

Abstract

Title : Farmer s' Needs for Agricultural Information from the
Tambon Extension Officers in Wangsaipoon, Pichit

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The purpose of this research was to study the farmers' personal, economic and social characteristics, needs for agricultural information from the Tambon extension officers and their obstacles to communication with the Tambon extension officers in Amphur Wangsaipoon, Changwat Pichit.

The data were collected by means of interview schedules from 362 farmers in Amphur Wangsaipoon, selected by the simple random sampling, and analyzed by using the SPSS computer program.

The research results were as follows:

The respondents were all men, 45.9 years old on average; 68.2 percent had finished Pratomsuksa 4; and 69.9 percent were clients of the Bank for Agriculture and Agricultural Cooperatives. The average number of their family numbers was

4.3, of which 2.3 earned family incomes. The percentage of the respondents occasionally employed was 58.3; 35.1 percent rented farm land, 39.5 rai on average; and 32.3 percent were land owners, with an average of 36.7 rais. The respondents had an average of 117,958.6 Baht per family of annual agricultural and non-agricultural income, an average of 108,435.1 Baht per family of annual agricultural and household expenditures, and an average of 9,674.7 Baht family net cash income.

The respondents' needs for agricultural information from the Tambon extension officers were: 82.3 percent either the Tambon extension officers, no matter men or women; 56.7 percent wanted to obtain agricultural information once a month; 72.1 percent stated 4.01 - 6.00 p.m most convenient to obtain information; 68.0 considered the information disseminated suitable; 72.1 percent did not want repeated information; 53.3 percent wanted the Tambon extension officers to spend one hour at the most giving information each time; 98.6 percent wanted to come ingroup to see extension officers; and all respondents wanted the Tambon Extension Officers to use actual objects while disseminating the information.

The respondents' needs for various topics of agricultural information were: field crops 90.3 percent; fruit crops 80.9 percent; livestock 69.6 percent, flowers and ornamental plants 34.8 percent; vegetables 26.0 percent; fisheries 14.6 percent;

and fancy fish 5.2 percent. What the respondents needed most within each topic were: rice for field crops, green mangoes for fruit crops; chicken for livestock; Crow of Thorns and jasmine for flowers and ornamental plants; watermelon for vegetables; *Tilapia nilotica* for fisheries; silver and golden carp for fancy fish; and 59.9 percent making compost; for other interesting information.

As for obstacles to communication between the respondents and the Tambon Extension Officers in obtaining the agricultural information, it was found that 60.5 percent of the obstacles were caused by the respondents' lack of background knowledge of what the Tambon extension officers intended to extend; 59.9 percent by the out-of-date information, 20.2 percent by the officers' inability in making clear explanations; and 8.6 percent by the materials used in disseminating information.