

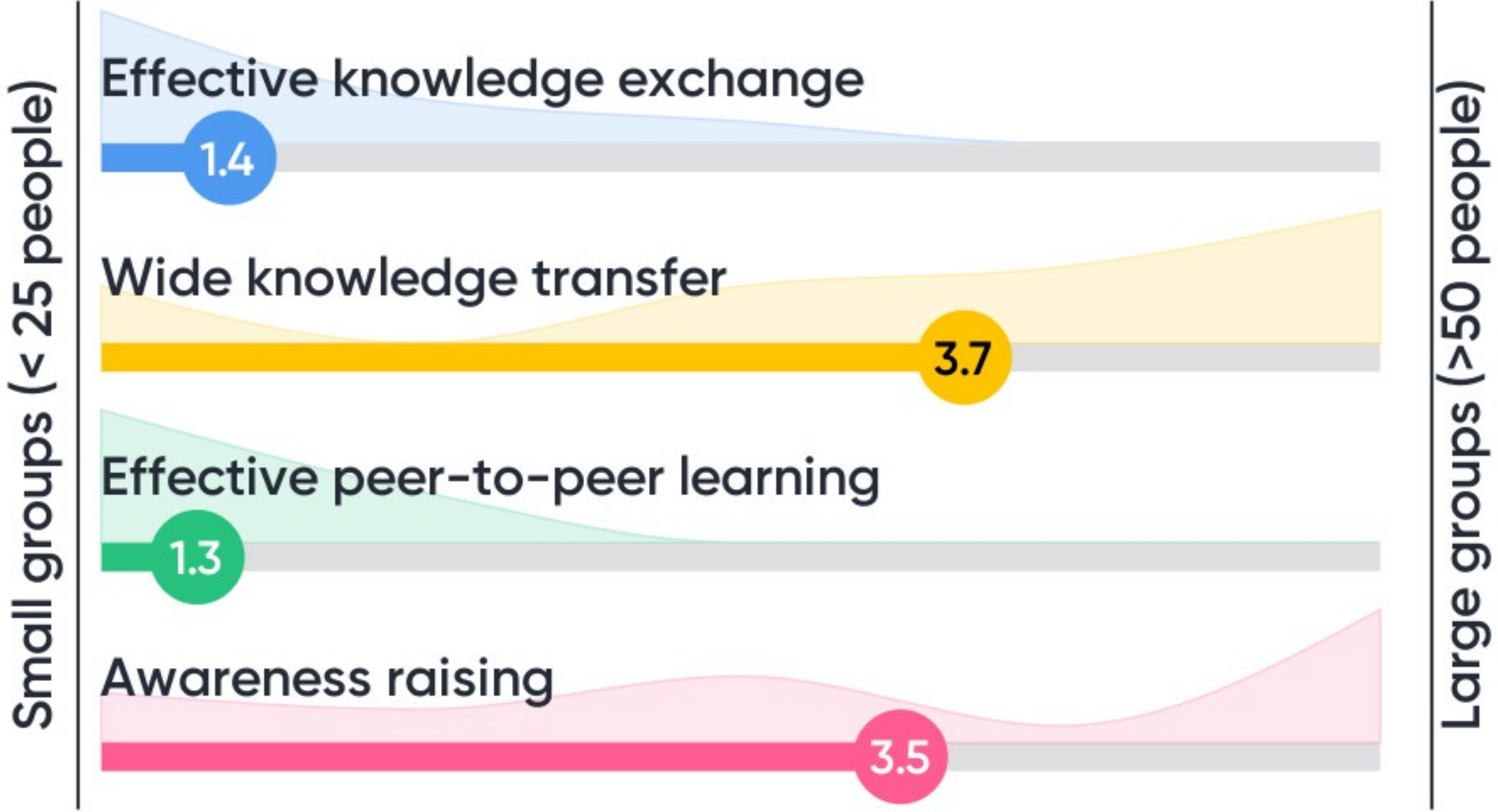
Theme 3 - Group dynamics



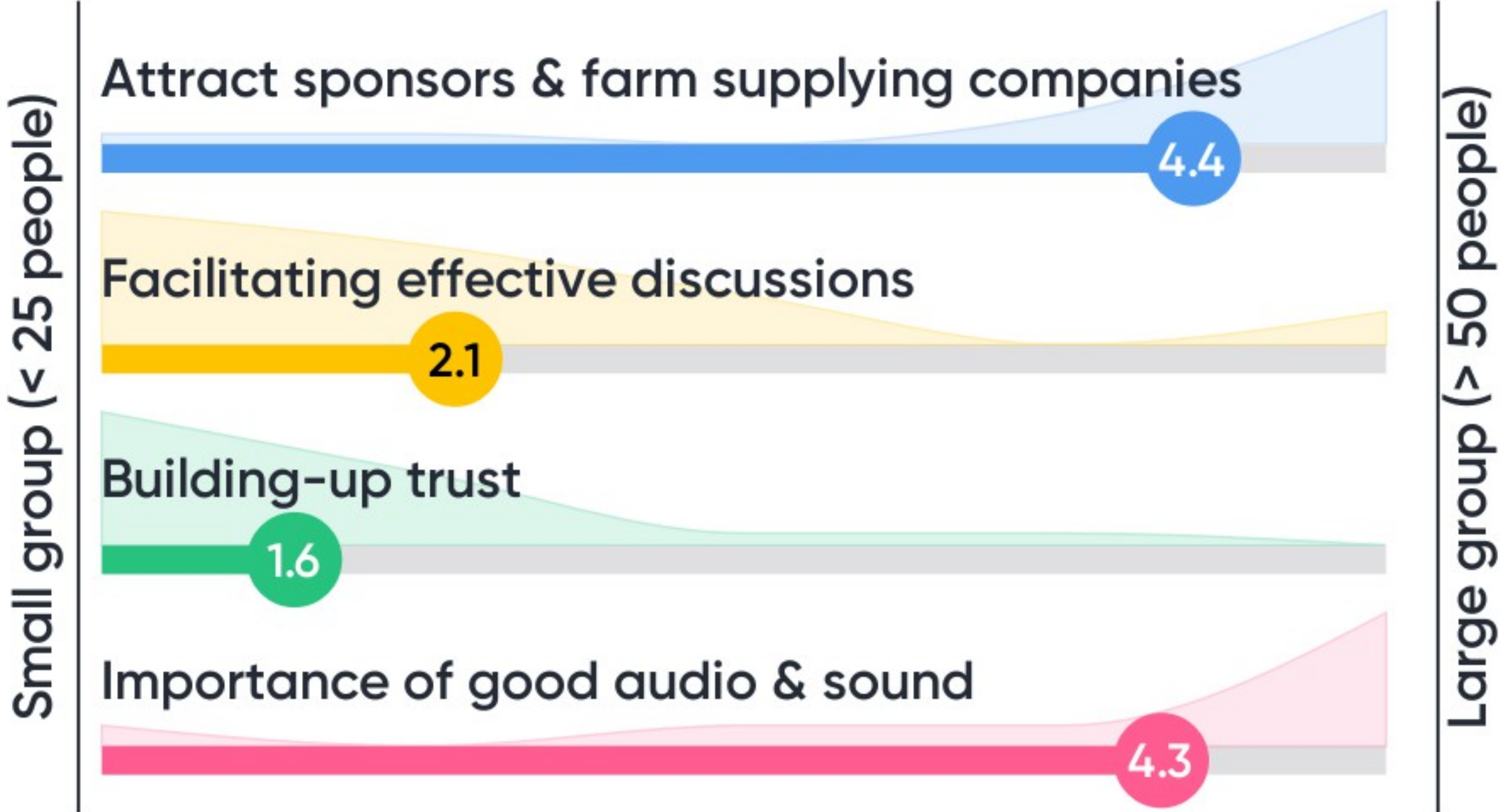
Group size

- ~Objectives of the demonstration
- > Format of the demonstration

Group size



Group size



**! TIP ! Consider splitting up large groups in
several smaller groups**



Target groups

- Specific sectors
- Specific region
- Experience with a specific technique
- Specific type of farmers (e.g. innovators)
- Advisers, agricultural press, agri-food chain, policy makers,...

Group connectedness

- Familiarity between participants
- Influence interaction methods
- Important role of facilitator



Important skills of facilitators (100 points)



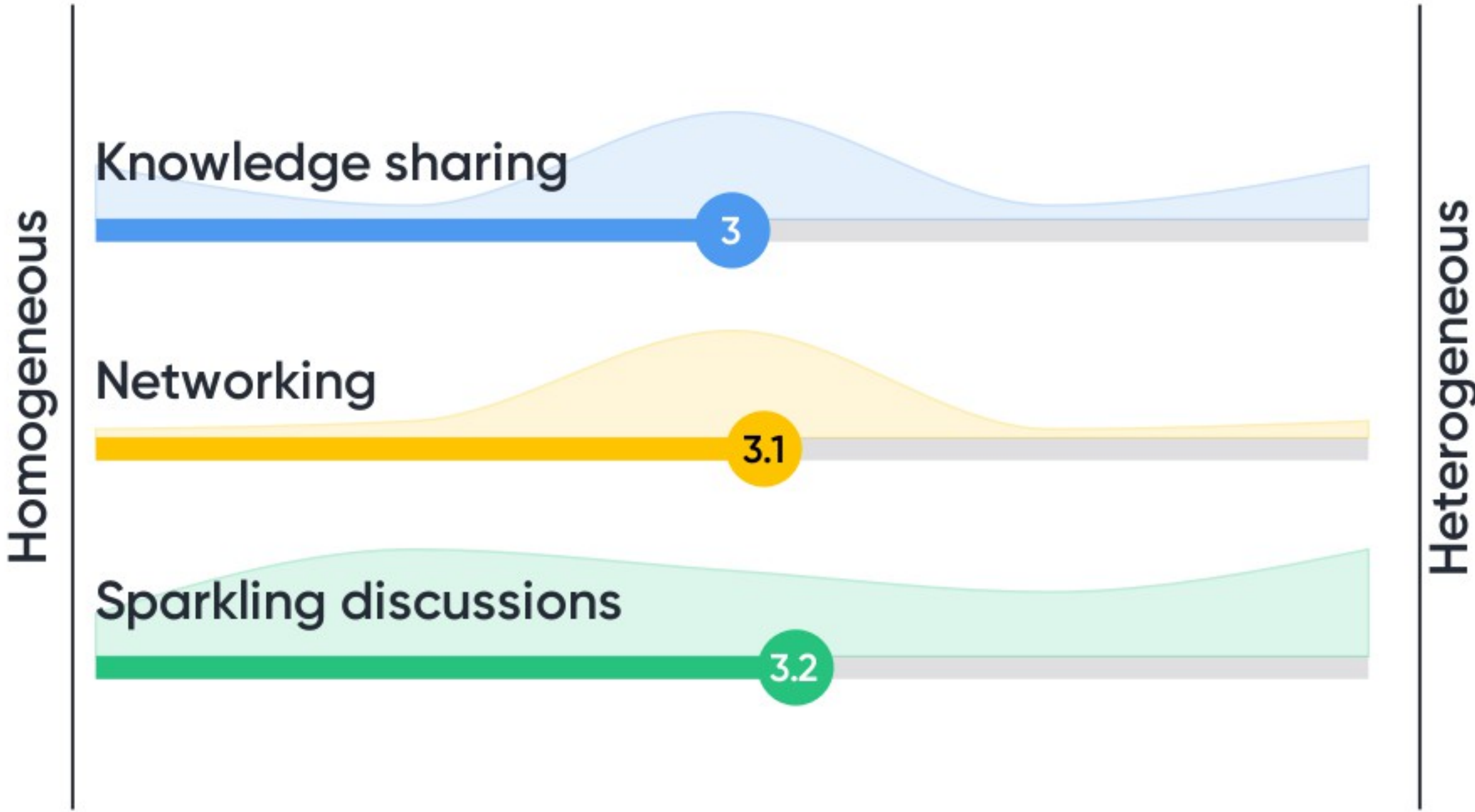
Group composition

- Occupation
- Gender
- Age
- Expertise
- Commitment
- Openness
- ...



! TIP ! Presence of male and female host farmers seems to encourage their participation

Group composition - Occupation



Interaction methods

- ~ group size
- ~ group connectedness
- ~ group composition



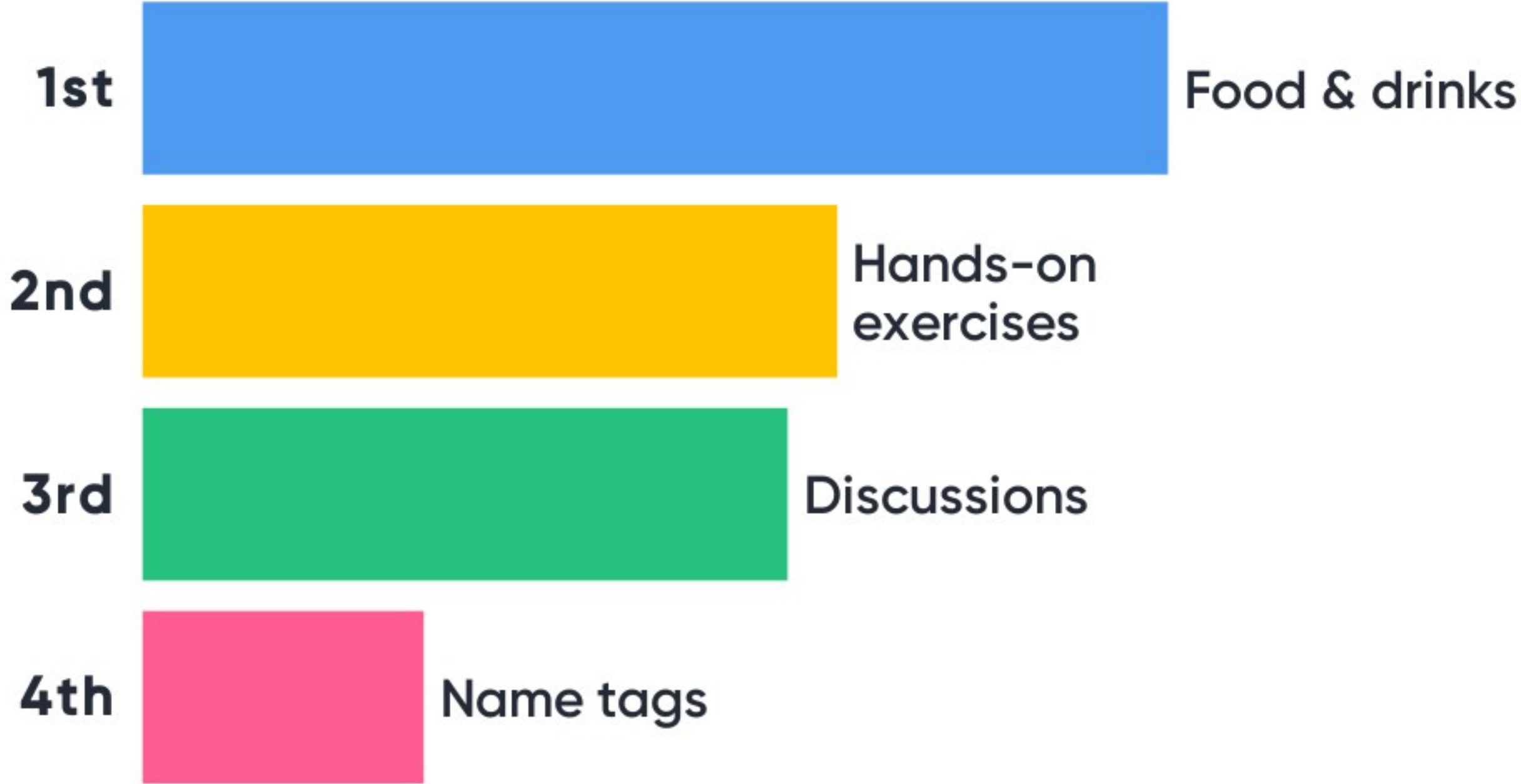
Three basic principles

- Relate learning content to farming practice
- Engage participants in active knowledge exchange
- Use a variety of learning methods

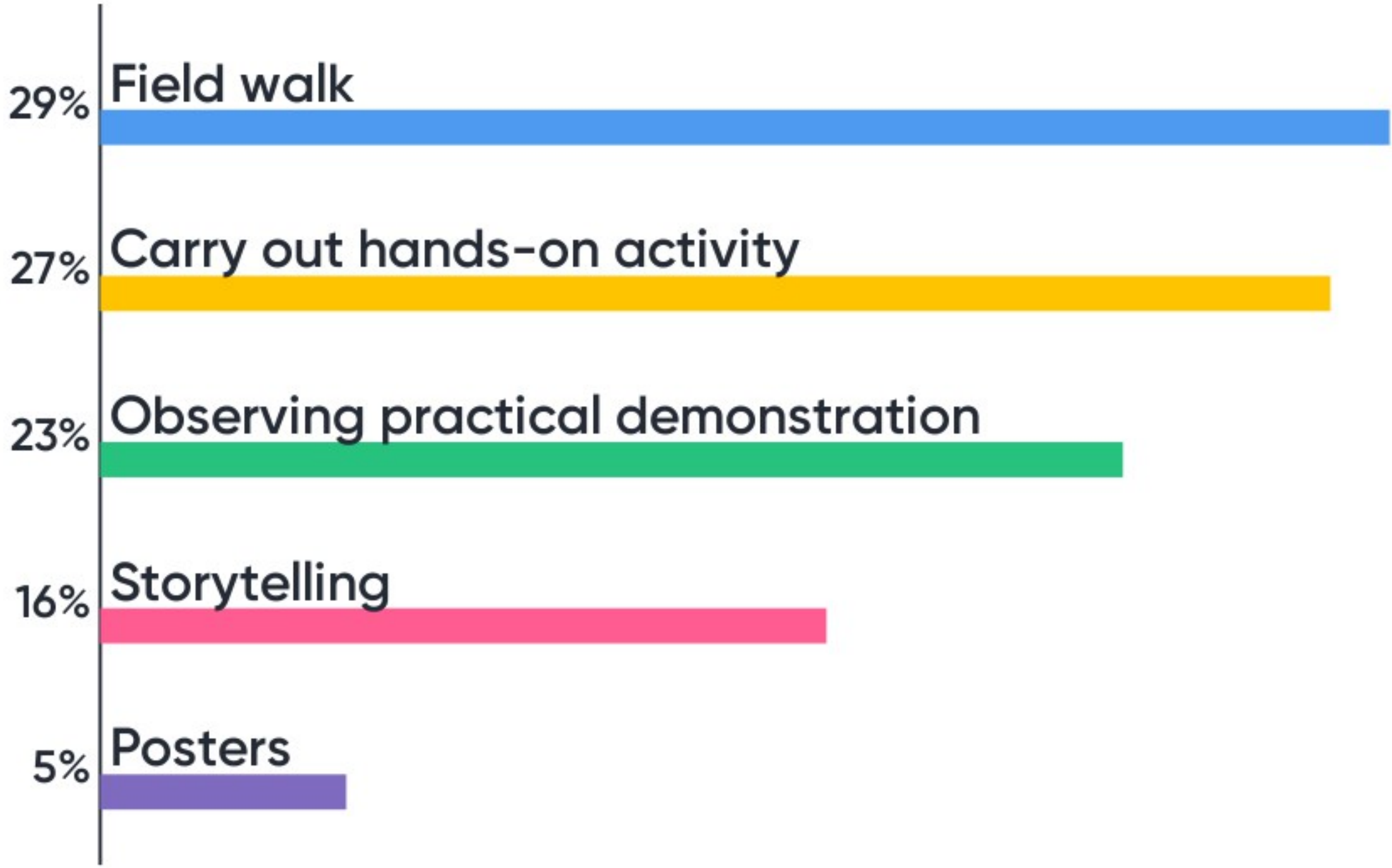
**! TIP ! Make use of the host farm & experience of
the host farmer**



Which increases informal interaction?



Score these methods to your preference (100 point)



! TIP ! Use a combination of various learning methods



Recall a demonstration that you joined and focus on the group dynamics and interactions with other participants & the demonstrator.
We will now evaluate your experiences.



Which things did you like on the dynamics in the group?

Gender balance, people with real experience on the field, ability to communicate on the language

Participants not afraid to ask each other questions and challenge other people's experiences/views in a friendly positive way

Participants and the demonstrator sharing things that have gone wrong!

Grouped themselves around display of topic they were interested

When farmers plan to follow-up with each other after the demonstration

Whatsap groups

Informal atmosphere allowed lots of questions

Feedback pointing at topics that need to be explored more

Space to ask questions



Which things did you like on the dynamics in the group?

Too big - can't keep the group on topic

Pushing to hard to sell you something





Which factors did sting you on the dynamics and interaction in the group?

Not keeping to time

Participant who might have had input was ignored

Lack of ability to communicate on the language

Pushing too hard to sell you something

Group make assumptions before listening to points

Sub-groups having private conversations and not following the actual tour/demo

Too much information to cover

Non-neutral statements





Which factors were a seed for further interaction and/or knowledge exchange with other participants or the demonstrator?

Group learned things during the visit

Non-neutral statements



Do you have other general suggestions regarding group dynamics at on-farm demonstrations?

no

Thank you for your attention & participation