

Thiwa Kedkeaw 2012: Desirable Characteristics of Media for Forest Resources Conservation of the Community in Upper Part of Mae Sa Watershed Area, Mae Rim District, Chiang Mai Province. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Nuchanata Mungkung, Ph.D. 190 pages.

This research aims to study the media form, media characteristics, and factors related to the opinion levels on training to provide knowledge on forest resource conservation in the upper part of Mae Sa watershed area, Mae Rim district, Chiang Mai province. The statistics used in data analysis include percentage, mean, maximum value, minimum value, standard deviation, and Chi-square.

The result shows that the media characteristics that the community considers significantly impact the forest resource conservation is the medium of training activities to provide knowledge. Factors related to the opinion levels on training to provide knowledge on forest resource conservation which statistically significant include age related to knowledge obtained from training and benefits obtained from training, education related to the training format, and contents and knowledge obtained from training. The experience obtained from training and knowledge on forest resource conservation is related with the training format, content, knowledge obtained from training, and benefits obtained from training.

The result this study suggest the related authorities in the upper part of Mae Sa watershed area to promote knowledge on forest resource conservation by the provision of knowledge training and propose of the media to meet the demand of the community as well to apply the results of this analysis to be the criteria for considering the consideration of the participants' qualification related to age, education, training experience, and knowledge on forest resource conservation as the criteria for appropriateness and efficiency the production of media and additional benefits for forest resource conservation.

Student's signature

Thesis Advisor's signature