Photographs
677. Majority of the Filipinos live in this area and are involved in developing the agricultural economy.
- Urban area
  - Semi-urban area
  - Rural area
  - Agricultural area
678. Process through which an individual passes from the first knowledge of it until he confirms its use is called
- Evaluation
  - Implementation
  - Planning
  - Innovation-decision
679. This is the gap between the present situation and the desired situation.
- Need
  - Problem
  - Issue
  - Concern
680. A board where written announcements are placed

- 
- a. Bulletin board
  - b. Photographs
  - c. Wall newspaper
  - d. Chalkboard
681. This is the development strategy designed to improve the quality of life of farm families through the resources, marketing assistance program, technology packaging, and cooperatives development within the extension delivery system
- a. Coordination Program
  - b. Complementation Program
  - c. Cooperation Program
  - d. Extension Program
682. The state of an individual or a system in which excessive communication inputs can no longer be processed thus leading to breakdown is called
- a. Disinformation overload
  - b. Information overload
  - c. Information underoverload
  - d. Disinformation underoverload
683. Which of the following does not describe "process"?
- a. It does not have a beginning and an end
  - b. It is continuing
  - c. It is unidirectional
  - d. There are steps which are sequential
684. When farmer's knowledge level and attitude are being influenced unknowingly this is referred to as
- a. Manipulation
  - b. Coercion
  - c. Exchange
- d. Providing service
685. The term 'university extension' was first used in 1840 in
- a. Germany
  - b. Great Britain
  - c. Spain
  - d. Australia
686. This is a planned and guided visit of a group of participants to a specific site(s) for the purpose of obtaining firsthand information about an organization and its services or products
- a. Field day
  - b. Result demonstration
  - c. Field trip
  - d. Excursion
687. The agent's main goal is to develop self-renewing behavior on:
- a. Agency system
  - b. Himself
  - c. Community system
  - d. Client system
688. The Medium Term Agricultural Development Program was initiated by President
- a. Fidel Ramos
  - b. Ramon Magsaysay
  - c. Elpidio Quirino
  - d. Diosdado Macapagal
689. Phase III of the Farmer Scientists Training Program is labeled
- a. Transfer and utilization
  - b. Testing and adaption
  - c. Generation
  - d. Feedback

690. An individual extension method that is used mainly in giving or getting information and giving instruction in written form in order to avoid misunderstanding
- Posters
  - Personal letters
  - Wall newspaper
  - Publications
691. The Masagana 99 was a program of President
- Ramon Magsaysay
  - Ferdinand Marcos
  - Elpidio Quirino
  - Corazon Aquino
692. The function of a University/College that explores and discovers new knowledge and skills, to make teaching more effective and useful is
- Extension
  - Mass media
  - Research
  - Instruction
693. They are essential to effective leadership
- Knowledge of human nature and acceptance of the leader by the group
  - Knowledge of the area in which leadership will develop
  - A and B
  - Empathy and intelligence
694. A method that offers the possibility of greater extension coverage and is therefore more cost-effective
- Individual methods
  - Group methods
  - Mass media
  - Mass methods



695. Leaders who are enlisted and trained for specific job opportunities are called
- Program planners
  - Organizational leaders
  - Activity leaders
  - Action leaders
696. Dole and Del Monte are examples of sources of information/technology categorized under
- Private Firm
  - Farm entrepreneurship
  - Indigenous Technological Knowledge
  - Research Institution of Department of Agriculture
697. Which of these statements is wrong?
- Extension methods are equally effective in all situations
  - Each method has its own merits and shortcoming in certain situations
  - No one method can be considered more effective than the others
  - No one single extension method is adequate in a certain given occasion
698. The extension approach practiced by PhilRice is the
- Commodity approach
  - Participatory approach
  - General approach
  - Project approach
699. A strategy where farmers are shown how to do something. A farmer is shown step by step how to use a technology.
- Training
  - Method demonstration
  - Seminar
  - Result demonstration

700. A form of communication used in rallies and demonstration is called

- a. Intrapersonal
- b. Interpersonal
- c. Discussion
- d. Shared

701. The behavioral control when people with perceived behavioral control will try to discover what they can do better if faced with failure to obtain desired results.

- a. Self-immunity
- b. Self-efficacy
- c. Self sufficiency
- d. Self-respect

702. An organized verbal presentation by an extension worker to a group of listeners who are expected to retain key concepts

- a. Seminar
- b. Training
- c. Lecture
- d. Forum

703. Increasing private sector participation in the agricultural extension activities to improve the delivery of service.

- a. Cost-recovery scheme
- b. Commercialization
- c. Privatization
- d. Revitalization

704. Which of these methods disseminate same information at the same time?

- a. Farm and home visit
- b. Office calls
- c. Radio
- d. Telephone calls

705. They are the most accurate of all graphs

- a. Pictorial Graphs
- b. Bar Graphs
- c. Pie Graphs
- d. Line Graphs

706. They are the first persons in the locality who will adopt an innovation

- a. Laggards
- b. Early Majority
- c. Late Majority
- d. Innovators

707. According to Chambers the reason for non-adoption of innovation by the farmers in the 1950's was

- a. Technology does not fit
- b. Input constraints
- c. Lack of capital
- d. Ignorance of farmers

708. The measure of success of this particular approach is farm people's willingness and ability to provide some share of the cost, individually or through their local government units

- a. Cost-sharing approach
- b. General extension approach
- c. Commodity specialized approach
- d. Farming systems development approach

709. This extension approach is highly disciplined and patterned, with fixed schedule of training of village extension workers to farmers

- a. Project extension approach
- b. Training and Visit approach
- c. Educational institution approach
- d. Participatory approach

710. What would you call the organized and coherent combination of methods or schemes to make rural extension effective in or particular area?

- a. Strategy
- b. Organization
- c. Approach
- d. Management

711. The Land Grant Colleges in the USA were established through the

- a. Morril Act of 1890
- b. Land Grant Act 1890
- c. Smith Lever Act 1862
- d. Morril Act of 1862

712. Recognition given by the people you respect is an example of

- a. Rewards
- b. Drives
- c. Motives
- d. Benefits

713. An important phase in an extension program which identifies the group of farmers to be reached

- a. Target group
- b. Initial situation
- c. Contents
- d. Evaluation

714. Which category of adopters of technologies make up the large block of farmers in the community

- a. Innovators
- b. Late majority
- c. Early adopters
- d. Early majority

715. When in extension there is the combined efforts of different entities, such as the university, NGOs, and peoples'

organizations, for information dissemination or technology transfer to take place, we refer to this as extension

- a. Collaboration
- b. System
- c. Linkage
- d. Management

716. The process by which we receive information from our environment and transform it into psychological awareness is called

- a. Learning
- b. Communication
- c. Perception
- d. Stimulation

717. The "M" in Berlo's communication model stands for

- a. Memory
- b. Motivation
- c. Mental
- d. Message

718. By "Decoding" is meant

- a. Changing ideas into symbols
- b. Rearranging symbols assigned for ideas
- c. Inventing codes for confidentiality
- d. Attaching meaning to the symbols

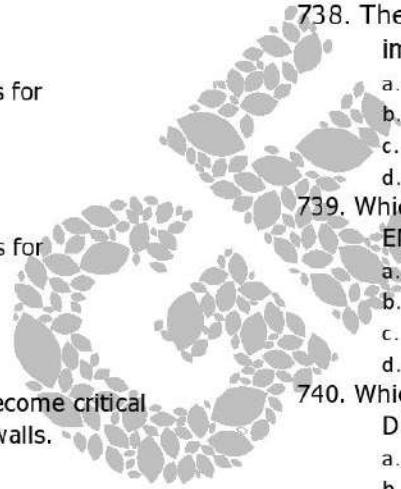
719. The extension worker and the farmers in a communication situation are effectively communicating only if

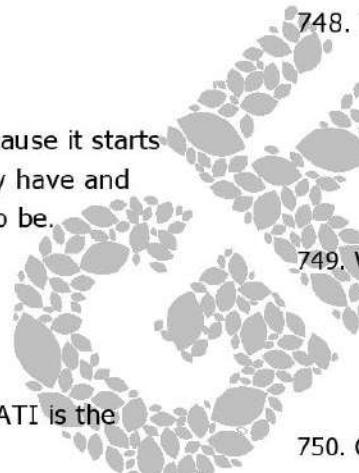
- a. They share common meanings for the subject discussed
- b. The farmers listen attentively to the extension worker
- c. The extension worker is good at explaining
- d. The communication situation takes place in conducive environment

720. Teaching methods means

- a. The strategy used by the teacher in the classroom
- b. Delivery of the subject matter to learners

- 
- c. Getting learners to interact with subject matter
  - d. The process of transferring subject matter to the interested learner
721. This type of behavior involves a farmer that exhibits a favorable attitude to a technology he has earlier rejected after the training
- a. Affect domain
  - b. Cognitive domain
  - c. Socio-intellectual domain
  - d. Psychomotor domain
722. The teaching method in giving specific instructions to specific farmers
- a. Group method
  - b. Individual method
  - c. Multi-group method
  - d. Mass method
723. The characteristic of a technology that will improve its rate of adoption is when it will enable the farmer to achieve goals better or at a lower cost than he could previously.
- a. Observability
  - b. Relative advantage
  - c. Compatibility
  - d. Simplicity
724. The extension approach fails to adjust extension messages to different localities because the messages have already been formulated prior to the extension work
- a. Training and visit system approach
  - b. General agricultural extension approach
  - c. Cost-sharing approach
  - d. Project approach
725. The operational design by which a national government implements its extension policies is called
- a. Extension method
- b. Extension approach
  - c. Extension strategy
  - d. Extension programs
726. Total log ban illustrates
- a. Extension program
  - b. Extension approach
  - c. Extension strategy
  - d. Extension policy
727. The extension of AFMA was approved by PGMA on March 30,2004 through
- a. RA 2981
  - b. RA 8291
  - c. RA 9281
  - d. RA 9182
728. Increasing income, reducing hunger and poverty, and enhancing food security thus, raising the standard of living of the farmer are examples of \_\_\_\_\_ objectives of agricultural extension
- a. Direct
  - b. Core
  - c. General
  - d. Results
729. Full implementation of AFMA was constrained by
- a. Funding constraints
  - b. No sufficient capability-building efforts for the farmers
  - c. Programs are not efficient in boosting agricultural productivity
  - d. All of the above
730. The correct communication model designed by Berlo
- a. SMERC
  - b. SMREC
  - c. SCMRE

- 
- d. SMCRE
731. The "S" in Berlo's communication model stands for
- a. Source
  - b. Substance
  - c. Subject
  - d. Symbol
732. The "C" in Berlo's communication model stands for
- a. Connection
  - b. Channel
  - c. Control
  - d. Clarity
733. The "E" in Berlo's communication model stands for
- a. Evaluation
  - b. Efficiency
  - c. Effect
  - d. Effectiveness
734. The "R" in Berlo's communication model stands for
- a. Repetition
  - b. Reception
  - c. Remembering
  - d. Receiver
735. It is a strategy where farmers are trained to become critical decision makers. It is called school without walls.
- a. Farmer's Field School
  - b. IPM
  - c. Farmer's class
  - d. Farming System
736. Basic concept in extension which help rural people acquire knowledge, skills and attitude that will help them effectively utilize the information of technology
- a. Extension education
  - b. Extension communication
  - c. Extension system
- d. Extension research
737. The components of agricultural development that will facilitate the attainment of its objectives are called
- a. Essentials
  - b. Accelerators
  - c. Fundamentals
  - d. Requisites
738. The operational design by which a national government implements its extension policies is called extension
- a. Method
  - b. Strategy
  - c. Approach
  - d. Principle
739. Which of the elements in Berlo's communication model ENCODED into symbols?
- a. S
  - b. R
  - c. M
  - d. C
740. Which of the elements in Berlo's communication model DECODES the message?
- a. M
  - b. S
  - c. R
  - d. C
741. When the element "E" in Berlo's model is used by "S", the process is called
- a. Communication
  - b. Response
  - c. Evaluation
  - d. Feedbacking

- 
742. Berlo's said that "meanings are in
- The words being communicated."
  - Experiences of people initiating the communication"
  - Context of the communication
  - People
743. This method of extension teaching which appeal to man's desire to go places and see things
- Field Trip
  - Travel
  - Field Day
  - Farm and Home visit
744. Extension is described as this process because it starts where the people are and with what they have and gradually works up to what they ought to be.
- Continuous
  - Educational
  - Democratic
  - Autocratic
745. The extension approach practiced by DA-ATI is the
- General approach
  - Participatory approach
  - Commodity approach
  - Project approach
746. The farmer's analysis-choice experiment approach was designed by
- Rostow
  - Chambers
  - Contado
  - Davide
747. An informal type of group communication usually composed of no fewer than three and no more than six members.
- Small Group Discussion
  - Panel Discussion
  - Meeting
  - Conference
748. They are powerful "attention getters" and "explainers" when used with news articles in newspapers and magazines
- Objects
  - Models
  - Graphs
  - Photographs
749. Which of these methods encourage maximum client participation?
- Lecture method
  - Leaflet
  - Discussion method
  - News stories
750. One way to locate lay leaders is to conduct
- Observations
  - Study and development meetings
  - A and B
  - Elections

**Answer Key**

1	A	26	B	51	A	76	C	101	C	126	C	151	C	176	D
2	A	27	D	52	B	77	D	102	D	127	C	152	D	177	A
3	B	28	D	53	B	78	A	103	D	128	D	153	D	178	D
4	B	29	A	54	C	79	D	104	A	129	D	154	A	179	A
5	C	30	A	55	C	80	A	105	A	130	A	155	A	180	B
6	C	31	B	56	D	81	B	106	A	131	A	156	A	181	B
7	D	32	C	57	A	82	B	107	B	132	A	157	B	182	B
8	D	33	D	58	A	83	B	108	B	133	B	158	B	183	C
9	A	34	A	59	A	84	D	109	B	134	B	159	B	184	C
10	D	35	A	60	B	85	C	110	C	135	B	160	B	185	D
11	D	36	A	61	B	86	C	111	C	136	C	161	C	186	D
12	A	37	A	62	B	87	C	112	C	137	C	162	C	187	A
13	A	38	B	63	D	88	C	113	A	138	C	163	D	188	A
14	B	39	B	64	C	89	D	114	D	139	C	164	D	189	A
15	B	40	B	65	C	90	D	115	D	140	D	165	A	190	D
16	B	41	C	66	C	91	D	116	A	141	D	166	B	191	A
17	C	42	C	67	D	92	A	117	B	142	D	167	C	192	B
18	C	43	C	68	D	93	B	118	C	143	A	168	D	193	C
19	C	44	D	69	D	94	C	119	D	144	B	169	C	194	C
20	D	45	D	70	A	95	D	120	A	145	C	170	B	195	D
21	A	46	A	71	B	96	A	121	A	146	D	171	C	196	D
22	C	47	B	72	C	97	A	122	B	147	A	172	D	197	A
23	D	48	C	73	D	98	B	123	C	148	C	173	A	198	A
24	D	49	D	74	A	99	B	124	D	149	B	174	C	199	A
25	A	50	A	75	B	100	C	125	B	150	C	175	C	200	B

201	B	226	A	251	B	276	A	301	C	326	B	351	A	376	C
202	B	227	A	252	C	277	A	302	D	327	A	352	A	377	C
203	C	228	A	253	C	278	B	303	D	328	C	353	A	378	D
204	C	229	A	254	D	279	C	304	A	329	D	354	B	379	D
205	C	230	B	255	A	280	C	305	B	330	D	355	B	380	A
206	D	231	B	256	A	281	D	306	C	331	A	356	B	381	A
207	B	232	B	257	A	282	A	307	D	332	A	357	C	382	A
208	D	233	C	258	B	283	A	308	A	333	A	358	C	383	B
209	A	234	C	259	B	284	B	309	B	334	B	359	C	384	B
210	B	235	C	260	C	285	B	310	C	335	B	360	D	385	D
211	C	236	C	261	C	286	C	311	D	336	C	361	C	386	B
212	D	237	D	262	D	287	C	312	B	337	C	362	D	387	A
213	A	238	D	263	B	288	D	313	A	338	D	363	D	388	A
214	A	239	D	264	A	289	D	314	B	339	D	364	D	389	B
215	B	240	A	265	A	290	A	315	C	340	A	365	A	390	B
216	C	241	B	266	A	291	A	316	D	341	A	366	B	391	C
217	D	242	C	267	C	292	D	317	A	342	A	367	C	392	C
218	A	243	D	268	C	293	A	318	D	343	B	368	D	393	D
219	A	244	A	269	C	294	A	319	B	344	B	369	A	394	D
220	B	245	B	270	D	295	A	320	B	345	B	370	A	395	A
221	B	246	C	271	D	296	B	321	C	346	C	371	B	396	A
222	C	247	D	272	A	297	B	322	D	347	C	372	A	397	A
223	C	248	A	273	B	298	B	323	A	348	C	373	A	398	B
224	D	249	A	274	C	299	C	324	C	349	D	374	B	399	B
225	D	250	B	275	D	300	C	325	B	350	B	375	B	400	B

401	C	426	B	451	B	476	D	501	C	526	D	551	A	576	B
402	C	427	C	452	B	477	A	502	A	527	D	552	C	577	C
403	D	428	C	453	C	478	A	503	A	528	D	553	C	578	A
404	D	429	D	454	D	479	A	504	B	529	A	554	A	579	A
405	A	430	D	455	D	480	B	505	B	530	B	555	D	580	A
406	A	431	A	456	A	481	D	506	B	531	C	556	B	581	B
407	A	432	B	457	B	482	B	507	C	532	D	557	D	582	B
408	B	433	C	458	B	483	C	508	C	533	A	558	A	583	C
409	B	434	D	459	C	484	C	509	C	534	A	559	A	584	C
410	B	435	A	460	C	485	C	510	D	535	D	560	B	585	A
411	C	436	D	461	D	486	D	511	D	536	B	561	B	586	D
412	A	437	D	462	C	487	D	512	D	537	B	562	B	587	A
413	C	438	B	463	D	488	D	513	A	538	C	563	A	588	A
414	D	439	B	464	A	489	A	514	B	539	C	564	C	589	A
415	D	440	B	465	A	490	B	515	D	540	D	565	D	590	B
416	D	441	B	466	A	491	C	516	C	541	D	566	C	591	B
417	A	442	D	467	D	492	D	517	D	542	A	567	D	592	B
418	B	443	C	468	C	493	A	518	D	543	A	568	D	593	C
419	C	444	C	469	D	494	A	519	A	544	A	569	D	594	C
420	D	445	D	470	A	495	B	520	A	545	C	570	A	595	C
421	A	446	D	471	A	496	D	521	A	546	C	571	B	596	D
422	D	447	A	472	A	497	C	522	B	547	D	572	C	597	D
423	A	448	A	473	C	498	C	523	B	548	A	573	D	598	D
424	D	449	A	474	C	499	D	524	C	549	A	574	A	599	A
425	B	450	B	475	D	500	A	525	C	550	B	575	A	600	C

601	C	626	D	651	D	676	B	701	B	726	C
602	D	627	D	652	D	677	C	702	C	727	C
603	A	628	A	653	A	678	D	703	C	728	D
604	C	629	A	654	A	679	A	704	C	729	D
605	B	630	A	655	A	680	A	705	D	730	D
606	B	631	B	656	B	681	B	706	D	731	A
607	B	632	B	657	C	682	B	707	D	732	B
608	C	633	B	658	B	683	C	708	A	733	C
609	C	634	B	659	D	684	A	709	B	734	D
610	D	635	C	660	C	685	B	710	C	735	A
611	D	636	C	661	C	686	C	711	D	736	A
612	A	637	C	662	D	687	D	712	A	737	B
613	A	638	D	663	A	688	A	713	A	738	B
614	C	639	D	664	D	689	A	714	B	739	C
615	D	640	D	665	A	690	B	715	B	740	C
616	B	641	A	666	B	691	B	716	C	741	D
617	C	642	B	667	B	692	C	717	D	742	D
618	A	643	C	668	B	693	C	718	D	743	A
619	A	644	D	669	C	694	D	719	A	744	A
620	C	645	A	670	C	695	D	720	A	745	A
621	A	646	C	671	C	696	A	721	A	746	B
622	C	647	B	672	D	697	A	722	B	747	B
623	C	648	B	673	D	698	A	723	B	748	D
624	C	649	C	674	D	699	B	724	B	749	C
625	A	650	A	675	A	700	B	725	C	750	C