

Watcharintorn Hemmawat 2012: Opinion Towards Rice Production of Farmers in NongkrabianVillage, Ban Mi District, Lop Buri Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 151 pages.

The objectives of this research were to: 1) study personal factors, economic factors, social factors, and exposure to agricultural information 2) study the opinion towards rice production of farmers in Nong Krabian Village, Ban Mi District, Lop Buri Province 3) compare the opinion towards rice production of farmers in reference to personal factors, social factors and exposure to agricultural information 4) explore the relationship between economic factors and opinion towards rice production of farmers 5) to find problems and suggestions of rice production of farmers. The sample consisted of 193 by using propotional stratified sampling. The instrument for collection data was the interview schedule. Statistical analyses included were frequency, percentage, arithmetic mean standard deviation, maximum, and minimum. Hypotheses testing were the t-test and F-test, Least Significant Difference (LSD), and Pearson's Correlation Coefficient.

Findings revealed that: 1) the majority of farmers were male, with an average age in excess of 53.35 years, with below or equal to elementary education, members family had between 4-5 persons. The average area for rice cultivation was 49.35 rais, the average labor for rice cultivation were 4-6 persons, spent 105,507.77 baht/year for production cost. Income for production was 249,974.09 baht/year. Most farmers were a members of Bank for Agriculture and Agricultural Cooperative 98 persons (50.8%), non position for social 166 persons (86.0%). Most to receive personal media from member in their family, activities media from meeting and mass media from television 2) the opinion towards rice production of farmers were established to be at a high level. 3) compare the opinion towards rice production of farmers in reference to personal factors, social factors and exposure to agricultural information to be non significance at 0.05 level. 4) to explore the relationship between economic factors and opinion of a towards rice production had statistically to be non significance at 0.05 level. 5) It was found that many of farmers had problems on the outbreaks of insect pests of rice, the outbreak of animal pest of rice and flooding.

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Thesis Advisor's signature