

INFORMATION SEEKING / AGRICULTURAL EXTENSION OFFICERS

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The purposes of this research are to investigate 1) Information seeking of agricultural extension officers concerning purposes, sources and information seeking methods. 2) Information types, languages and modernity. 3) Problems of information seeking. Its hypothesis are 1) Information seeking methods of agricultural extension officers varies with their demographics : period of employment and educational levels. 2) The information seeked varies by types, languages and modernity according to purposes and demographics of the agricultural extension officers.

For the research method, 303 questionnaire were distributed. The total number of respondents were 235 but only 230 (75.91%) were used as population. The Statistical Package for Social Science for personal computer (SPSS PC) was used in analysing the data. It's found that the information seeking of the agricultural extension officers are for : agriculture advisory services. Primary information sources used were Agricultural Statistics in the office of Agricultural Economics, their own knowledge and experiences, agricultural columns in newspapers and personal information sources are considered the most useful. Their primary information seeking methods are reprography attending seminars and conferences and newspaper reading.

As for the information types, languages and modernity, the primary concerned are books / texts in Thai, with 6 month of modernity.

The research results partially proved 1st hypothesis and the 2nd one.

Problems confronted by agricultural extension officers are out of reach and out of date of information.