

Research title : The Behaviors of the Villagers Participating in
Community Development Projects in the Rural Areas
of KhonKaen

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ABSTRACT

The purposes of this ressearch were to

- (1) study the motivations which force villagers to participate in community development projects
- (2) compare the opinions concerning the motivation of the villagers between the two groups of different sex and level of education
- (3) invatigate the problems and obstructions in participation of community development projects

The sample for this research included 251 people in rural areas of Khonkaen province

They were 66 from Muang Khonkaen District, 63 from Nongrua District, 62 from Nampong District and 60 from Banfang District.

The instrument used for this research was a 74-itemed interview schedule, and statistics used were percentage, arithmetic mean, standard deviation and t-test

Findings -

- 1) Most of the villgers responsed that the incentives such as the praise from others, the pride of themselves and the recognition from the leaders of the community were ranked in high level of motivation, the motivation from the mass media was ranked in middle level and the lowest level was the motivation from the government personnel

2) The motivations from each group were ranked as followed-

2.1 leaders group ; the head of district, the head of village and his assistants were ranked in high level

2.2 kin group ; senior relatives were ranked at the top of high level

2.3 friend group ; neighbors were ranked at the top of high level

2.4 mass media group ; the television was ranked in high level

3) The comparison of the villagers' opinions concerning the motivation in participation community development projects were as follow-

3.1 The male and female villagers had different opinions concerning the motivation from the incentives and the massmedia at the statistical level of .05 but from the other factors were not different

3.2 The villagers in different level of education had different opinions concerning the motivation from the friend group and from the government personnel at the statistical level of .05 but from the other factors were not different.

4) The problems and obstructions in participation the community development projects in order of the importance were as followed ; not be aware of the importance of the projects, being disunited among the villagers, not trust the head of the projects, and the occupations being obstructed by the projects.