

Abstract

The objectives of this study were to investigate the process, patterns, and effectiveness of communication for agricultural innovations transfer of Huai Hong Khrai Royal Development Study Center, Amphur Doi Saket, Chiangmai Province.

The study was qualitative, conducted by documentary research, in-depth interview of staff of Huai Hong Khrai Royal Development Study Center and agriculturists participated in training sessions, and non-participant observation at the training sessions. Information obtained were processed and presented as analytical description.

The result of the study disclosed that there were two parts of contents presented in the training sessions; 1) overview of Huai Hong Khrai Royal Development Study Center, and 2) agricultural knowledge and careers. Contents were transferred through specialized media, e.g., brochure, bulletin board, training documents, and academic documents; individual media, i.e., Huai Hong Khrai Royal Development Study Center staff and selected agriculturists; mass media, i.e., radio broadcasting; and the internet via <http://irrigation.rid.go.th/rid1/HongKhrai>.

There were two patterns of communication in transferring agricultural innovations of Huai Hong Khrai Royal Development Study Center; one-way communication via brochures, training documents, academic documents; and two-way communication via training sessions, lectures, and demonstration. Information flew vertically from staff of Huai Hong Khrai Royal Development Study Center to participants attending the training sessions, and horizontally from selected agriculturists in charge as trainers and the participants.

The investigation of the effectiveness revealed that most agriculturists participated in the training sessions agreed that trainers could clarify academic contents in simple explanation with dialect and humor. This created a relaxed and easy-going environment in the training sessions so that the adoption of info transfer ran smoothly and fluently. Illustrations presented in the training session assist the participants to

visualize the process. In addition, the demonstration, e.g., frog breeding, growing Nile tilapia, and culturing mushroom spore, as well as the presentation of agricultural equipments and on-site visits to the farms of selected agriculturists could ensure and encourage the participants to pursue what they learnt to their careers.

The in-depth interview with selected agriculturists who had successfully employed knowledge learnt from the training exposed that they pursued better standard of living, be able to produce enough food for consumption, be able to payback debt as well as enjoy some savings. Some agriculturists could now buy or extend their own agricultural areas. They were pleased with more facilities. Moreover, they could better support the education for their offsprings.