

KRITTAYA SOOKSOMSTARN : THE EXPECTED CHARACTERISTICS OF THE
EXTENSION AGENTS IN IMPARTING KNOWLEDGE AND INFORMATION OF LAND
DEVELOPMENT : A COMPARATIVE STUDY OF THAI FARMERS IN FOUR AREAS.
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This comparative study is to find the expected characteristics of the land development extension agent in imparting knowledge and information to 320 purposively drawn samples of farmers who are members of Land Development Projects or those who are trained in the projects in four provinces: Nan, Lamphun, Kamphaeng Phet and Khon Kaen.

The 10 needed characteristics are : knowledge of land development, congeniality, justice, skillfulness, utilization of appropriate instructional method, work experience, self-actualization, understanding of farmer's needs, willingness for work, enthusiasm for work and cheerfulness.

Through the method of hypothesis testing by one-way analysis of variance, it could be concluded that of all hypotheses confirm that farmers of different demographic characteristics and of different dwelling areas have variety of expectation on the characteristics of the extension agents. Farmers of different sex have different expectations on such characteristics as mercy, congeniality, justice, punctuality, forcefulness, activeness, understanding of farmer's needs and utilization of appropriate instructional method. Farmers of different age level have different expectations on the characteristics such as calmness, concordance and resourcefulness. Farmers of different educational level have different expectations of the concordance feeling and forcefulness. Farmers dwelling in different areas have different expectations on such characteristics as unselfishness, politeness, calmness, cheerfulness, sociability, congeniality, intelligence, knowledge of land development, skillfulness, enthusiasm for work and understanding of farmer's needs. And last of all it is found that farmers of different income level have similar expectation on all of the extension agent characteristics.