

Sasitorn Chonratamarit 2008: Presentation of Economic Field Crops Information in Southern Region of Thailand on Website. Master of Science (Agricultural Information Technology), Major Field: Agricultural Information Technology, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Supaporn Thaipakdee, Ph.D. 117 pages.

The objectives were to study 1) development of economic field crops information in southern region of Thailand on website and 2) satisfaction on the presentation of economic field crops information in southern region of Thailand on website from government sector, private and students. Database website on economic field crops of southern region including rice, pararubber, oil plam, coconut, pineapple, coffee, peanut, and mungbean was designed. Data were divided into there parts, general data, plant statistics, and research abstract. The questionnaires were used for data collection from 120 purposive sampling samples which 30 were lectures at Kasetsart University Kamphaeng Sean Campus, 30 students Kasetsart University Kamphaeng Sean Campus, 30 agronomists and 30 company employees. The descriptive statistics were applied for analysis in terms of percentage, arithmetic means, and standard deviation.

The study found that database on website economic field crops of southern region was responded at high level of satisfaction by users for design in different aspect on format, contents, accessibility, usefulness, and user's opinion after accessing the website with the average of 3.64, 3.82, 3.63, 3.84, and 3.79 respectively. The results indicated some degree of database effectiveness because of its usefulness and responding to the user's needs. However, there are suggestions on adding abstracts and database economic field crops of every region in Thailand.

Sasitorn Chonratamarit  
Student's signature

Supaporn Thaipakdee 26 / Feb / 2008  
Thesis Advisor's signature