

Pattamaporn Tidta 2006: Factors Affecting Success of Information Technology Utilization for Agricultural Extension of 4-H Members, Thanat Samakhee Club, Ratchaburi Province. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Pichai Tongdeelert, Ph.D. 188 pages. ISBN 974-16-1760-7

The objectives of this research were to study factors of personal, operation, information technology adoption, perception on supporting and environment, success of information technology, utilization and constraints, and recommendations towards information technology. Data were collected from 24 members of Thanat Samakhee 4-H Club by using interview and participant observation. Data were analyzed and presented by percentage and arithmetic mean. Chi-square was employed to test hypotheses.

The results revealed that Thanat Samakhee 4-H Club had 50% of males and female.s The average ages were 24.5 years old. Most members attained junior high school. The average lands were 8.96 rai. The average agriculture experiences were 9.04 years. The average incomes from agricultural products were 15,650 baht/month. Most information were received from news and television. The average years of being group member were 5.75 years. 54.2% received information technology training, and reasons for participating 4-H club were being persuaded by friends. The practice of operation was at the high rate. Adoptions of information technology of the attitude and practice level were at the medium rate. The perception on supporting and environment was reported as "none". Members expressed the high attitude to ward the environment of community. The success of information technology utilization was at the medium rate.

The results of hypothesis testing illustrated that there were relationships between 1) agriculture experiences and club network, 2) years of membership and club network, 3) information technology training and knowledge for group development, and 4) perception environment and increasing group income at .05 level of significance.

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