

ABSTRACT

Title of Research Paper : Response of Tambon Administration
Organizations Members on Mass Media Campaign of
Pattani River Conservation and Development
Proposal Project : A Case Study of Yala Province

Author : Mr.Apichart Kitpipit

Degree : Master of Arts (Social Development)

Year : 2001

Objective of the study was to examined the response of members of Tambon administration organization on mass media campaign of Pattani river conservation and development proposal project and the factors influenced on the response of members of Tambon administration organization on mass media campaign of Pattani river conservation and development proposal project. Population of the study consisted of 147 members of tambon administration organization in Pattani river areas. Questionnaires were used as tool of the study. Data analysis included percentage, standard deviation and t-test.

Result of the study found that response of members of tambon administration on mass media campaign of Pattani river conservation and development proposal project was in high level. Considering by different aspects, it found that acceptance of the Pattani river conservation and development proposal project and planning of the projet was in a high level as well.

Factors on information receiving of pattani river conservation and development proposal project, factors on supporting of government on solving the environment problem and the sizes of tambon administration organization were not different to the project.

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Mass media campaign of Pattani river conservation and development proposal project organized by the School of Social Development, the National Institute of Development Administration Southern Center, Yala Province should encourage the awareness of the target group and create the network system at village level continuously and should have public hearing for people participation in decision making and sustainable improvement the quality of life under the acceptance of the need for water quality management in Pattani river.