

AGV 728 Extension Project/Programme Evaluation

Make today matter



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and
Agricultural Sciences

Fakulteit Natuur- en Landbouwetenskappe
Lefapha la Disaense tša Tlhago le Temo



Extension Project/Programme Evaluation

Class Lessons

1. Introduction: Meaning, scope and place of research and evaluation in extension
2. Problem Statement: The research and evaluation process; problem identification; how to formulate a research question
3. Literature Review: Theory and hypotheses; objectives; literature review and information sources; plagiarism
4. Methodology: Sampling; methods of data collection; evaluation criteria; quality of measuring instruments; scale construction; interviewing qualitative and quantitative data; validity and reliability of data
5. Results: Reporting research findings; how to write well; challenges in attributing impact
6. Conclusions and Recommendations: Preparation of an evaluation or research; tying research back to the theoretical literature; presenting research in scientific meetings; policy and practical implications

Module Outcomes

After this class you should be able to:

- Understand how to formulate problem statements and research questions
- Explain the role of theory in research
- Conduct literature reviews
- Understand sampling procedures
- Use appropriate data collection methods
- Ensure reliability and validity of data
- Prepare a research or evaluation report
- Present research in formal settings
- Develop evaluation criteria

Kicking Off

- Introductions
- Overview of the syllabus and calendar
- Expectations, assignments, grading
- Class material: Christoplos et al. 2012, Merriam et al. 2016, ??
- Module approach
- Peer groups

Introductions

- Prof Suresh Babu, s.babu@cgiar.org
- Dr Kristin Davis, k.davis@cgiar.org, 082 253 4695

Pass requirements

- You must obtain a minimum year mark of 40% to gain examination admission
- To pass the module, you must obtain a final mark of at least 50%

Assessment plan

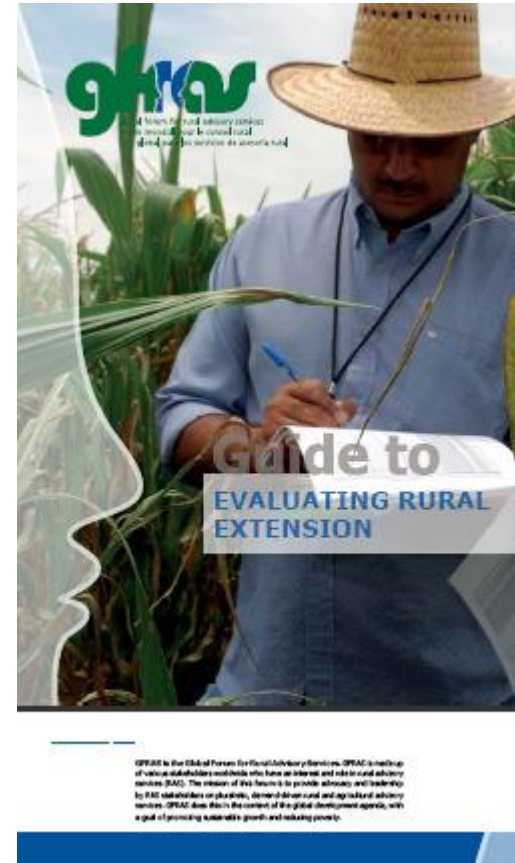
Assessment type	Assessment task	Assessment tool	Due date	Marks or weight
Assignment 1	Problem statement and research questions	Report	May	10%
Assignment 2	Literature review	Report	July	20%
Assignment 3	Present research orally	Presentation	September	20%
Exam	Written in class	Memo	November	50%
				100%

Timetable

Contact session	Day	Periods	Time	Venue
Lesson 1/Introduce	March 19 & 26	TDB	9-11 am	Virtual
Lesson 2	3 – 7 May 2021, TDB	TDB	TDB	Virtual
Lesson 3	12 – 16 July 2021, TDB	TBD	TBD	Virtual
Lesson 4	6 – 10 September 2021, TDB	TDB	TDB	Virtual
Lesson 5/present	18 – 22 October 2021, TBD	TDB	TDB	Virtual
Exam	8 – 19 November 2021, TBD	TBD	TBD	Virtual

Study materials

- Christoplos, I., P. Sandison & S. Chipeta. 2012. Guide to evaluating rural extension. Lindau: GFRAS.
- Merriam, S., B. & E. J. Tisdell. 2016. Qualitative research. 4th Edition. San Francisco: Jossey-Bass.



Module Approach

- This is a very practical, hands-on class
- You will be doing real-life research and evaluation
- Minimal lectures
- Attend/watch relevant webinars and events
- Contribute to local and global research on extension
- Write up your research project

Peer Groups



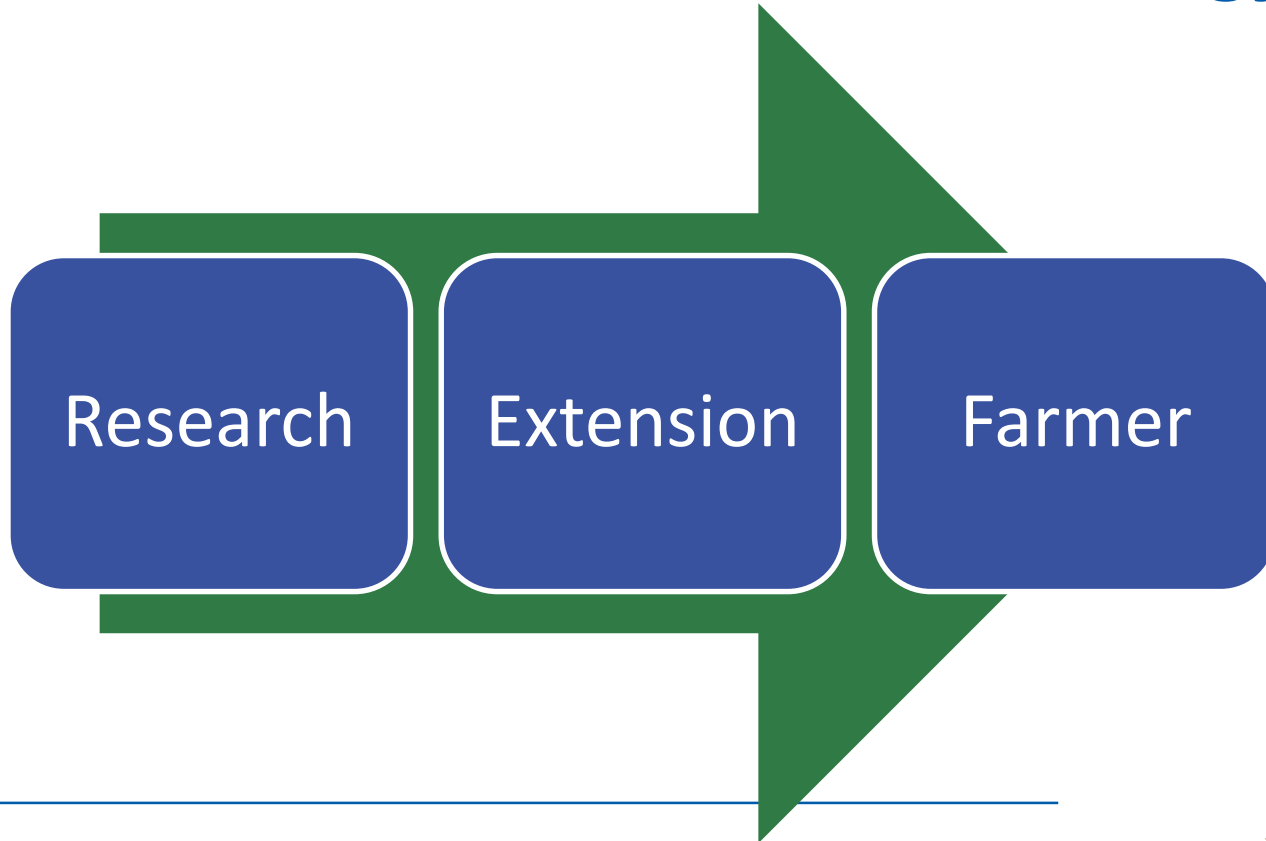
[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

Questions?



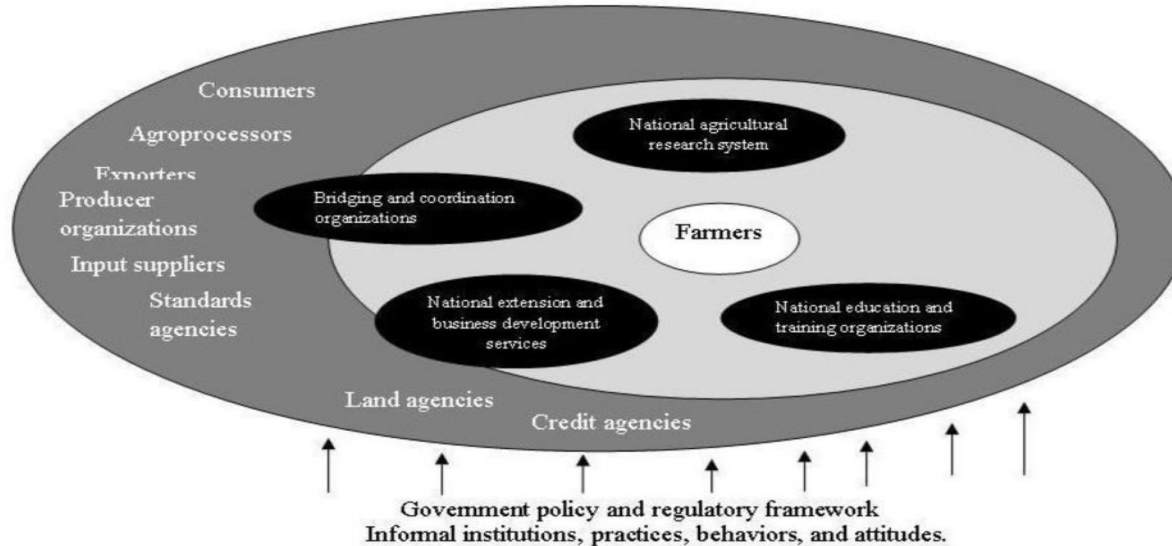
Introduction to Extension

Extension: From Transfer of Technology...



...to Agricultural Innovation Systems

Figure 1 An Agricultural Innovation System



Source: The World bank (2012) Agricultural Innovation Systems An Investment Source Book (Modified from Rivera et. al.n.d.)

Agricultural Innovation Systems

- Built on the agricultural knowledge and information system (AKIS)
- Focuses on actors in the agricultural sector, their interactions, and rules of the game governing interaction
- Innovations not just technical but process, policy, organizational

What is Extension? (1 of 2)

- Different services, providers and organisations
- Provides rural people with skills to improve livelihoods and arrive at best farming practices
- Gives out info on technologies, markets, inputs and financial matters
- Helps farmers develop agricultural, management and marketing skills
- Promotes interaction among farmers and other rural actors, private sector, research institutes, education institutions and government

Source: Monitoring and Evaluating Rural Advisory Services. GFRAS New Extensionist Learning Kit Module 16.

What is Extension? (2 of 2)

Extension includes services in four main areas:

1. Knowledge, technology and information sharing
2. Advice related to management of farms, organisations and agribusiness
3. Strengthening of farmer-based organisations
4. Facilitation and brokerage in rural areas and value chains

Source: Monitoring and Evaluating Rural Advisory Services. GFRAS New Extensionist Learning Kit Module 16.

Extension Providers and Their Roles

Public Extension Providers

- Government-run extension programs
 - Meant to be impartial and focused on public goods
 - Focused on meeting national development goals
 - Often tied to national agricultural or extension policies
 - May be run by national or decentralized government units
 - Usually nationwide coverage

Private Extension Providers

- Farmer organisations
 - Both recipients and providers of extension services; used to spread extension programmes among farmers by farmers
- NGOs
 - Often focused on addressing welfare, gender equality, and environmental stability issues
- Private companies or individuals
 - Corporate organizations or individuals who provide services e.g. in outgrower schemes agrodealers, vet services, etc.

Extension Stakeholders

- Policy and decision-makers
- Managers
- M&E personnel, experts and evaluations of extension
- Farmer organisations
- End users : producers, rural households, etc.

Source: Monitoring and Evaluating Rural Advisory Services. GFRAS New Extensionist Learning Kit Module 16.

Thinking about Evaluation

What is your vision, experience, perception, idea of evaluation?

- Positive/negative?
- Resistance to evaluation
 - Insecurity
 - Fear
 - Avoid embarrassment
 - Additional task
- Benefits to evaluation
 - Recognition for achievements
 - Opportunities to improve practice
 - Establishment of accountability
 - Learning new lessons about our efforts
 - Improves extension's contribution to rural livelihoods
 - Evidence of “value for money” and “results”



Evaluation Myths

- Evaluate only when mandated
- Evaluation is an add on
- An activity for experts
- Outside evaluators are best
- There is only one best evaluation approach

Why Do We Evaluate? Why Do We Conduct Research On Extension?

- Extension contributes to critical areas
 - Poverty and food and nutrition insecurity reduction
 - Climate change mitigation and adaptation
 - Linking farmers to market
 - Equipping rural people with agripreneurship skills
- Thus extension programmes should be functioning well!

Why Do We Evaluate? Why Do We Conduct Research On Extension?

- To learn
 - How to do things better
 - To further our understanding of extension and advisory services
- For accountability
 - Accountability to clients
 - Accountability to funders
 - Value for money
 - Results: are we doing what we should?
- To contribute to theory and general knowledge
 - Motivation and learning theories
 - Diffusion of innovations

Suresh

- Research vs evaluation (Suresh)
- The scientific method and the contribution of research to theory (Suresh) – recent methods of program evaluation – theory of change
- Results frameworks and theories of change – designing evaluations (Christoplos Chap 2) (Suresh)

Assignment for May 7 Class

- Write up your research or evaluation problem statement and research questions.
- Hand it in by time of class in May.

Thank You



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA