

Wipada Kanjunhom 2011: Audiences' Opinion towards Radio Program "Porpeang Pur Peangpor Gub Maw.Gau. Yarm Chow" of K.U. Radio Station. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 256 pages

The objectives of this research were: 1) to study demographic characteristics of audiences, 2) to define their listening behavior to the radio program, 3) to identify their opinion towards elements in the radio program, 4) to illustrate the relationship between demographic characteristics, listening behavior of audiences and their opinion towards elements in the radio programs "Porpeang Pur Peangpor Gub Maw.Gau. Yarm Chow" of K.U. Radio Station.

Data gathering was employed by using questionnaires asking 120 audiences who were willing to respond and return their answers. Descriptive statistics to analyze data included percentage, arithmetic mean and standard deviation. Inferential statistics to test hypotheses was Chi-square test at .05 level of significance.

Research findings were: 1) Most audiences were males, age between 49-58 years old, bachelor's degree attainment, employment in an agricultural occupation, income less than 5,000 Baht/month, present residence, and location of listening behavior in the central region. 2) Listening to the radio program from K.U. Radio Station Network in Bangkok (A.M. 1107 KHz), listening for 2 years on week days (5 days/week) throughout the program, knowing the program by regular listening to the K.U. Radio, and intentional listening to the whole program by themselves at home. While listening, they did housework or were cooking. Objectives of program listening was to apply knowledge and methods derived from Sufficiency Economy's principles in their lives. Audiences used to telephone to the program twice/year to participate in various activities provided. 3) Opinion towards program elements in broadcasting time, program length, broadcasting frequency, program pattern and contents, program moderators and co-moderators (knowledgeable facilitators, best practitioners, best organizations), and music and sound components were rated at the high level.

Hypotheses testing revealed that present residence location of K.U. Radio Station Network, means of getting to know the program, audiences' listening behavior including audience numbers, listening characteristics while listening to the program, and objectives of connection related to opinion of audiences towards elements in the radio program.

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