

Phuriwat thanarotpitiporn 2014: Using Social Media for Supporting Work of Personnel in Department of Agricultural Extension. Master of Science (Agricultural Extension), Major Field: Agriculture Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Pichai Tongdeelert, Ph.D. 119 pages.

The object of this research were : 1) to study personnel factors, 2) to examine knowledge about social media, 3) to identify behavior in using social media, 4) to indicate using social media for supporting work, and 5) to test the relationship between personnel factor ; knowledge about social media; behavior in using social media and using social media for supporting work. Samples were 188 personnel from Department of Agricultural Extension. Data were collected by using the questionnaire. Statistic to analyze data included the descriptive statistic and Chi-square test.

Research findings revealed that 1) most personnel were female (57.4%), aged between 46-60 years old (34.1%), attained Bachelor's degree (50%), held the position at the expert level (46.8%), 2) They gained knowledge at the high level (89.4%), 3) They used social media 4-6 time/day (36.7%), from 8.01-12.00 am (83.5%). Most of them had experiences in using social media more than 3 years (80.9%). Device for using social media thru computer (88.3%), smart phone (82.4%). They used social media at home or at dormitory (93.6%). Types of social media used mostly were Facebook (93.1%) and Youtube (92%). 4) Most personnel used social media for supporting work on the aspect of communication at the high level. On the aspect of agricultural information technology, agricultural social building, and disseminating information, however, were used by social media for work support at the moderate level.

Hypothesis testing revealed that 5) there were not relationship between personnel factor, Knowledge and using social media for supporting work. On the other hand, frequency, experiences, computer device for using social media were statistically related to using social media for supporting work at 0.05 level of significance. Google+, a type of social media, was also statistically related to using social media for work support at 0.01 level of significance.

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Student's signature

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Thesis Advisor's signature