

Extension Teaching Methods and their classification

Introduction

- For effective transfer of technology from its source of **origin (research) to ultimate users (the farmers)** and securing its adoption, several extension methods are to be used.
- The communication of new technologies should be planned as a systematic effort. The basic function of an extension worker **is to create an environment or situation in which farmers learn.**
- To achieve success in this significant task, a thorough **knowledge or understanding** of different extension teaching methods and their judicious use are very important.

Extension Teaching Methods

- Extension teaching methods are the instructional devices that are used to create situations or environment in which communication can take place between the instructor and the learner in an effective way.
- **Functions of Extension Teaching Methods:**
- · To provide communication so that the learner may see, hear and do the things to be learnt.
- · To provide stimulation that causes the desired mental/physical action on the part of the learner.
- · To take the learner to one or more steps of the teaching - learning process, viz., attention, interest, desire, action and satisfaction.

Factors to be considered in the selection of extension teaching methods:

- **1. Nature of subject matter and content to be taught.**
- **2. Objectives that are to be accomplished**
- **3. Size of the clientele.**
- **4. Availability of budget, man power and time.**
- **5. Facilities and availability of material.**
- **6. Effectiveness of methods.**
- **7. Combination and sequences of methods.**
- **8. Interests and abilities of the communicator.**
- **9. Abilities and interests of the clientele.**

Classification of Extension Teaching Methods

:According to use

Individual contact

Farm and home visit

Phone calls

Personal letters

Office calls

Result demonstration

Group contact

Method demonstration

Group discussion

All types of meetings

Training courses

Tours

Mass contact

Print media

Radio and Television

Exhibitions

Posters and charts

Films

According to form

Written

All the printed materials

Personal letters

Circular letters

Telephone calls

Spoken

All types of meetings

Farm and home visits

Office calls

Meetings

Audio-Visual

Demonstrations

Exhibitions

Posters and charts

TV telecast

According to Function

Telling

Lecture

Conference

Panel and forum

Audio [recordings](#)

[Farm and home visits](#)

Radio talks

Showing

Written words

Pictures

[Posters](#) and charts

Exhibitions

Demonstrations

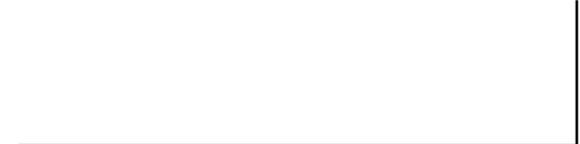
Tours

Doing

Demonstrations

Guide experience

Do it yourself



Individual contact method

- Individual contact method is defined as the direct contact method undertaken by the extension worker with an individual or the members of his family for a specific purpose.
- The individual contact may be established through farm and home visits, office calls, informal contacts, telephone calls, personal letters, etc.
- Extension methods under this category provide opportunities for face-to-face or person-to-person contact between the rural people and the extension workers.
- These methods are very effective in creating goodwill between farmers and the extension workers.

- Merits

- The extension worker can get the first hand information on the problems of the stakeholders.
- He develops the good will with the farmers.
- He develops the confidence when his ideas are accepted by the farmers.
- The interest of the people in extension services is created.
- Percentage of adoption is high.
- Visits are source of material for news stories.

- **Demerits**

- It consumes much of time of extension worker.
- Limited contact of farmers.
- Time of visits may not be opportunistic to the farmers.
- Tendency to visit the same farm again and again may be created.
- It is a costly method.