

Panya Lamjaronpong 2014: Farmers' Opinion on Utilization of *Beauveria bassiana* in Controlling the Brown Planthopper in Lat Bua Lung District, Phra Nakhon Si Ayutthaya Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 145 pages.

The objectives of this research were: 1) to study personal factors, economic factors, knowledge on brown planthopper and exposure of agricultural information. 2) to study farmers' opinion on utilization of *Beauveria bassiana* in controlling of brown planthopper 3) to compare the farmers' opinion on utilization of *Beauveria bassiana* in controlling of brown planthopper by personal factors, economy factors and media exposure of agricultural information 4) to study the relationship between knowledge on brown planthopper and farmers' opinion on utilization of *Beauveria bassiana* in controlling of brown planthopper The sample consisted of 165 rice farmers who had utilized *Beauveria bassiana* in Lat Bua Lung District, Phra Nakhon Si Ayutthaya Province. The data collection was performed by using interviewing schedule. Statistical analyses were frequency, percentage, arithmetic means, standard deviation, minimum, maximum t-test, One-way ANOVA (F-test), Least Significant Difference (LSD) and Pearson's Correlation Coefficient.

The result revealed that most of the farmers were male, the average age was 47.33 years, the level of education was elementary or lower, the average of household members was 4.60 persons, the average of rice farming area was 27.12 rais, the average of experience in rice farming was 12.45 years, the average of labor was 3.67 persons, the average of production cost was 4,934.02 baht/rai and the average of income was 9,460.29 baht/rai. Farmers had the knowledge on brown planthopper at the high level. The media exposure of agricultural information were farmers' fellow, meeting and television. The farmers' opinion on utilization of *Beauveria bassiana* in controlling of brown planthopper was at the medium level. The results of hypothesis testing indicated that the farmers with different age, level of education and personal exposure of agricultural information by had significant differences in the opinion on utilization of *Beauveria bassiana* in controlling of brown planthopper. But there was not significant relationship between the knowledge on brown planthopper and the farmers' opinion on utilization of *Beauveria bassiana* in controlling of brown planthopper.

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Thesis Advisor's signature