

AMORNTHIP KHUNEPUND : FARMERS' MEDIA EXPOSURE BEHAVIOR AND ADOPTION OF LAND DEVELOPMENT IN NAN, LAMPHUN, KAMPHAENG PHET AND KHON-KAEN PROVINCES. THESIS ADVISOR : ASSO. PROF. JOOMPOL RODCUMDEE. 159 pp. ISBN 954-578-904-6

The purpose of this study is to investigate farmers' media exposure behavior and the relationship between farmers' exposure to specialized media and their adoption of land development. Samples were purposively selected 320 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. This study is a survey research using interviewing technique to collect data from head of the households. Percentage, one-way analysis of variance, t-test and Pearson's product moment correlation coefficients were computed by using SPSS/PC<sup>+</sup> programme to analyze the data.

Findings show that radio is the most popular mass media among the target samples in 4 provinces, lower in preference are television and folk media. Results of the hypothesis testing are as follow;

1. Mass media exposure among farmers in 4 provinces is significantly different at .05 level.
2. Folk media exposure among farmers in 4 provinces is significantly different at .05 level.
3. There is no significant difference in farmers' exposure on specialized media.
4. Farmers' exposure of specialized media is correlated to their adoption of land development practice, statistically significant at .05 level.