

Extension Science

What it was, what it is
and what it might be in future?

**CTA: Policy Learning and Planning
Workshop/Writeshop:
Improving Effectiveness of
Extension and Advisory Services**

Wageningen, 21.8.2013

A modified presentation, first held at 19th ESEE,
Assisi, 16th of September 2009



**Volker
Hoffmann**

What is extension all about?



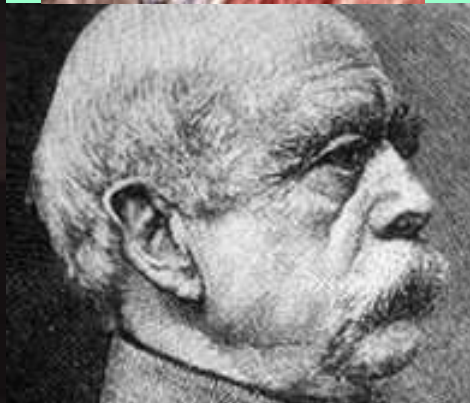
Extension as an advisory activity is as old as mankind.

Sitting together, discussing and searching for wise decisions and better solutions is a social activity of typical human character.

How did extension emerge?

Up to the era of industrialisation, adviser was no profession.
Only rulers had the privilege to employ advisers as:

Ministers
Councillors
Court Jester



Famous such
advisers were
e.g.:
Maecenatus
Richelieu
Goethe
Metternich
Bismarck

How did extension emerge?

Enlightenment and industrialisation start the knowledge based era.

Specialisation and division of labour bring up public wealth.

But the other side of the coin of **more knowledge is more ignorance.**

Each individuum needs increasingly service from specialists and advice. **A new profession is born.**



Definitions of extension

Knowledge is Power. Definitions point to interests. Different cultures deal differently with knowledge.

The many definitions indicate different understanding and philosophies.

The range goes from coercion to counseling. From helping individuals in self-realisation to promoting innovations and modernity and improving global competitiveness.

Translation is therefore cumbersome:

Extension, Vulgarisation, Encadrement, Oplysning, Voorlichting, Assistenza tecnica, Advisory Work, Beratung, Animation, Consultancy, Counseling, etc.

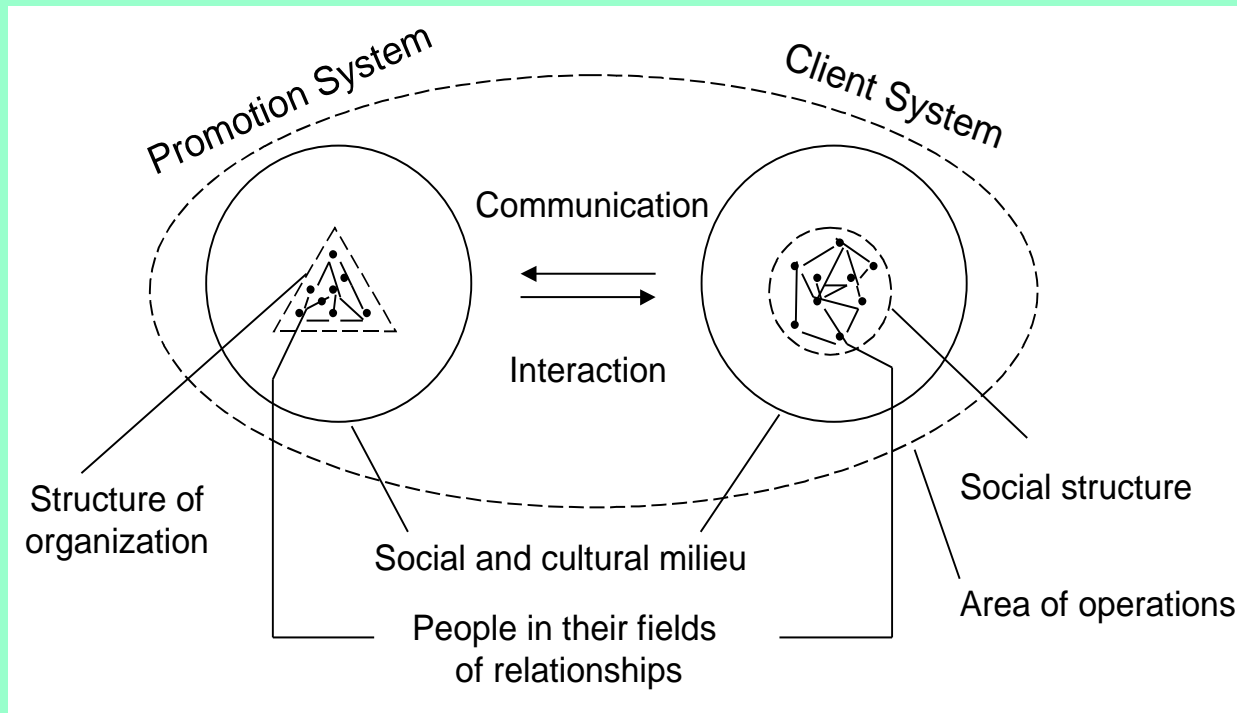
Babylonian
confusion



Nomen est omen

Why is Extension Science so difficult

Inter-System model of organised extension



Complex Systems Science

Applied and partly
Action Research

Interdisciplinary
Transdisciplinary

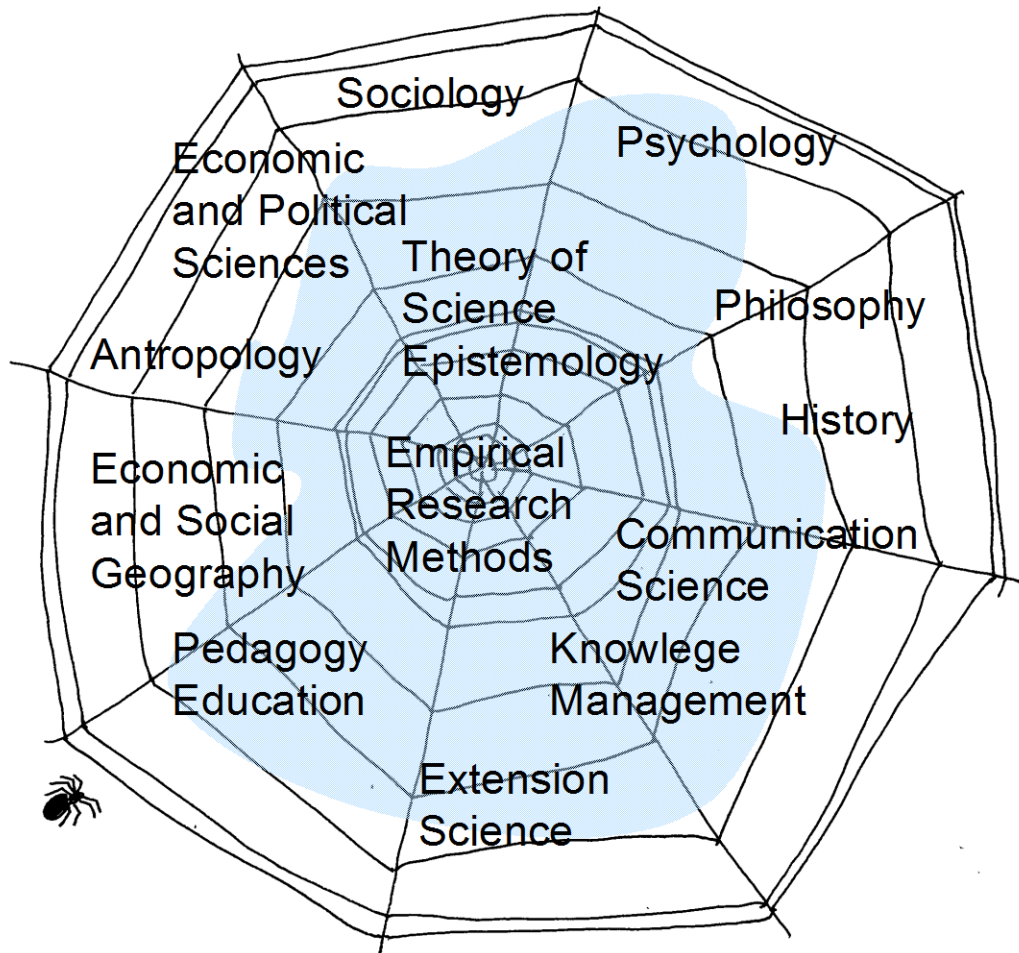
Method x Content

Social Science x
Agriculture and Rural
Development

The field is difficult to delimit. Quickly we end up at global level. Agricultural Advisory System (AAS), Agric. Knowledge and Information System (AKIS), Agric. Innovation System (AIS).

Why is Extension Science so difficult

Spinning your own knowledge web



Extension science relates to all other social sciences

Demands for lifelong learning

Needs understanding new content fields like crops, animals, technologies

Needs the **generalist** more than specialists

Historical roots of extension

The cultural roots of extension, as we know it, are in Europe



**The strive
for freedom
leads to**

**Liberalism
and
Humanism**

Origins of Extension Science

We know a bit about the history of **extension**, especially of agricultural extension. But what do we know about the history of **extension science**? Not much!

Settlers from Europe bring ideas of enlightenment to North America, and their farming cannot build on long local traditions.

Research and extension were crucial and this need brings about the **Land Grant Universities** and the **Cooperative Extension Services**.



Universities, being now responsible for extension, develop courses for advisers and do extension research

Origins of Extension Science

The main curriculum:

Agricultural Extension, Methods and Management
Rural Sociology
Agricultural Journalism
Agricultural Economics and Home Economics

The main fields of research:

Change Management, persuasive communication
Cross-cultural communication and education
Innovation and diffusion
Evaluation and impact research

USA becomes the Mekka of social science

Brain drain

The Nazi regime in Germany and the holocaust bring about an exodus of critical minds, artists and social scientists.

Especially German immigrants like **Kurt Lewin** or **Paul Lazarsfeld** find best working conditions in the US and reinforce the advantage of US social sciences.

Worldwide export after 2nd World War

American occupation in Germany, US AID and Kellogg Foundation initiate the foundation of extension science and cooperative extension services in Germany, Scandinavia and where ever it seems possible, e.g. in India.

The export to Europe stops half way

Cooperative extension services cannot be founded, because elder structures, like Ministries and Chambers defend their claims or are reinstalled after the war like in Germany

Extension as a discipline in Faculties of Agriculture can be installed under American occupation in only 3 German States:

Baden-Württemberg, Hohenheim: [Prof. Rheinwald](#) - Agr. Extension

Hessen, Giessen: [Prof. Hege](#) – Agr. Extension

Rheinland-Westfalen, Bonn: [Prof. Gerl](#) – Agr. Journalism

No other German faculty followed this examples before 1992

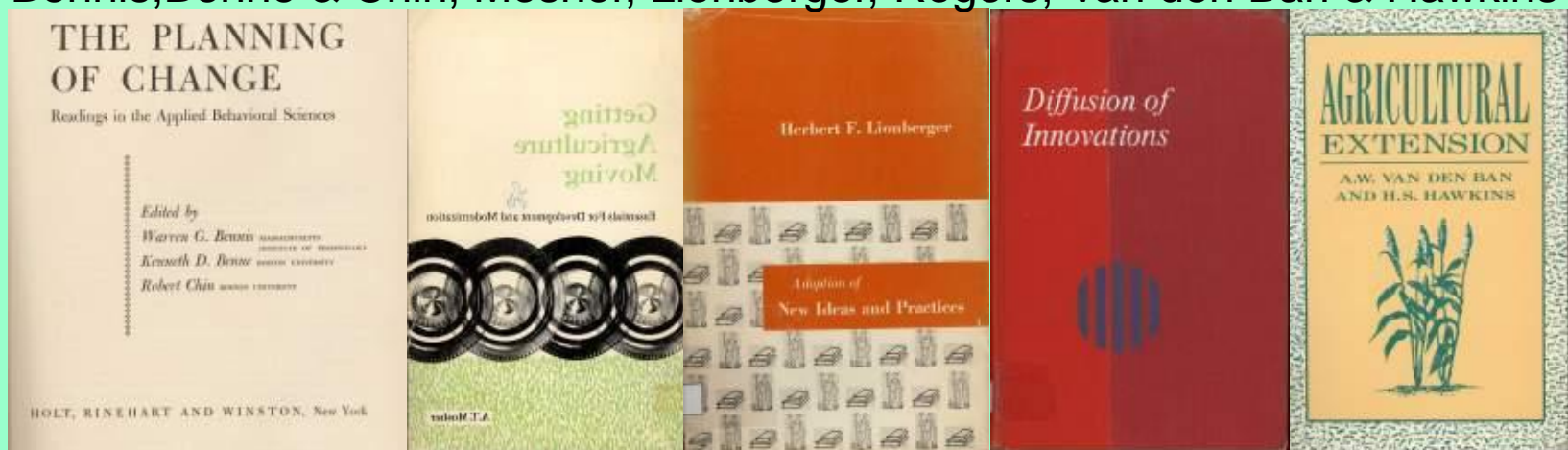
In the 60ies Kellog Foundation finances the setup of Extension Science in Northern Europe: Ireland, Scotland, Norway, Denmark, Sweden and Finland, but most centers have disappeared

The best times for extension worldwide

The **60ies** are the golden times of extension and extension science:

- Modernisation of Agriculture was of worldwide priority
- Agric. research made the first Green Revolution possible
- Mechanization helped to set labour free for the „economic miracle“
- The tremendous structural change in agriculture raised the needs for support, information and advice worldwide

Bennis, Benne & Chin, Mosher, Lionberger, Rogers, Van den Ban & Hawkins



Handicaps of the new academic discipline

The „bigger brothers“ dominate, extension science is mostly an **appendix** of Agr. Economics or Rural Sociology. And Rural Sociology has to cope with irrelevancy and a survival crises itself

Much extension research is done by others than extension scientists like e.g. economists, agronomists, veterinarians geographers, as part-time or side activity

Many extension publications are written by non scientists, like international consultants, being considerate to the „big donors“

Specialized scientific journals are too scarce.

The necessary **critical mass** of researchers could not be reached to establish the discipline sustainably, at least not in Europe.

The Europeans come together

Kellogg sponsored the **first ESEE 1973** in Lepolampi, Finland. In addition to the „Kellogg Centers“, Reading, Wageningen and Hohenheim were invited. ESEE is continued bi-annually and later on it was opened up to international participation, but managed as European initiative up to date, next in two weeks in Antalya, Turkey.

But it is more like a social gathering among friends, and not a purely professional scientific conference. Maybe the group was not large enough to be more rigorous in selection and review processes. Anyhow it helped to set at least some minimum standards and to create somehow convergent visions building an open community.

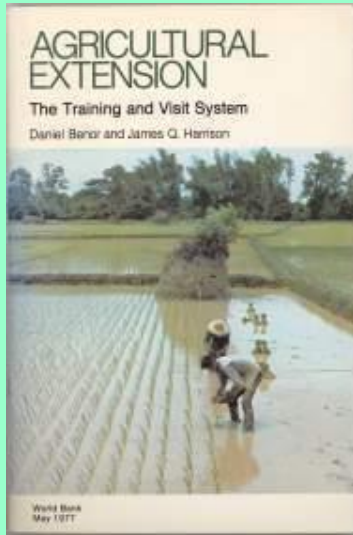
What pulled extension science down?

The good adviser makes himself superfluous. Widespread **overproduction in agriculture** brought extension and extension science into crisis. Natural resource management instead was not appealing to farmers, is hard to diffuse, shows low impact

The T&V system, „**tragic and vain**“ (Axinn), propagated and financed by the World Bank for more than 20 years, discredited extension and extension science, frustrated scientists and inhibited the funding of extension research

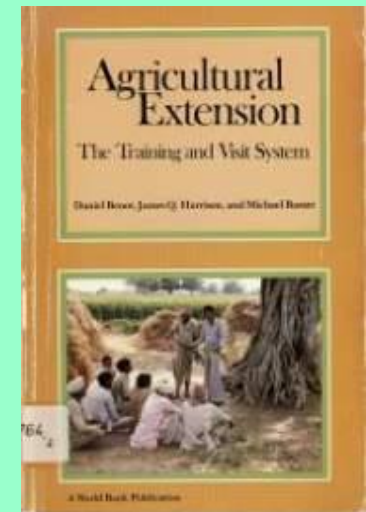
Populistic „**one size fits all solutions**“ to replace T&V, finally were not really better: RRA – PRA – PLA, or Farmer Field School

T&V, a killer of extension science



Daniel Benor on mission

**More than
10 billion
World
Bank \$**



What pulled extension science down?

Extension science is among the **most complicated** and demanding tasks in agricultural faculties, (**inter- and trans-disciplinary, action research**), has nearly no parallels in other fields like health or business, and therefore offers the least perspectives for scientific career development

The newly introduced academic structures in Europe (**Bologna Process**), and the corresponding incentive and reward systems push extension science down on BSc level, (too applied, not specialised enough, and too situation bound) do not allow to come to high **citation or impact scores** in publications, what complicates to access research funding

A clear and visible consequence is a **lack of young academics**, because the discipline has lost most of its former attractiveness

What hampers extension science in Africa?

In addition to the problems mentioned for Europe, there are some typical problems for Africa

Agriculture has a **bad image**, (dirty, poor and backwarded) and therefore is no attractive field of studies in most countries.

The concepts in America and Europe have cultural roots different from African culture, like individualism, equity, participation, which are difficult to teach and to enroot, where collectivism, hierarchy and power are normal.

Unfortunately Kellogg never sponsored extension centres in African Countries and instead nearly everywhere in Africa the World Bank with its T&V System made extension science unnecessary and discredited extension as generally failing.

Does extension science have a future?

Agriculture is back on the Agenda. The world needs more food, feed, fiber and fuel, as well as other land use products, and land is limited as well as water, phosphorus and other means of production, and climate is changing.

Agricultural research enjoys a revival, aside of the [World Bank](#), new donors like Bill and Melinda [Gates Foundation](#) influence agenda setting

But agricultural extension faces [new difficulties](#) not rendering research easier like

- Commodification of knowledge
- Impossibility of coordination in pluralistic extension systems
- Changes in global markets and innovation systems
- Individual decisions of farmers are loosing importance
- Systems and value chain development is getting crucial

Does extension science have a future?

Extension as a function and profession **has a future!**

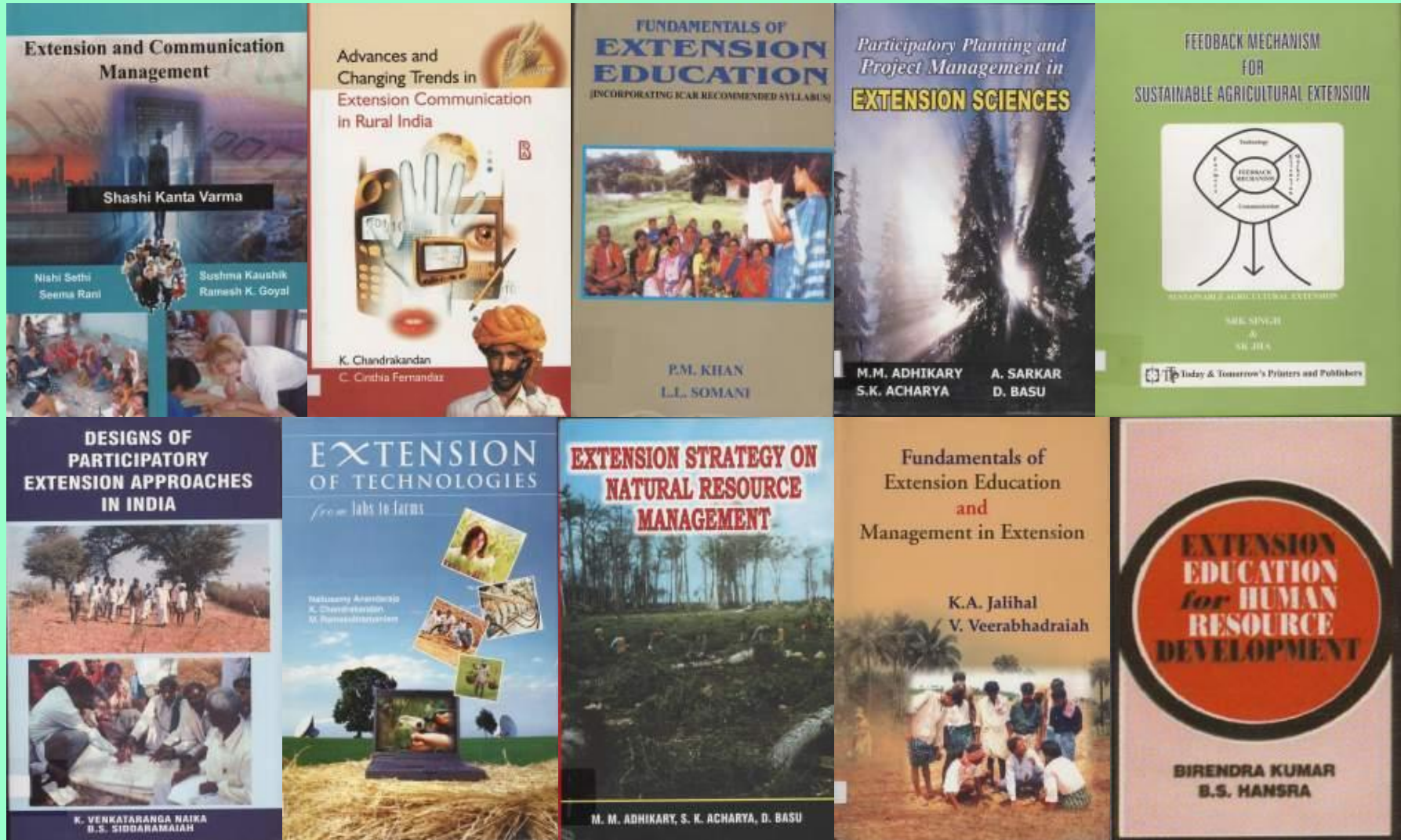
Europe has lost the critical mass of it's extension science, a sustainable revitalisation will be more than difficult

USA is struggling about the survival of the cooperative extension services. Extension Science is on decline

The strongest country in extension science today are likely to be **India, Pakistan and Bangladesh**

The most successful countries in knowledge management for poverty reduction are probably **China and Vietnam**

India on top of new extension books



New hope from the CGIAR side?

International agric. research and rural development need effective extension for impact. The profession itself has to organize itself better, giving strong voice to the field workers.

EU supports AFAAS, the [African Forum on Agricultural Advisory Systems](#)

The [Neuchatel Initiative](#) and the [World Bank](#) have established „GFRAS“ in addition to GFAR

The European Extension organisations will found EUFRAS on September 23, this year

US AID finances the MEAS project and CTA shows commitment in Extension. Could „Extension Africa“ be the new star at the extension sky?

Sales promotion in common interest

Book Series: Communication and Extension: Empirical extension research:



UNIVERSITÄT
HOHENHEIM



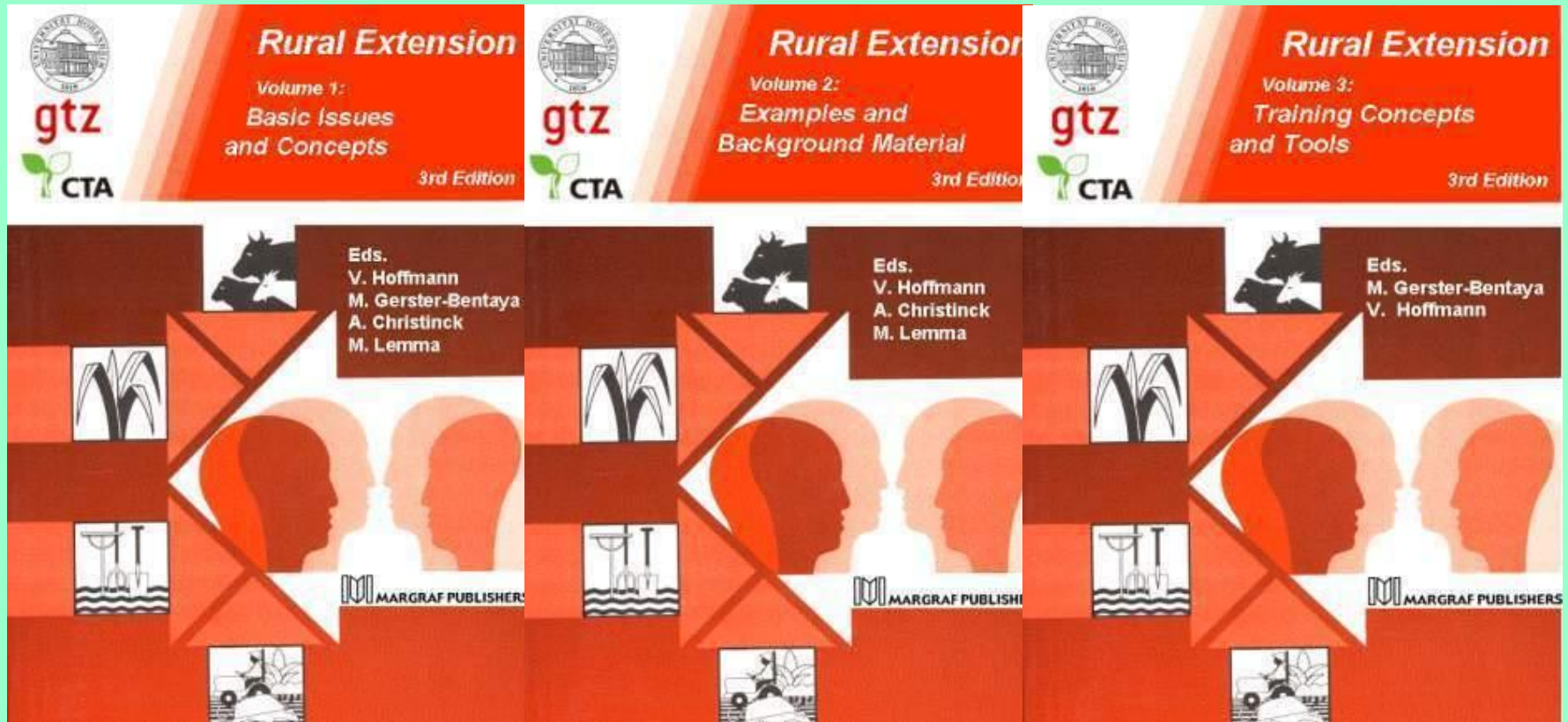
Institute for Social Sciences in Agriculture
Department of Communication and Extension
Prof. Dr. Volker Hoffmann

So far 110
issues



Sales promotion in common interest

Read more in our updated handbooks, 1 and 2 renewed and 3 added anew in 2011 and use it for your work



We dedicated our handbook to

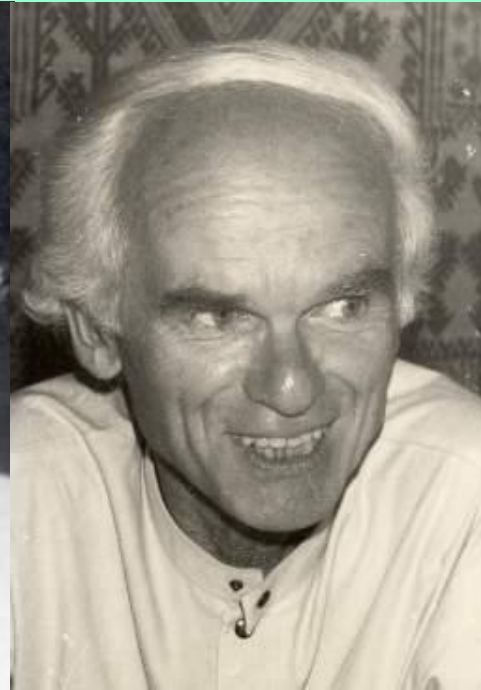
the founders of Extension Science at Hohenheim University



Hans Rheinwald



Erna Hruschka

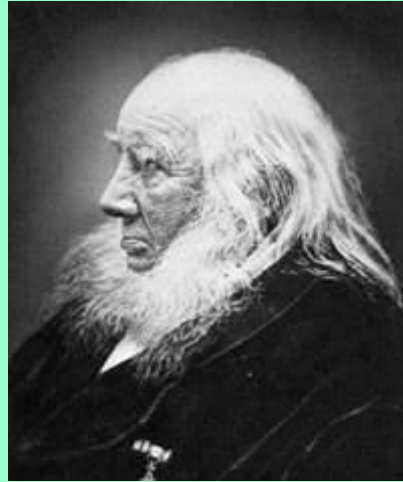


Hartmut Albrecht

Some great personalities for extension



**Rudolf
Zacharias
Becker 1752-
1822**



**Nikolaj Frederik
Severin
Grundtvig 1783-
1872**



**Alexander
Wassiljewitsch
Tschajanow
1888 - 1937**



**Kurt Lewin
1890-1947**



**Carl Ransom
Rogers
1902-1987**

**Paulo Regulus
Neves Freire
1921-1997**



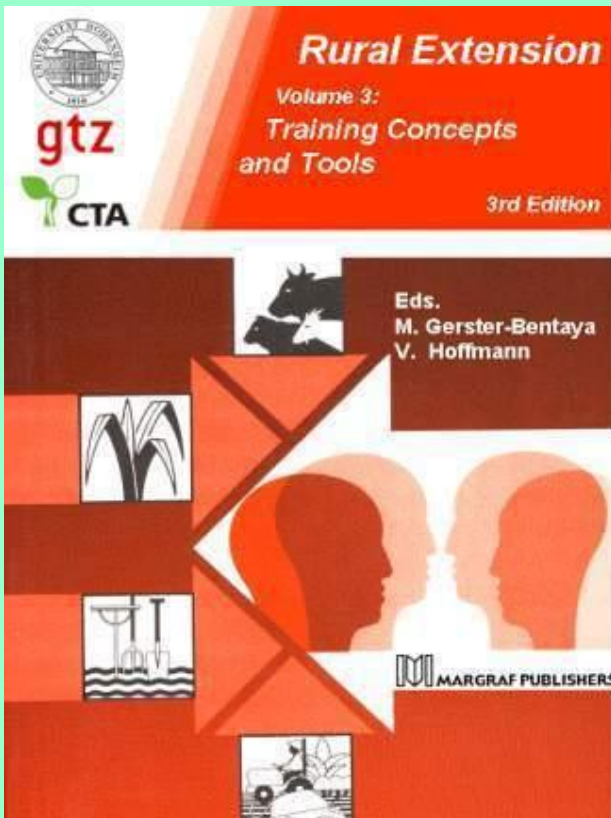
You might not yet know
them all. We present
and honor them in our
Handbook 3rd edition,
**Vol. 2, Section
H1-H6**

There is a huge need for teaching and training! This could also create new drive for extension science at Universities.

We documented 40 years of experience in extension training and trainer training in the new 3rd volume, with 3 main chapters:

- Our approach: modular experiential learning**
- Extension methods**
- Facilitation and presentation skills**

And posted all relevant material to implement the carefully described modules and exercises at: <http://shop.margraf-publishers.net> (below „softlink“ enter ruralvol3 and click on go)



Now try it out yourself



**Thank you
for your kind attention**