

Norrabordee Saisoonthorn 2014: Opinion of Rice Farmers towards Implementation of Pathum Thani Rice Research Center. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsihaht, Ph.D. 125 pages.

Objectives of this research were: 1) to study demographic characteristics and socio-economic factors of farmers, 2) to identify the perception factors on the implementation of the Pathum Thani Rice Research Center (Research Center) provided for farmers, 3) to indicate farmers' opinion towards Implementation of the Research Center, 4) to test the relationships between demographic characteristics, socio-economic, perception factors and opinion of farmers towards Implementation of the Research Center, and 5) to study problems and seek for suggestions of farmers towards Implementation of the Research Center. Samples were 127 rice farmers registering with the Research Center. An instrument to collect data was an interview schedule. Statistical analyses included frequency, percentage, arithmetic mean, standard deviation, maximum and minimum figures, and Chi-square to test the hypotheses.

Research findings revealed that majority of farmers were males (68.5%) and attained primary education (59.8%). On an average, they were 55.66 years old, had 5.10 members in farm household. They received information about rice cultivation of the Research Center from an individual media thru government officials (67.0%), from mass media thru television (63.8%), and from activity media thru the exhibition in the locale (50.4%). Farmers participated in the activities provided by the Research Center 3-4 times (51.2%) such activities as meeting and training for increasing efficiency to reduce costs by using technology (39.3%). An annual income of farmers was between 470,001-900,000 Baht (36.2%). An average labor in farm household was 4.19 persons under the average total farm areas of 18.80 rai. Farmers perceived the implementation of the Research Center at the high level (mean=0.73) and expressed their opinion at the moderate level towards its implementation (mean=3.36). Hypotheses testing revealed that educational attainment, supplementary income from agriculture, and perception on the implementation of the Research Center were statistically related to farmers' opinion towards its Implementation at 0.01, 0.05, and 0.05 level of significance, respectively.

---

Student's signature

---

Thesis Advisor's signature