

Narinrat Kongrat 2014: Group Involvement and Activities of Members in Thai City Farm Fan page. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ph.D. 154 pages.

The objective of this research were : 1) to study basic demographic characteristics of Thai City Farm fanpage members (fanpage members), 2) to identify the information exposure factors of fanpage members , 3) to examine knowledge factors about facebook usage of fanpage members , 4) to illustrate involvement factors in Thai City Farm web of fanpage members , 5) to indicate activities that fanpage members involved with , 6) to test the relationship between basic demographic characteristics , information exposure factors , knowledge factors , involvement factors and activities fanpage members being involved. Samples in this research were 394 fanpage members. Data were collected by using the questionnaire. Descriptive statistic to analyze data included frequency , percentage , arithmetic mean , and Chi-square to test hypotheses .

Findings revealed that most fanpage members. were females. Average age was 35.71 years old. They attained Bachelor's degree, earned 27,400 Baht /month , received 7-13 sources of information about agriculture , exposed 1-3 sources of information about Thai City Farm. Most fanpage members gained knowledge about using facebook at the high level. On average , they expressed their opinion towards getting involved in Thai City Farm web and activities under the Thai City From web at the moderate level. They also involved with from 0-15 activities derived from the Thai City Farm. Results farm hypothesis testing revealed that age, income , information exposure about Thai City Farm, and opinion towards activities under the Thai City Farm web related to fanpage members' involvement with activities derived from Thai City Farm statistically . However , gender , educational attainment , information exposure about agriculture, knowledge about facebook usage , opinion towards getting involved in Thai City Farm web did not statistically relate to fanpage members' involvement with activities derived farm Thai City Farm .

---

Student's signature

---

Thesis Advisor's signature