

## C 630039 MAJOR GOVERNMENT  
KEY WORD: INTEREST GROUP / MASS MOBILIZATION

JITTIMA SETHASIRIVORAKUL, Pol. Capt.: INTEREST GROUP AND MOBILIZATION :  
A CASE STUDY OF THE ASSEMBLY OF SMALL - SCALE FARMERS OF THE  
NORTHEAST. THESIS ADVISOR ; ASSO. PROF PORNSAK PHONGPHAEW, Ph.D.  
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This thesis aims at study the various factors affecting the achievement of the  
Assembly of Small-scale Farmers of the Northeast. Hypotheses of this study are as follows:

1. The strategy of the group is mass mobilization , by mobilizing a large number of their members in order to influence and power on governmental decision-making.
2. The process of mobilization is based on relationship between leaders and members which linked by organization and network, covering every province in the northeast of Thailand.
3. The important factors of mobilization achievement are composed of political situation, mass media, problems, and organization, which have more experience leaders and members.

This study is a documentary research.

The findings strongly confirm the aforementioned hypotheses, as follows: 1. The Assembly of Small-scale Farmers of the Northeast is an interest group which has a common objective in claiming the government to solve it's suffering problem. 2. Method or strategy is mass mobilization by mobilizing a large number of their members in order to influence and power on government. 3. To set up an organization which composed by more experience leaders and members, linked by its network, covering the northeast of Thailand. 4. To make public acception by using the press in presenting their suffering to the public. 5. Political situation and environment which give all freedom of peaceful assembly and association.

In conclusion, this thesis indicates the various factors of mobilization achievement of the Assembly of Small - scale Farmers of the Northeast in the status of interest group. Moreover, the study's findings can develop Thailand's politics being strong and increase bargaining power of the farmers in order to add quality of life in the future.

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