

Rakha Chanitborvorn 2006: An Analysis of Transferring Technology on Community Wastewater Treatment and Garbage Disposal under the Royal Initiative's Project from Local Leader Groups in Phetchaburi Province. Master of Science (Environmental Science), Major Field: Environmental Science, College of Environment. Thesis Advisor: Associate Professor Ittipol Rasrikreangkai, M.Ed. 285 pages.
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This research is aimed to study appropriate types of media for the transmission of communal wastewater treatment and trash eradication technology, the suitability of each type of media in accordance with the different target groups, and to create information for the transmission of communal wastewater treatment and trash eradication technology.

The sample group of 157 people, from the whole population of 314 taken in specific random was divided into 10 groups including agriculture, religion, commerce, tourism, education, public relations, local government, public health, industry and research. Data was analyzed by means of percentage, average and standard deviation.

From the research results, it is found that there are 4 types of media, which are suitable for the transmission of communal wastewater treatment and trash eradication technology and cover the needs of all the 10 groups i.e. video, printed matters (documents/manuals), broadcasting radio and posters (32.00%, 22.00%, 17.00% and 10.00%, respectively). From the study on the suitability of each type of media in accordance with the different target group, it is found that video is appropriate for the groups of agriculture, religion, tourism, education, public relations, local government, public health and research (38.90%, 50.00%, 33.30%, 28.10%, 25.00%, 39.40%, 42.90% and 20.00%, respectively). Printed matters (documents/manuals) are appropriate for the groups of agriculture, religion, commerce, tourism, education, public relations, local government, public health, industry and research (33.30%, 25.00%, 80.00%, 41.70%, 43.80%, 75.00%, 33.30% 90.00% and 60.00%, respectively). Broadcasting radio is appropriate for the groups of agriculture, religion, commerce, education, public relations, local government, public health, industry and research (27.80%, 12.50%, 20.00%, 3.10%, 75.00%, 15.20%, 4.80%, 90.00% and 10.00%, respectively). Posters are appropriate for the groups of tourism, education, public relations, local government and industry (8.30%, 9.40%, 6.10% and 10.00%, respectively). The structure of creating information for the transmission of communal wastewater treatment and trash eradication technology includes the knowledge based on trash eradication, wastewater treatment. The media was synthesized for the transmission of communal wastewater treatment and trash eradication technology. The study of the role of suitability from validity value (content, structure, objectives) is both in high level for trash eradication ($\bar{X} = 3.99$, S.D. = 0.61) and for wastewater treatment ($\bar{X} = 4.00$, S.D. = 0.64), while the behavioral assessment criteria for the information used in the transmission of communal wastewater treatment and trash eradication technology is in low level, that is, for only 70%.

Student's signature

Thesis Advisor's signature

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