

Pailin Suwandara 2012: Factors Affecting e-Extension Utilization for Agricultural Technology Transfer of Extension Workers in Bangkok and Vicinity. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ph.D. 127 pages.

Objectives of the research were to study: 1) basic socio-economic characteristics, 2) opinions for using e-Extension 3) Usages of information technology. 4) Perception and practice of e-Extension 5) Relationships between socio-economic, opinions for using e-Extension, usages of information technology, perception of e-Extension with practice of e-Extension. And 6) Predict of practice of e-Extension. Population were 127 of Extension workers in Bangkok and Vicinity .Data were collected by questionnaire and were analyzed and presented by frequencies, percentage, mean, standard deviation, chi-square test, Pearson product moment correlation coefficient and multiple regression.

Research findings revealed that 1) Gender of Extension workers were female (53.5%), age over 49 year (43.3%), attained bachelor's degree (71.7%), experience in extension workers over 20 year (48.0%), salary over 30,000 Baht (29.9%), official work over 20 year (45.7%) and position was extension workers (88.2%) 2.) Agricultural extension officer strongly agree with e-Extension to extend agricultural technology. 3.) The extent of use in information technology was medium 4.) The perception on e-Extension was medium and practice of e-Extension was low. 5.) The result of hypotheses testing with chi-square that extension workers who had different gender were different potentials on e-Extension using for agricultural technology transfer at level .05 of significance and there were no different age, education, experience in extension workers, salary, official work and position. Findings from hypotheses testing with Pearson correlation coefficient were as follow: opinions for using e-Extension, usages of information technology, perception of e-Extension for practice of e-Extension at.01 level of significance and 6.) Finding from hypotheses testing with multiple regression for prediction of the practice of e-extension to extend agricultural technology suggested that the usages of information technology and the perception on e-Extension were the most efficient factors.

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Thesis Advisor's signature