

Chanida Saowakon 2007: Exposure and Needs for Printed Media of Agricultural Extension Agents at Tambon Level in the Eastern Region. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 214 pages.

The objectives of this research were to study 1) general backgrounds of Agricultural Extension Agents at Tambon Level in the Eastern Region 2) printed media for agricultural. 3) exposure to printed media 4) printed media needs. 5) relationship between general backgrounds and exposure and needs of printed media of Agricultural Extension Agents at Tambon Level in the Eastern Region. 6) problems and recommendations. The sample was 142 field Agricultural Extension Agents at Tambon Level from 5 provinces of the Eastern Region of Thailand. Data were collected with questionnaires. The data were analyzed and presented in percentage, mean and Chi – square at .05 level were employed to test hypothesis.

The results revealed that most of Agricultural Extension Agents at Tambon Level in the Eastern Region were male between age 46 – 50 years. Most of them graduated with a bachelor degree and were employed as Agricultural Extensionist Level 6 at Tambon Level in the Eastern Region. who work in the position for 20 -25 years. The area under their responsibility between 1-3 Tambon, 1-20 Moo and 1,001-2,000 Families. The number of the projects investigated and CEO project was 1-5 project. The findings show that most of agricultural Extension Agents at Tambon in the Eastern Region: were exposed to farmer manuals and technical materials from provincial and a central authority. The exposures to printed media from central authority was moderate. The exposure from the provincial authority was high. The subjects reported their great needs for farmer manuals, technical materials, folders, handbooks, articles and books, were inconsistencies, delay and irrelevance to their needs.

Relationship between general backgrounds and exposure and needs, it was found that subjects general background: sex, education and CEO projects strategies, were related with printed media exposure in agriculture. The background in Tambon, Moo, Families and CEO projects, were related with the printed media needs at the significant level of .05

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