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KEY WORD: RURAL COMMUNITY INFORMATION / INFORMATION SOURCES / CHANGWAT SAMUT SAKHON

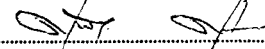
SUPANIJ SRIRAK : RURAL COMMUNITY INFORMATION WORK OF GOVERNMENT AND NON GOVERNMENT ORGANIZATIONS IN CHANGWAT SAMUT SAKHON.

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The purpose of this research is to study the information work in the rural community under the management of public and private agency sectors, covering both formal and non-formal information sources. The details studied are policy or objectives ; scope and functions ; staff ; information storage system ; stored information ; activities and services ; feature of disseminated information ; media used in dissemination ; patrons using information sources ; major problems and obstacles.

The results indicate that the information work in the rural community performed by formal information sources is larger than non-formal information sources in the areas of policies indicated, functions, stored information, activities and services, feature of disseminated information, media used in dissemination, and patrons. Most of information sources have their own build-up information storage systems. Problems facing the formal information sources have are more than non-formal information sources in all areas.

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