Thesis Title **The Operation and Use of Community Loud-speaker for Farmers in Changwat Lamphun**

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Abstract

The objectives of this research were (1) to study community loud-speaker operation and management ; (2) to study community loud-speaker media exposure to farmer ; (3) to find the trend for agricultural extension through community loud-speaker use.

The survey research method, using personal interview schedule, was done with the 14 community loud-speaker operators (CLOs) and 180 community loud-speaker receivers (CLRs) in 2 districts in Changwat Lamphun.

From the research findings, all CLOs are male with the average age of 47 years old. Most of them had four years of formal education and all of them were farmers. The most favorable media exposure was television. Most of the community loud-speaker equipment was set at the village headman house. Almost all farmers participated in thecost and repair. For the cost of electricity only

the headman was responsible.

The community loud-speakers were broadcasted about ten days per month, about 5-10 minutes per day and the period of broadcasting undertaken most was in the morning (6.00 - 7.00 a.m.).

A live talk style of the local news was used for most of the programmes. Most of information CLOs used in the programmes was supported by the public health organization. The main problem of broadcasting was a poor sound quality. This was due to technical management of equipment.

For the farmers who were CLRs, two-thirds of them were male with the average age of about 40 years old. Most of them had four years of formal education and 13 percent of them were opinion leaders. The media they received most was television followed by radio and newspaper.

Two-thirds of the CLRs reported that they listened to the community loud-speaker clearly every time it was broadcasted. More of them listened in the early morning than at other times. They have done some activities while listening to it. Sixty nine percent listened to it intentionally and seventy seven percent claimed that they had understood what they heard. Half of them had been disturbed by noises during listening. Twenty four reported that if they want, they can criticize the management of CLOs. Half of them discussed with other people after listening. Four fifth of them did not feel annoyed with the broadcasting. Seventy eight percent had a favorable attitude toward the management of CLOs. More than eighty percent received knowledge from the community loud-speaker at low to middle level and also used it at low to middle level.

Most of CLRs proposed that CLOs should present appropriate agricultural knowledge more often through community loud-speaker. The subjects that they were interested in were agricultural marketing, plant protection, fertilizer uses and public health.

There were no differences in the management of the community loud-speaker between the intensive agriculture area and the non intensive one. But the listening behavior of the CLRs between those areas were different in clear listening, intentional listening, understandable listening, good attitude and knowledge received.

From the hypothesises test, it was found that the villages which were supported by information from external organizations rated more efficient than those which were not supported by information. The farmers also had good attitudes toward community loud-speaker management, as well as receiving and utilizing more knowledge. Male CLRs were better than female in condition of listening, understandable listening and use of knowledge.

The suggestions of this research are :

1. CLOs should improve their sound quality and present more appropriate agricultural knowledge to suit the local situations.

2. Besides public health agencies, other development agencies such as agricultural extension agencies should support more information to CLOs.