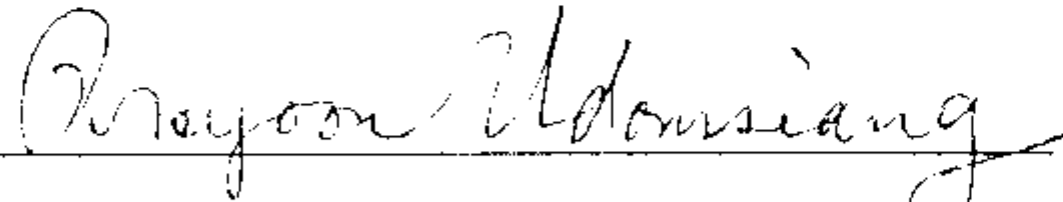



THESIS TITLE : A COMPARATIVE STUDY ON FARMERS' NEEDS FOR
AGRICULTURAL RADIO BROADCASTING PROGRAMMES
IN IRRIGATED AND NON - IRRIGATED AREAS IN CHANGWAT
KHON KAEN.

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ABSTRACT

This study was conducted to : (1) investigate certain basic socio - economic background of farmers' in both irrigated and non - irrigated areas in Changwat Khon Kaen, (2) identify farmers' state of radio listening in both irrigated and non - irrigated areas. (3) compare needs of farmers for agricultural radio broadcasting programs in irrigated and non - irrigated areas, (4) compare the needs of farmers in irrigated area in respect of their socio - economic background and (5) compare the needs of farmers in non - irrigated area in respect of their socio - economic background. The data were gathered by using questionnaire from a total of 156 farmers. The obtained data were subsequently processed and the results were expressed as frequency, percentage, arithmetic mean, standard deviation, maximum, minimum, t - test, F - test and Chi - square.

The results indicated that 60.3 percent of farmers in irrigated areas were male, and 39.7 percent were female with an average age of 46.9 years. The majority of these farmers completed

primary education at Prathom 4. Their main occupation was agriculture, the minor was labor. They had an average farming area of 14.59 Rais. Their average annual on - farm income was 21,892.26 Bahts, with the average annual off - farm income of 13,065.38 Bahts. The farmers in a non - irrigated area had the following background : 56.4 percent were male, 43.6 percent were female. They had an average age of 42.1 years. The majority of these farmers was completed primary education at Prathom 4. Their main occupation was agriculture, the minor was labor. They had an average farming area of 11.55 Rais. Their average annual on - farm income was 4,710.26 Bahts, with the average annual off - farm income of 12,888.46 Bahts.

Present state of radio listening. The farmers in an irrigated area listen to the TOR - KOR - SOR- PUAN - KA - SET the most. The popular listening time was between 06.01 - 09.00 O'clock , in both home and the field. They listened almost everyday in a week. The listening time was about 30 - 60 minutes. The farmers in the non - irrigated area also listened to the TOR - KOR - SOR - PUAN - KA - SET the most. The popular listening time was between 6.01 - 9.00 p.m. mostly at home. They listened almost everyday in a week. They also listened for about 30 - 60 minutes.

Comparison of farmers' needs in both irrigated and non - irrigated area to agricultural radio broadcasting programs on 8 issues. The result revealed three significant issues. The first issue was form of broadcast, the second was content of broadcast, and the third was language used on air.

Comparison of farmers' needs in the irrigated area with a certain basic socio - economic background indicated a difference on agricultural radio broadcasting programs on 8 issues. The result revealed that: (1) The farmer of different sexes differed significantly on 3 issues: the form of broadcast, the second is a content of broadcast and broadcast period. (2) The farmers of different ages differed significantly on 2 issues: the form of broadcast, and the content of broadcast. (3) The education of the farmers showed no significant difference. (4) The farmers with different number of family members differed significantly on one issue: the form of broadcast. (5) Both on farm and off farm income did not indicate any significant difference.

Comparison of farmers' needs in the non - irrigated area with a certain basic socio - economic background indicated a difference on agricultural radio broadcasting programs on 8 issues. The result revealed that. (1) The farmers of different sexes differed significantly on 3 issues: the form of broadcast, the length of broadcast, and participation in the broadcast. (2) The

farmers of different ages differed significantly on 2 issues: the content of broadcast and the frequency of broadcast. (3) The farmers of different levels of education differed significantly on 3 issues: a form of broadcast, the content of broadcast and the frequency of broadcast. (4) The farmers with different number of family members differed significantly on one issue: the form of broadcast. (5) Both on - farm and off - farm incomes indicated a significant difference on one issue: the period of broadcast.

The recommendations derived from this study could be summarized as follows : (1) The broadcast programs should be improved so that the irrigated areas are covered ; the topics are about the farmer's life and are easy to understand ; the broadcast period is in the morning (6.01 - 9.00 a.m.); the length shouldn't exceed 30 minutes ; the broadcast should be everyday ; the talk show host can be of either sex but should be an agricultural technocrat ; the language could be either standard Thai or the local dialects ; and more programs with the listener's participation. (2) The broadcast programs that cover the non - irrigated areas should be improved so that the programs are discussing of an issue, with the contents related to the farmers that are easy to understand ; the programs are broadcast in the evening (6.01 - 9.00 p.m.) ; the length does not exceed 30 minutes ; the broadcast is everyday ; the talk show host can be of either sex but should be an agricultural technocrat ; the language is the local dialects ; and the programs involve more listenese. (3) Commercials should be decreased. Perhaps they can be put on during the programs so as not to create boredom while listening.