

Thanagrit Chompoonuch 2011: Web Development for Media Production in Agricultural Extension. Master of Science (Agricultural Information Technology), Major Field: Agricultural Information Technology, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Supaporn Thaipakdee, Ph.D. 120 pages.

The objectives of this study were 1) to design and develop agricultural production materials on the website and 2) to study the users' satisfaction on media production in agricultural extension. In this research, website presented extension methods and media production process in agriculture, classified into, print media, radio, and television. Development of media production website, was evaluated by 30 selected samples, agricultural extensionists group. Questionnaires were used as a tool to assess user's satisfaction after using the website. Statistic used for data analysis were percentage, mean, and standard deviation.

The results were found in the following aspects: website design and layout, contents, satisfaction on website access, users' ability to produce the media for agricultural extension work were rated at high level ($\bar{x} = 4.13, 4.02, 4.03, \text{ and } 4.09$, respectively). Comparison of knowledge gained from media production website, before and after use were rated at fair and high level ($\bar{x} = 2.63$, and $\bar{x} = 4.20$, respectively). It reflected usefulness of the website on knowledge source, need satisfaction and practical for users. However, it still needed improvement in order to give users advantage from the website. In the future, research study on the website media production in agricultural extension should be done for all media.

Student's signature

Thesis Advisor's signature