

Chonthicha Chiewchan 2012: Opinion of Farmers toward Implementation of Community Rice Center, Ratchaburi Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication.  
Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 167 pages.

The objectives of this research were: 1) to study personal factors, economic factors, social factors, and exposure to agricultural information 2) to assess the opinion of farmers toward implementation of a community rice center 3) to compare of the farmer's points of view on opinions expressed of towards the implementation of a community rice center in reference to personal factors, social factors, and exposure to divergent levels of agricultural information 4) to explore the relationship between economic factors and implementation of a community rice center. The sample consisted of a total of 230 rice farmers who are members of a community rice center. Proportional Stratified Random Sampling, Simple Random Sampling and Accidental Sampling. Interviews were conducted to gather the relevant data. Statistical analysis used for interpretation included frequency, percentage, mean, standard deviation and maximum minimum, t-test, F-test (One way ANOVA), Least Significant Difference (LSD), and Pearson Correlation Coefficient.

Research result revealed 1) the majority of farmers were male, with an average age in excess of 49.61 years, with below or equal to elementary education, members family had 4-5 persons. The average area for rice cultivation was 23.35 rais, the average labor for rice cultivation 2 persons, average income from the cultivation of rice 287,893.40 baht/year. Farmers not be a member of Farmer's Organization there were 115 persons, Farmers be a member of Agricultural Cooperatives and Farmers Group there were 115 persons. Most farmers had no social position. 2) Farmers exposure to personal media from government officials, activities media from conference, mass media from radio and television. Opinion of farmers toward implementation average was quite high. 3) Studies showed divergences in age, the level of education, the number of household members influence the farmers's view of the implementation of a community rice center at 0.05 level. 4) Member of Farmer's Organization, the personal media and activities media at 0.01 level, labor in the cultivation of rice have anything related with opinion of farmers toward implementation of community rice center at 0.01

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Thesis Advisor's signature