

## **Audience analysis**

### **What is an audience analysis?**

Is the process of determining the audience's attention in what you have to say?

### **Why we analyse audience?**

- Because we want to discover information that will help create a bond between the speaker and the audience.

### **Types of Audience analysis**

#### **1- Demographic Analysis**

#### **2- Psychographic Analysis**

#### **3- Situational Analysis**

#### **1- Demographic Analysis**

Demographics are a classification of the characteristics of the people. Sometimes, this information is gathered by the questionnaire sampling method

#### **Demographic Analysis Factors**

- 1- Age:** we have to consider audience age and know age range to prepare a suitable and easy understand program.
- 2- Gender:** male and female have a different role in farm. Mainly male are take field activity and work on the field, female mostly doing work at home,

When extension worker want to make a program, he should know audience's gender, are they male or male or mix, that is to be more related

their work.

**Education level:** education level is very important to extension worker to make a good program. People who have a higher education level are higher response to program. Extension worker must know audience education level before make program.

**3- Religion:** it is very sensitive matter; extension worker must have information about audience's religion.

## **2-Psychographic Analysis**

Includes values, attitudes, and beliefs.

**1- Attitudes:** is a learned disposition to respond in a consistently favourable or unfavourable manner with respect to a person. Attitudes are learned and can be changed.

**2- Beliefs:** Beliefs are principles and depend on ideals and not issues.

**3- Values:** is a guiding belief that controls our attitudes. For example, most of us probably share the values of equality, freedom, honesty, family.

## **3-Situational Analysis**

It related to the specific speaking situation,

### **Factors that affect situational analysis are:**

**1- Audience Size:** The small audience size gives you the freedom to be informal. It is not very difficult to let audience member feel as you are speaking to him or her.

**2- Occasion:** There are many occasions for speeches. Awards ceremonies, conferences, holidays, and other celebrations are some examples.

Demographic analysis questioner example

<b>Name</b>	
<b>Gender</b>	
<b>Age</b>	
<b>Place of birth/Living</b>	
<b>Marital status</b>	
<b>Nationality</b>	
<b>Religion</b>	
<b>Occupation</b>	
<b>Education level</b>	
<b>Languages</b>	

## Adult Learning

Adults are learning in a different way and they have experience and information, they expect to get more information.

### Points that help adults to learn better are

1. **Meaningful:** the program for adults should have meaning, and explain to adults why the program is important to them and how it helps them to improve their work.
2. **Experience:** extension worker should know that adults have information, when the extension worker makes a program should be based on how much adults have information because the extension worker wants to give them more information.
3. **Self-exploration:** give adults time to explain their idea and how they think about the program, they may have a different idea about the program.
- 4- **Respect:** Adults respond better when they feel they are respected, if you do not respect adults, they may not listen to the extension worker.

### Methods to teach adults:

- 1- **Discussion:** extension worker discussion to know about audience opinion and how the program should be done or how the problem should be solved. Discussion is the best teaching way to teach adults effectively because discussion encourages the audience to participate and give their opinion then find a better solution for the problem. Discussions develop the thinking ability of the audience.
- 2- **Case study:** a case study is another way to teach adults, is mean to give a problem to the audience to discuss between themselves and then give a solution. In the case study, the audience can predict problems that may face in the future.

A case study is useful because it challenges adults to analyze problems then give solutions and learn how to change ideas with other adults.

- 3- Practice:** by using different extension methods, extension workers can give useful information to the farmers in an effective way. The advantage of this method is farmers able to learn by practice

### **Extension Methods**

Extension methods consist of the techniques of communication between extension workers and farmers, sometimes referred to as extension teaching methods. There are several methods but an extension worker's choice **depends on factors** such as the goals, the number of people, and the capacity of the extension service.

#### **Extension methods are classified into three methods:**

- 1. Individual:** Farm and home visits, Office calls, Telephone calls, Personal letters
- 2. Group:** Method demonstration meetings, Leader training, meetings, Conferences, Visits, Schools
- 3. Mass (media) methods:** Bulletins, Leaflets, News stories, Radio, Television, Exhibits, and Posters.

#### **1- Individual Methods**

The face-to-face method is the most individual method that has been used around the world, it is known to be a very effective way because it causes to build more confidence between farmers and extension workers. The atmosphere of the meeting is usually informal and relaxed, and the farmer is able to benefit from the agent's individual attention.

### **Advantages of Individual Method:**

- 1- Messages can easily be explained
- 2- The extension worker is able to help and encourage the family through personal contact
- 3- It may be the best way to participate in all farmers' family
- 4- Extension worker can get immediately feedback
- 5- Help extension worker to discover local leaders in order to get more support for its program.

### **Disadvantages of the Individual method**

- 1-It is expensive in relation to time and transport
- 2-Only a few farmers may be visited
- 3-The area covered is small because all the effort is concentrated on a few farmers.

### **Individual Method Types**

#### **1-Farm visit**

In this method, extension workers visit the farm and talk to the farmer directly to solve problems or improve farmers' information.

#### **There are three steps for Farm visiting:**

**1- Before the visit:** Make an appointment. Decide the purpose of the visit. Prepare any technical information that is required;

**2-During the visit:** Be punctual and appropriately dressed. Greet the farmer and members of the family. Ask questions about the farm. Listen to the farmer's problems and ideas and check that the farmer has understood.

**3-after the visit:** Make sure the information obtained during the visit has been accurately recorded. Schedule the next visit.

**Advantages of farm visit:**

1. Introduce the extension worker to the farmer and his family.
2. Extension workers can give specific information to the farmer.
3. Extension workers can learn more information about the place, people, and problems that farmers face.
4. Extension worker able to give new recommendation
5. Encourage farmers to participate in extension activities.

## 2-Group Method

Group extension is the most important method for advising and promoting the interest of a large number of small farmers. It is suitable when discussing matters related to the community.

### Advantages of group methods:

1. large number of farmer can be reached
2. It saves time and staff
3. It permits more participation by the group

### Disadvantages of group methods:

1. Wide difference in interest and educational background of the group create difficult learning condition.
2. Some farmers dominate the section.
3. Less time for discussion

### Important subjects in the group method:

1. **Size:** The most suitable size for groups in rural extension is between 20 and 40 members. If the group is too large, it becomes many farmers may feel lost.
2. **Membership:** It is better to have groups of farmers with common problems. A group made of different types of farmers, will be difficult to receive its message.
3. **Extension worker relationship with group:** The extension worker should be careful of the group to becoming too dependent on him.

## Types of group extension methods

### 1-Group meetings

#### What is meeting?

A meeting is where people come together to solve problems, answer questions, make decisions, and share knowledge



### **Why we do a farmer's meeting?**

- 1-collect needs, challenges, and proposed solutions
- 2-train about new technology
- 3-promote farmer to farmer learning

### **Types of group meetings**

**1-Information meetings:** the extension worker calls the group together to communicate a specific situation of new information

**2-Planning meetings:** The main purpose is to review a problem, suggest a number of solutions, and decide on action.

**3-Special interest meetings:** Topics of interest to a group of people (e.g. beekeeping, dairy farming) are presented and discussed in detail at a level of the audience.

**4-General meetings:** Men, women, and young people of a community are invited to attend to discuss issues of general community interest.

### **What we need to do during running the meeting?**

1. Be on time, start on time
2. Mention the meeting objectives
3. Collect information on problems
4. Keep an open mind and listen to what the farmers have to say
5. Respect others views
6. Speak one at a time
7. Take breaks to keep people fresh and active
8. Engage the group, do not lecture
9. Build trust, farmers need trust before they will believe
10. Encourage participation

## Field Demonstration (Farm Day)

### What is field demonstration?

Is a demonstration of technologies in selected areas in farmer's fields under farmer's conditions.

### Why a Field Demonstration?

- raise awareness and interest in new technologies
- show the benefit of a new technology and help convince farmers to try it

### What are limitations of using field demonstration?

- It is time consuming
- It is could be interrupted by weather.

### What makes a good field demonstration?

1. **Discussion:** Discuss the topic with farmers and collect idea, then decide what should be demonstrated and how.
2. **Access:** Easy access and good visibility of the field. Fields should have a sign indicating what is being done and who can be contacted.
3. **Compare:** Demonstrations should clearly show the benefit of a new practice. Demonstrations beside a typical field make for good comparisons.
4. **Collaborators:** Work with collaborators who contribute to founding the site.

### Two points to do before field demonstration

1. **Meet real needs:** Identify important problems and their true causes and work with farmers to identify practical options.

- 2. Validate Demonstration:** New practices need to be valid and able to use under local conditions in field demonstrations.

### **How to do field demonstration?**

- 1. Visit field:** Visit field shortly before the Field day.
- 2. Transport:** Plan whether farmers will move to different sites and how?
- 3. Easy to understand:** Use words and terms that audience could understand. Hold general discussions in areas where all participants are comfortable and where they can see and hear.
- 4. Feedback:** Use field days to informally collect feedback on technology or farmer. Accept questions outside the area
- 5. Criticism:** Accept criticism, as the farmers need to see you are openly interested in their viewpoints. Use feedback to improve your demonstration
- 6. Involve collaborates:** Allow farmers to make observation and comments
- 7. Refreshment:** Where necessary, provide some refreshment.

### **3-Mass Method**

The aim of mass extension is to reach a large number of people at once. It is useful in making large numbers of people aware of new ideas and practices.

#### **Mass communication techniques are classified:**

- 1. Printed media:** are techniques that rely on combinations of printed words and pictures such as newspapers, wall newspapers, newsletters,

leaflets/pamphlets and fact sheets. Printed materials need to be accurate, short and clear.

2. **Audio-visual media:** (broadcast techniques) are techniques relying on the audio or visual senses, alone or in combination. Examples are: radio, television, projected visuals.

3.

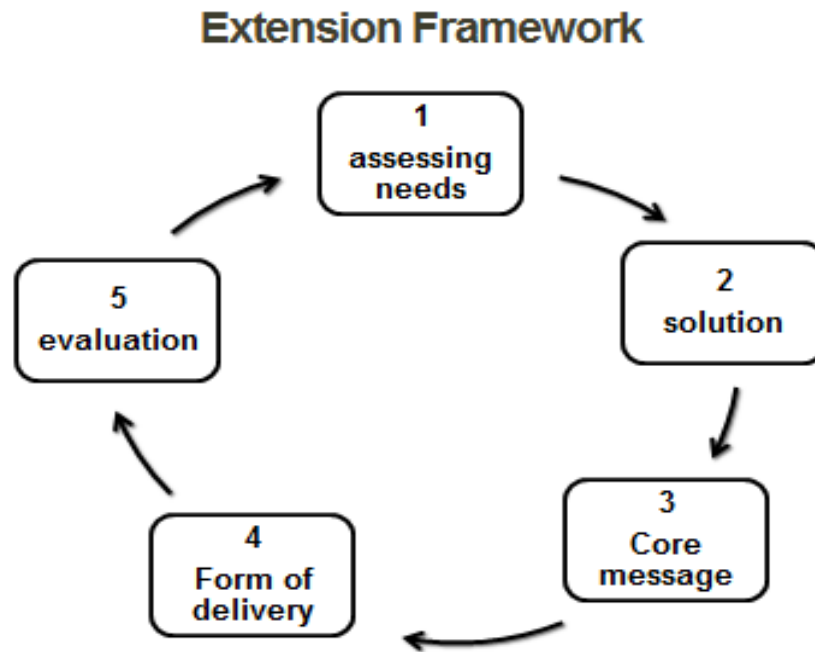
- **Radio**

Radio can be one of the most useful mass communication tools in extension work.

### **Advantages of Radio**

1. It can be reached by a large number of people,
2. small and portable device
3. Affordable to the rural farmers.
4. Not taking time to follow message
5. Information given is confident

## Extension Framework - Need Assessment



### Need Assessment

**Needs:** is something which is important to control it, for example a disease must be treated and control it.

**Need assessment** is a process for creating importance and making decisions about program, planning, development, and tasks

### **Need Assessment**

Needs assessment is combination between discussion and field demonstration to identify the real problems facing farmers

- **Why are we do a need assessment?**

Because farmers ignore recommendations, they think extension recommendations are not suitable for their work, not profitable or too risky for the farmers.

### **How to do a need assessment?**

**1- Identify areas:** extension worker should know the area and collect information about place, people, geographic and what farmers are producing in this place

**2- Collect secondary data:** Collect data that connected to the main problem such as if there is an animal disease extension worker should collect all information about all causes that make this disease happen.

**3- Visit the field and talk with farmers:** Visit farmers' fields to identify problems, talk about production, postharvest, marketing and price, because when extension worker talk directly with farmer he knows what is the real problem and see how farmer manage field.

**4- Identify the true cause of problems:** Find what is the main factor that cause problem, because solutions depend on correctly identifying the true cause of the problem

**5- Develop solutions with farmers:** Farmers need to accept solutions. Discuss options with them and see how possible solutions may useful with their systems, because every solution should be suitable with their farm system.

### Needs assessment techniques

**1-Individual Techniques:** Individual techniques mean collecting data from people one at a time. Collecting information from people will be separately.

#### **Individual techniques include:**

- 1- Face-to-face:** use this technique when extension worker wants to collect information from a small number of people. Or when a problem related to the farmers and they do not talk in front of other people.
- 2- Key informant:** talking with important people in the place, person who has more information or experience about place like, religion leader, traditional leader, because they give accurate information.
- 3- Questionnaires:** extension worker should give a question sheet to people asking them to answer all question then take all sheets back, based on the answer he knows what a need in the place is.
- 4- Informal personal observations:** extension worker go to the field with farmers and notice about problem, and asking farmers about problems.

### 2- Group techniques

#### **Group techniques include:**

- 1- Focus group:** group of six or eight people discuss a problem between themselves and the discussion will be recorded, later extension worker listen to the record and collect information. The group discussion could be happening everywhere informally and record the discussion.
- 2- The nominal group:** the member of the group will be selected, usually select the person who has information, for example, traditional leader select a group of people to talk to extension worker and give information.

**3- Informal group:** talking to people at social meeting, it could be everywhere, such as, religion events, cultural events or carnival.



### **Creating groups and working with groups**

Traditionally, communities created groups according to extended family, kinship, and resource-sharing, relationships. These groupings are not formal but characterized by high levels of trust and common support.

#### **Why people join groups**

- 1-Group offers activities in which member cannot involve except as part of a group
- 2-New experiences and challenges
- 3-To learn from each other
- 4-To inspire others and take lead
- 5- Solution to an individual problem.
- 6-Parents belonged to the group and so children are expected to join

#### **By creating groups, farmers can do:**

- 1- Mix knowledge, skills and resources
- 2- Encourage to access services
- 3- Exchange opinion and ideas
- 4- Can find support

#### **Group size and participation**

Large group gain can include different experiences and include people from several farmer categories. Large groups are sometimes characterized by a less exchange of experiences between members; they have social problems and difficult to manage.

#### **The large group advantages:**

- 1- Many farmers can benefit from service
- 2- There are many experiences to be exchanged
- 3- It contains different farmer categories

**The large group disadvantages:**

1. Strong leadership is needed
2. Farmers may not know each other well
3. A large number of opinions and views are made

**People**

**Participating**

5-6	everyone speaks
7-10	almost everyone speaks, one or two may not speak
11-18	5-6 people say a lot, 3-4 people join in sometimes
19-30	3-4 will dominate
30 or more	participation will be very low

**Farmer groups**

Farmers have been working in groups since farming started, from helping in harvesting and threshing, joint storage of produce and collaborate grazing and management of animals.

**Farmer group functions are:**

- 1- Create a link between groups and with higher level farmer organization
- 2- Representing farmers and providing services to members
- 3- Active roles in the extension of agricultural technologies

**Role of farmer groups in extension**

1. Farmer group can exchange idea with others outside the group. Can give information to other farmers
2. Improve farmer to analyses their problems and needs, then increasing their awareness

3. Learning farmer is better than extension worker because they have similar situations, speak the same mother tongue, farmers can communicate farmers easily
4. Creating an opportunity for a continuing dialogue between farmers, and extension workers.
5. Encouraging farmer-to-farmer communication in technology development

## **Building Agreements**

### **What is agreement?**

Defined as an idea that is mostly supported in a group, even if it is not the favorite of each individual.

### **Why build agreement?**

- To make people feel that
  1. They are consulted
  2. Their ideas have been considered
  3. Helps build support for an idea

### **How do you build agreement?**

#### **1-Allow time**

Allow time for discussion even if another meeting is required. People must feel they have been listened to.

#### **2-Careful of participating**

Participants should feel that they are participating as equals so that they will openly express their opinions.

#### **3- Promote for discussion**

Promote audience to think and discuss the issues among themselves

### **What is conflict resolve?**

Conflict resolve is resolving disagreement that can be happened between group members or between groups and find acceptable solutions.

Disagreements in the workplace can be common and can be a source of creative discussion. Conflict resolution requires common respect and a willingness to understand the other person's viewpoints .Some reasons for conflict: Misunderstandings, pre-judgment, past events, different values, and ignorance of another's viewpoints

### **How do you resolve conflict?**

1. Understand each other's viewpoint
2. Understand why conflict started
3. Find understanding and common idea

### **Steps to conflict resolution**

#### **1-Set guidelines**

- Keep comments brief – the chair can ask a speaker to stop
- Base comments on the content of the discussions not on the person.
- Recognize that range of opinion is okay and note that conflict resolution does not always need win-win

#### **2- Clarify viewpoints**

- Define a set amount of time for each one to present their viewpoint on the issue. The chairperson must insist that each one keep to the time set and the topic.
- Do not allow interruptions, After each speaker, check for clarity and understanding

#### **3-Identify common areas**

- Help participants understand each other's interests. Look for and build on any common of agreement
- Keep discussion and keep as far as possible from general ideas.
- Take breaks as required

#### **4. Identify the key conflict areas**

- It is not necessary to change all parts of a group's viewpoint to be able to work together

### **5-Identify change areas**

- Ask participants where they change their situations and move nearer to common idea.
- Decide if participants can continue or further resolution is required

### Working with Translator (Interpreter)

**The translator** is someone who changes the written word from one language to another.

**The interpreter** is someone who translates orally from one language to another.

### Types of Translators

- 1- **Freelance translators** are self-employed. They are contacted by translation companies
- 2- **Conference translator** will translate at conferences, Conference translators speak many languages but only translate into their mother tongue
- 3- **Business translators** person translate during visit, meeting or interview.
- 4- **Public Sector interpreters** they translate into both languages. Fields such as legal, health, and local government, social, education, and welfare services need public service translators
- 5- **Sign language translators** they translate speaks into sign languages for deaf people, they should know sign language very well

### How to find translator

- 1- **Look for the capable translator:** Licensed or certified translators can be expensive, but their skills are essential. Translators with low skills of translating can delay the communication process
- 2- **Look for Accuracy of translating:** To translate accurately, must have vocabulary skill in both languages, and have good knowledge of grammar, spelling, sentence structure.

- 3- **Understanding culture:** Cultural awareness is important. Translators should know the family's cultural, politeness (verbal and body language), style of communication
- 4- **Confidentiality (Privacy):** translator will be kept confidential the translator should sign a written confidentiality policy agreement.

### **WORKING WITH TRANSLATORS**

**1-Know Your Translators:** Spend time before starting work to know your translator. Ask questions about their education, translating experiences, family, and interests, by asking questions you know that translator understanding you or not, be open to their suggestions.

**2-Appreciate Your Translator's Expertise:** they have information of local customs and can help you to understand the situation; a good translator can put a suitable cultural filter on the communication and avoid embarrassment or misunderstanding.

**3-Decide on Technique:** There are three methods that you can use

**A-Thought for Thought:** you can have a complete conversation with the translator and then let them speak instead of you

**B-sentence-by-sentence or section-by-section:** is the most effective methods of translating, ask the translator say exactly: add nothing, omit nothing and change nothing

**C- At the same time translating:** Your translator "whispers" a translation as you are talking this may be too confusing.

### **Tips for working with translators**



1. **Speak slowly and clearly.** Pause after a phrase or after main points has been made. Asking a translator to remember long sentences can cause forgetting part of the sentence.
2. **Use simple language:** Avoid using technical vocabulary, slang, or informal expressions.
3. **Watch your translator be sure he/she is with you.** Allow the translator time to translate; do not interrupt them when they are speaking.
4. **Make sure your translator understands.** If you think that your translator does not understand what you are saying, you should ask translator if he needs more explanation
5. **Take breaks for both the translator and you** - usually after 1-2 hours many translators are lost their attention.
6. **The time spoken in each language should be about the same.** If you talk for 20 seconds and the translator only speaks for 5 seconds something probably lost in the translation.

### **How to ensure a Successful Interpretation?**

1. **Setting up the Room:** Interpreters have to be able to hear and be heard, choose a quiet space for the interpretation. Your interpreter needs to be able to interact with both audiences without disrupting the flow of dialogue. Positioning the interpreter
2. **Language Tips:** Making small adjustments to the way you speak may influence the success of the communication.

**Avoid:** Technical terms • Slang• Metaphors• Local sayings• Idioms• Cultural references• Humor

**DO:** Use simple sentences • Make one point at a time• Use proper nouns instead of pronouns • Use examples • Use visual aids

3. **Focus:** Speak directly to your client. Even when the interpreter is speaking, keep your focus on the client and avoid attention back and forth between the client and the interpreter.
4. **Pace and Pauses:** While working with an interpreter the pace of your speech should not be any different from your normal rhythm.

## Training extension worker and Farmer Field School

### Training extension worker

is the essential training for an effective application of technical solutions in the field and an important step for their distribution.

The training is to develop management skills and non-formal educational principles, field practices and testing of new alternatives in the field.

### The main objectives are to:

1. provide information and raise awareness on the environmental problems
2. inform new alternatives
3. assist trainers in improving their skills to select and adapt the most practical alternatives to local conditions
4. improve training skills and learn how to do Farmer Field Schools

The trainings are various and depend on the duration of the training and the problems to be solved.

Types of training extension worker:

1. Field experiments
2. specific learning activities
3. Agro-ecosystem analysis

**1-field experiments:** The experiments promote a scientific approach to problem solving, including analysis and conclusion.

**2- Specific learning activities:** one to two hour-long learning activities which teach a specific topic of the training and it always practical for better learning and understanding.

**3- Agro-ecosystem analysis:** is a two-hour activity that participant experiences and decision-making into one activity. During this activity, farmers have an opportunity to explain and defend their decisions. The process increases the confidence and skill of farmers and building group.

## Farmer field schools

Is teaching farmers on the field and show them how to use technologies, but they do not practice.

The problem with this type of training is that farmers are passive participants; they listen to the advice, but do not participate in the process.

Farmer field school is three main phases: **planning, Apply and evaluation.**

**1-Planing:** is the preparation of the training and should take into account the different sides of the farming community. **Steps of preparation:**

- 1- The identification of the leader:** is important to help participation of growers. Contact with the leader helps to identify and organize the growers, to do farmer field school.
- 2- The identification of farmers to be trained:** occurs at a meeting by the leader and the growers. At this meeting the farmer field school process is explained in detail.
- 3- Establishment of a farmers' group:** the group consists of **25 to 30** growers with common interests. The size of the group depends on the number of farmers who can comfortably work together.

### **2-Apply:**

- Select a common site, normally located in the area where the growers live.
- Apply the alternative, The technologies to be selected previously by the trainer
- A comparison should be made between the alternative treatments that tested and conventional treatment

**3-Evaluation:** at the end of farmer field school there should include evaluation. It is an opportunity for trained farmers to see the results and how it beneficial for them.