

Title : The Impact of Technological Development on Structural Change
of Rural Society in Khon Kaen

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ABSTRACT

The aim of this research was to study the impact of technological development on structural change of rural society and to analyze the process of such change. Villages within the city boundary of Khon Kaen province were randomly selected and then classified according to their size--large, medium, and small. The data were collected through questionnaire and interview.

The results of the finding were the following:

Concerning the structural change of the economic system between the consumers and non-consumers of technology, we found some differences in the use of gadgets or modern equipment to facilitate and accommodate the daily living. That is, there is a strong tendency for consumers of technology to lead their lives more and more like urban people. For example, they use modern gadgets for their daily living, they spend money for consumption purposed, they often spend part of their income on charity, and they rarely spend their money on alcoholic drinks, to name just a few.

Their annual expenses, it was found, revolve around improving the home conditions, for instance, using the space below the house, once used for keeping cattle, for keeping modern and expensive agricultural equipment.

In terms of loan condition, we found that consumers of technology borrow money mainly for their children's education, thereby reflecting their increasing recognition of the value and significance of higher education for their children.

The impact of the change in social structure on the development of agricultural technology was not quite clear. The impact, to be more specific, seems to play a role only at the household level. That is to say, it affects only consumers of technology who are financially better off than non-consumers of technology. At the community level, otherwise, are not found to be significantly different in their relatively little use of modern technology. By and large, from the economic standpoint brought on by the technological development, the change in social structure at the village level had no impact on the change of social structure at the community level.

The process of the change in social structure is optimistically better realized among consumers of technology than among non-consumers. The change needs to be gradual, as it is indirectly set and controlled by the government whose main aim is to improve the agricultural technology in order to benefit people in agricultural business, to improve their daily routine work, to increase their productivity and efficiency. As a result, all of these mean more income per family, which, in turn, mean better lives among the family members.