

Sukdidech Wongnam 2012: Opinion of Extension Workers toward e-Extension Model Utilization for Technology Transfer in Bangkok and Vicinity. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ph.D. 127 pages.

The objectives of the research were : 1) to investigate demographic data, socio-economic factors of extension workers, 2) to investigate extension workers' opinion on the utilization of e-Extension for agricultural technology transfer, 3) to investigate the exposure to information technology, 4) to investigate the relationship between demographic data, socio-economic factors and opinion on the utilization of e-Extension for agricultural technology transfer of extension workers and 5) to seek for suggestions on the usage of e-Extension to agricultural technology transfer. Samples were 127 extension workers in Bangkok and vicinity. Questionnaires were an instrument for data collection. Statistics for data analyses were frequency, percentage, mean, standard deviation and chi-square test.

Research results revealed that : 1) female extension workers were accounted for 55.1%, 35.4% of respondents held aged between 38-50 years old, 72.4% of them Bachelor degree, having 6-25 years and 26-35 years of experiences in agricultural technology transfer 33.9%, having 1-5 years of experiences in extending information technology 46.4%, 39.4% of them earned the salary between 13,501-30,000 Baht, holding position of professional level 60.6%, and perceiving information via the internet 90.6%. 2) Extension workers moderately agree with the usage of e-Extension to agricultural technology transfer. 3) Extension workers less likely agree with e-Extension usage with extension activities to agricultural technology transfer. 4) The demographic data, working experiences in agricultural technology transfer, working experiences in agricultural information, salary, level and exposure to information technology of extension workers had no statistically significant relationship with opinion on the utilization of e-Extension to agricultural technology transfer and to extension activities toward agricultural technology transfer.

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Thesis Advisor's signature