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SATTITPONG BOONMEESUWAN : INFORMATION SEEKING OF SMALL-SCALE
FISHERMEN OF AMPHOE KLONG YAI, TRAT. THESIS AVISOR : PIMRUMPAI
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This research was aimed to study the information seeking of small - scale fishermen of Amphoe Klong Yai, Trat in terms of objectives, subject content, process, formats and sources of information used as well as problems encountered.

The research findings indicated that the main purpose of information seeking of the small-scale fishermen was to increase their annual income. Weather report, price of fuel, price of marine products and marketing, efficient fishing, and fishing gears were the most sought information. The process of information seeking which was used most, in the descending order, were using one's own experience, seeking from the informal sources, and collecting information for use. Information formats which most small-scale fishermen used were suggestions from the experienced persons and TV news. The information sources mostly mentioned by the fishermen were their own experiences, their neighbors, fellow fishermen and their relatives. Furthermore, it was found that the content, formats and sources of information used were no relationship with individual characteristics (age, education and fishermen membership) and purposes of information seeking. Their major problem of information seeking faced by the small-scale fishermen is high expense.