



Module 6: Basic Knowledge Management and Extension

Lead Author Laurens Klerkx

Summary

MODULE OVERVIEW

Extension from the perspective of the 'new extensionist' has moved beyond a technology transfer paradigm, and is more broadly about enhancing different ways of fostering communication between relevant players in agriculture, in order to enhance knowledge sharing, learning, and ultimately innovation in terms of practices and technologies. Extensionists should thus be able to facilitate flows of knowledge between relevant players in the agricultural innovation system, making use of different methods and media. They also should manage knowledge to keep themselves up-to-date in order to deliver the best possible support to farmers. This module outlines the different sorts of knowledge that extensionists need to deal with, the different intermediary roles they may take to facilitate knowledge flows, and the different media and tools they may use to support their role in stimulating knowledge flows.

Module Learning Objectives

At the end of this module, you will be able to:

1. Distinguish and understand different types of knowledge that are relevant in agricultural extension and innovation.
2. Understand the basics of knowledge management and the intermediary roles within knowledge management needed to foster knowledge flows, and employ the most appropriate intermediary role for a particular situation.
3. Distinguish between different tools and media that can support knowledge management, and employ the most appropriate one for a particular situation.

Module Performance Outcomes

Upon completing activities within this module you will:

1. Be able to recognize different types of knowledge and foster different flows of knowledge within an agricultural innovation system.
2. Have a different repertoire of intermediary roles to manage knowledge flows in a way appropriate to the particular situation.
3. Being able to design an appropriate mix of tools and media that can assist in managing the desired knowledge flows.

Units

Unit I: Different Types of Knowledge

- Innovation as a process of collective learning and knowledge exchange
- Different sources and types of knowledge
- Communication to foster appropriate knowledge flows to support learning

Unit II: Different Communication Models and the Intermediary Role of the Extensionist

- Different communication models to transfer or exchange knowledge
- Adapting communication models and intermediary roles to levels of complexity
- Extension as a knowledge management system

Unit III: Media and Tools in Support of Knowledge Management

- Media to enable different forms of communication to enable knowledge transfer and sharing
- Using ICT to enhance knowledge management by extensionists