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The extension-communication process

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BACK TO BASICS

The extension-communication process

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Communication is a process of attaining commonness, sharing meanings between or among participants; a cyclical process of attaining mutual understanding or reaching convergence in ideas and point of view.

In disseminating innovations in the fishery sector, the following elements are involved: *source* (innovators or researchers, R&D institutions); *message* (technologies and aquaculture programs); *channel* (extensionists, organizations, mass media and other means of promoting and disseminating innovations and information on aquaculture); *receiver* (technology users and stakeholders).

The purpose of disseminating innovation is to bring about their widespread adoption. The desired effects include change in behavior, including enhanced awareness, knowledge, and understanding; reinforced or reoriented attitudes and values; and enhanced skills. Effective communication brings about change in behavior in both the source and receiver so that both can reach mutual understanding.

Factors that influence the effectiveness of the extension communication process are categorized into three: (1) in the *source-receiver* or *receiver-source*, (2) in the *message*, and (3) in the *channel*.

In the first category, factors are the knowledge level, attitude, communication skill, socio-cultural system, credibility, the ability to see oneself in other's shoes, the extent by which the source-receiver share similar characteristics, and the ability to interpret and understand information on the basis of past experiences.

SEAFDEC/AQD's first success in its 25-year history is the generation of backyard tiger shrimp hatchery technology and its widespread adoption by the private sector

In the second category, message, the factors that influence effective communication are the language and form of the

STAGE IN THE ADOPTION PROCESS	KIND OF INFORMATION NEEDED	PREFERRED COMMUNICATION SOURCES OR CHANNELS
Awareness	Notification	Mass media, other users
Interest	More details	Other users, agencies
Evaluation	Trial consequence; opinion of trusted others	Trusted users, family members
Trial	Application (relative advantage, compatibility, complexity, triability)	Small media, local leaders, fellow farmers
Adoption	Own results; other's experiences	Own experience, other users

message, whether verbal or nonverbal, content, and how the elements of the message is arranged and presented. Examples of these are the use of fear, motivational, and reward appeals; the use of two-sided versus one-sided messages; and the way the message is organized.

In the channel, the following shows the process in the adoption of innovations, indicating the channels preferred by technology users:

The development concept as a framework for information dissemination

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Decades of development

In the First Development Decade (1960s), development was measured in terms of the

gross national product (GNP) or the total money value of goods and services produced by a country in a given year. The economists claimed that there was definite connection between development and the growth as increase of the GNP. During this decade, countries whose GNP was increasing by at least 5% were said to be on the way to development. Thus, the term used at the time, *underdevelopment* was replaced by the term *developing*, a more acceptable euphemism. The development-underdevelopment dichotomy was reconfigured to include another categorization of countries that had centrally planned economies such as the communist countries. The developed nations comprised the First World, the communist countries the Second World, and the developing countries the Third World.

