One is that the two entities are working at opposite ends of the technology innovation process and ignoring the center functions. This means that they have little or no chance for contact, interaction, and linkage. To resolve this problem, it may require a change in program or organization.

A second explanation is that the manner in which each one defines its purpose does not require linkage. This would hold that research defines its purpose as doing research with no responsibility for dissemination. It holds that extension views its job as routine dissemination when someone gives it something to disseminate. Neither defines its purpose as changing and improving agricultural production. This indicates that neither entity sees any real purpose in linkage and has not assigned some group or some individuals the specific responsibility to develop and maintain linkages with the other.

A third explanation is that with research oriented to science and technology and with extension composed largely of field agents with sub-professional training there is too much social distance between the two groups that interaction, collaboration, and linkage is not likely. Another manifestation of this situation is that extension, with so little attention to technical liaison and support does not have the capacity to hold up its end of the research-extension linkage.

It may be that one of the important things you can do is to understand the persistence of the problem. Once the problem is understood and stated, there may be some fairly clear signals as to how to resolve it.