

CHAPTER - 1

Introduction

The ecological performance is basically the function of ecological factors in which the flow of energy is monitored, governed and organized. The reasons for increasing Global Warming have been enrooted into the process of energy generation, energy consumption and energy conservation. In social ecology motivation is the form of social energy that governs, monitors and organizes ecological functions which has been expressed through adoption, Reinvention, Rejection and Discontinuance of flow of knowledge from external sources to the inter social ecology through the process of technology vis-a-vis concept socialization. Adoption, Reinvention, rejection and Discontinuance here in the study have been conceived as Social Metabolism or flow of motivational energy inward or outwardly with the given social ecology. If any social ecology vis-a-vis agro ecosystem with social energy at the epicentre, the process of technology socialization steers, directs and monitors the metabolic function.

When technology adoption takes place it is basically the conservation of motivational energy; when same technology is discontinued it is basically the loss of motivational energy into the social ecology. Again technology reinvention can be conceived of regeneration of motivational energy and yet rejection is the transitional form of motivational energy, which may lead to a better choice or a wrong decision.

The present research has envisaged the Social Metabolism as the interactive and factorial contribution made cumulatively and simultaneously by these four components. So here

Social Metabolism (SM) $Y=[\text{Adoption score}(y1)\times\text{reinvention score}(y2)\times\text{Rejection score}(y3)\times\text{Discontinuance score}(y4)] / 4$

Modern-day extension science has to go with pro-energy approaches and here specially the pro-social energy approaches. While in the global warming domain we are so concerned about the prodigal nature of energy consumption, especially due to anthropogenic functioning, the loss of motivational energy or undirected flow of motivation is also creating a kind of ‘Social Warming’, which are expressed through increasing dissolution or resentment on prescribed approach of technology adoption rather than a persuasive approach of technology socialization.

New age extension science is paradigmming social warming as well as social entropy, so that a plausible and logical extension intervention can be made there to ensure social development earning a sustainable form. The result of the study in one side will critically examine the reasons for increasing social entropy to characterize the social metabolism process and on the other hand

it would generate certain policy implication for managing technology socialization process, with increasing peoples' confidence and participation, with both empathy and involvement.

Concept and approach

Socio-economic systems depend on a continuous throughput of materials and energy for their reproduction and maintenance. This dependency can be seen as a functional equivalent of biological metabolism, the organism's dependency on material and energy flows and we therefore employ the concept of "social metabolism". Contrary to the biological notion, however, the socio-ecological paradigm links material and energy flows to social organisation, recognizing that the quantity of economic resource use, the material composition and the sources and sinks of the output flows are a function of socio-economic production and consumption systems. These systems are highly variable across time and space. We describe social systems according to their metabolic profiles in relation to their economic and technological structures, as well as their demographic governance and information patterns.

Objectives

General Objective

To elucidate the concept of Social Metabolism in Extension science.

Specific Objectives

1. Development and elucidation of concept on Social Metabolism.

2. To identify, customize and optimize Predictor and predicted variables for conducting empirical studies on Social Metabolism.
3. To estimate the relation and interaction of different selected variables at both intra and inter level in relation and interaction.
4. To generate micro level policy implication for its empirical application in the domain of Extension science and management.