

THESIS TITLE PERCEPTIVE ABILITY OF FARMERS IN CHANGWAT KHON KAEN  
TOWARDS AGRICULTURAL INFORMATION THROUGH VIDEO TAPE

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**ABSTRACT**

The objective of this research was to study how much farmers in Khon Kaen area could perceive knowledge on agricultural information through video tape with respect to sex, age, educational level and frequencies of video tape watching. A study sample of 108 farmers were purposively selected from Ban Nong-yaprag and Ban Nontun, Tambol Don-hun, Amphur Muang Khon Kaen, Khon Kaen Province, Thailand. An achievement test was used to assess how much knowledge the farmers gained after they had been watching a video programme on "How to Use Chemical Insecticides to Eradicate and Control Insect Pests". The methods of t-test, F-test and Orthogonal Comparisons were used to statistically evaluate the perceptive ability of the sampled farmers.

The study sample was divided into male and female groups in order to assess their perceptive ability. The study indicated that both groups did not statistically differ in terms of basic knowledge. Nevertheless, when the two groups were allowed to watch a video tape program once, female farmers were found to score better than male farmers in the perceived knowledge. After the second and third watching, however, the perceptive ability of both groups in receiving agricultural information was not statistically different.

The study sample was also divided according to the age level into three groups, namely 15-25, 26-40 and 41-60 years. These groups were tested by letting them watch a video tape program just as the female and male groups. Prior to video tape watching, they were tested on basic knowledge with the result that farmers aged 15-25 and 26-40 years scored higher than farmers aged 41 years and over in terms of basic knowledge and experience. After first and second video watching, the three groups did not score differently. However, the results of test after the third watching indicated that farmers aged 26-40 years scored higher than the other two groups.

When classified according to educational level into two groups, i.e., one completing compulsory education and the other group higher than that, it was found that the farmers of the second group had more basic knowledge than the first group. After watching a video tape program once, twice, and three times both groups scored equally for all cases.

The research findings suggested that the video tape programs on the application of pesticides in the form of cartoons which are short and easily understandable should be shown to farmers only once, since the farmers are able to perceive the information in the tape. Farmers of different educational levels can watch a program on the video tape at the same time. As for future research on perceptive ability of farmers towards agricultural information, studies should be conducted with farmers holding similar occupations. The length of the interval period between video tape watching should be emphasized. Most importantly, a high degree of cooperation will be required from farmers in the community.