

Nuntakan Kuntayanugulkit 2008: The Opinions of Audiences towards "Vithee Chewit Sethakitphorphiang" Radio Program, The Farm Radio Broadcasting Station, Department of Agricultural Extension. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ph.D. 126 pages.

The objectives of this research were to study socio economic, listening behaviors, sufficiency economy knowledge, opinions, problems and suggestion of audiences on "Vithee Chewit Setthakitphorphiang" radio program. Data were collected from 193 audiences in the 24 coverage area provinces by questionnaire. Statistical analysis included percentage and arithmetic mean. Chi-square was employed to test hypotheses.

The result revealed that most of audiences were females. The age range were 41-50 years old. Most of audiences obtained primary education and the majority occupation were farmers. The average incomes were 5,000 baht per month. The sufficiency economy knowledge was at high level and the audiences listened the radio program everyday from the beginning to the ending of radio program. Directed mails were used to contact the radio program to consult agricultural knowledge and return with satisfied solution. The listening objectives were to develop sufficiency economy knowledge. The opinions on knowledge perception, content and benefit from radio program were at high level. There were some problems of unclear radio signal and signal tuning at medium level.

The results of hypotheses testing illustrated that there were relationships between age, education, sufficiency economy knowledge, listening behavior and opinions on radio program at .05 level of significance.

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