

Course Title	Agricultural Extension		
Instructor	Tatsuo SATO		
Code	MA411200	Semester	2nd (Oct-)
Credit(s)	1	Day/Period	Tue, 4
Description Code	A-SHS-512		
Outline	A book, “Diffusion of Innovations” was written by Everett M. Rogers and is the second-most-cited book in the social sciences in the mid-2000s. He wondered why many farmers haven’t adopted new agricultural technique for a long time although they have understood benefits of innovation. We will try to read the first 1/3 of this book in this class and analyze our society.		
Keywords	Diffusion of innovation, Extension institution, extension technique, extension worker		
Goals	In this class, we will learn this theory at the viewpoints of ②Extensive comprehension of the world and ⑤Disposition for vitalizing the local community in our diploma policy.		
Course Plan	1. Introduction: What is “extension”? 2. Elements of diffusion 3. The generation of innovations 4. The innovation-diffusion process 5. Attributes of innovations and their rate of adoption 6. Innovativeness and adopter categories 7. Case study: Japanese agricultural extension 8. General discussion small discussion will be held at every class for well-understanding		
Advice for Preview and Review	Students are encouraged to read again and again.		
Prerequisite	Students are required to prepare a following textbook Office hour: 10:20-11:20 Monday		
Grading Criteria	Report (100%)		
Texts/References	Diffusion of innovations fifth edition, Everett M. Rogers. 2003. Free Press		