

#C610276 : MAJOR LIBRARY AND INFORMATION SCIENCE

KEY WORD: SOCIAL FORESTRY INFORMATION / INFORMATION RECEPTION / AGRICULTURIST
/ COMMUNITY FORESTRY / KHON KAEN

DECHA NUNTAPICHAH : SOCIAL FORESTRY INFORMATION RECEPTION OF
AGRICULTURISTS IN VILLAGES UNDER THE COMMUNITY FORESTRY PROJECT,
CHANGWAT KHON KAEN. THESIS ADVISOR: ASST. PROF. PIMRUMPAI PREMSMIT,
D.A. 151 pp. ISBN 974-653-508-2.

The objective of this research is to study social forestry
information in villages under the community forestry project, changwat Khon
Kaen, in terms of content, information sources, reception behavior from
media, problems in information receptions, as well as the relationship between
information reception and participation in community forest development.

Three hundred and thirty six agriculturists, who are heads of the
households from 15 villages, were interviewed.

The results of the study are as follows: most agriculturists receive
the information on forest and natural resources conservation more than other
information ; most agriculturists receive the information from interpersonal
sources, i.e. tambon leaders (kam nan), neighbours, family members, village
leaders, agricultural officers, and community development officers,
respectively ; the majority of agriculturists receive information from mass
media, particularly listening from local radio, and from interpersonal media
by talking with neighbours/community leaders and from other media by attending
village meetings ; the problem encountered by most agriculturists is not
having enough time for participating the information dissemination activities.

The study result indicates the positive relationship between the
participation in community forest development and the reception of social
forestry information. The information behavior from media has higher
relationship than any other reception methods.

ภาควิชา บรรณารักษศาสตร์

ลายมือชื่อนิสิต

สาขาวิชา บรรณารักษศาสตร์และสารนิเทศศาสตร์

ลายมือชื่ออาจารย์ที่ปรึกษา

ปีการศึกษา 2539

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม