

Atchara Suksomboon 2006: Farmer Opinions Towards Media Utilization of Agricultural Technology Transfer and Service Center in Muang Wan Sub-District, Nong Saeng District, Saraburi Province. Master of Science (Agriculture). Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Am-On Aungsuratana, Ph.D. 227 pages.  
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The objectives of the study were to examine 1) some socio-economic background of farmers resided in Nong Saeng District, Saraburi Province, 2) characteristics of their services utilization from Agricultural Technology Transfer and Service Center (ATTSC), 3) their opinions towards ATTSC media utilization, 4) the relationships between some socio-economic background of farmers with their opinions towards ATTSC media utilization, 5) their constraints encountered and recommendations in order to improve ATTSC media utilization. Studied samples were 170 farmers resided in Muang Wan Sub-District, Nong Saeng District, Saraburi Province who have been used ATTSC services by multi-stage sampling according to Arkin technique through interviewing schedule. Statistical analysis in terms of descriptive statistic including percentage, arithmetic mean and standard deviation. Inferential statistic for testing hypothesis were Pearson product moment correlation coefficient and chi-square, respectively. Testing reliability of knowledge was done through Kuder Richardson-20 at the significant level of 0.626 and testing reliability of practice at the significant level of 0.712.

The results revealed that major occupation was rice cultivation. Average age was 53 years. The majority finished compulsory education. Average income was 115,708 bath per year. Average land tenure was 29 rai (4.64 hectares) per household. Majority were belonging member group in community at least 1 group. Most farm media perception was farmer member group. Most farm concerns resource was extension officers. The objective of their services in ATTSC was farm concerns discussion. Majority have been utilized ATTSC services by themselves at least 1-2 times per day. Most ATTSC farm media perception was personal media. The less was exhibition set. Media contents were recognized by farmers. Farm training course was highly requested by majority. ATTSC media less applicable was indicated by some farmers. Testing hypothesis indicated that there were significantly relationship between the knowledge and the practice in rice cultivation towards good agricultural practice (GAP), income, farm land tenure and group belonging with their attitude concerning ATTSC media at the significant level of .01 and .05, respectively. Recommendations were as follows: 1) Personal media by the appropriate timing should be more concerned. 2) Media for public relations to encourage farmer s' ATTSC services. 3) Media contents including less cost rice cultivation technique, new plant varieties, and marketing information should be recommended. 4) Available information to served urgent needs should be provided.

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