

KEY WORD: DESIRABLE/LOCAL LEADERS AND VILLAGERS/CHARACTERISTICS OF CHANGE AGENTS/PERSON MEDIA.

CHANATSORN POTHIPIN : DESIRABLE CHARACTERISTICS OF CHANGE AGENTS AS VIEWED BY LOCAL LEADERS AND VILLAGERS OF MUANG-SUPHANBURI PROVINCE. THESIS ADVISOR : ASSO. PROF. JARANAI GLAEGOSOL. 175 pp. ISBN 974-583-082-8

The research is purposive study aiming to survey the need, preference and perceived meaning on characteristics of change agent as viewed by leaders and villagers of Suan Taeng, Muang-Suphanburi District, Suphanburi province. The samples were drawn by purposive criteria based on National Basic Minimum Needs (BMN). The samples were picked up from 3 villages of 3 development levels laggard, middle and progressive 150 local leaders and 475 villagers. All these respondents of 625 samples, are those who used to be trained, or being a member of various activities groups who participate in any of community development activity.

With the aid of questionnaire the data was collected and analyzed by statistical procedure of percentage, mean and analysis of variance (ANOVA)

The results of the study could be summed up that the 5 needed personality characteristics needed by local leaders and villagers are mercy, enthusiasm for work, patience, decisiveness, and forcefulness; whereas the 5 needed characteristics of self-potentiality are congeniality, self-actualization, understanding of people's need, responsibility, and willingness for work.

The research is also hypothesis testing oriented which its result confirms that the three of the following proposed hypotheses are all accepted.

Hypothesis 1 The needed characteristics of change agents are varied among opinions of local leaders and villagers at level of significance of 0.05.

Hypothesis 2 The meaning given to characteristics of change agents differs among opinions of local leaders and villagers at level of significance of 0.05.

Hypothesis 3 The meaning given to characteristics of change agents also differs among opinions of the two groups of respondent at (33 characteristics) level of significance of 0.05.