

JERAVAN U-DEE ; THE FOLLOW UP OF KNOWLEDGE, ATTITUDE AND PRACTICE OF THE RICE PEST SURVEILLANCE SYSTEM IN THE 1988 MULTI-MEDIA CAMPAIGN, CHAINAT PROVINCE. THESIS ADVISOR : ASSOC. PROF. TANAWADEE BOONLUE, Ph.D. 156 pp. ISBN 974-579-360-4

The study aimed to follow-up the retention of knowledge, positive attitude and practice of the 1988 rice pest surveillance system campaign in Chainat Province as well as to indicate the relations of the knowledge, attitude and practice of the farmers and some selected variables.

The followings are the outcomes of the study :

1. Knowledge and ability to diagnose rice pest and natural enemies decreased. However male farmers had more knowledge and ability than female ones.
2. Farmers with smaller plot of cultivation land had better knowledge and practice than those with larger one. However, the knowledge and practice is also decreased.
3. Farmers who participated in the 1988 campaign had better knowledge on rice pest survey than those who did not participate. The knowledge is also decreased in the latter study.
4. The older farmers had better attitude on the control of rice pest and the chemical safe use than the younger ones. However, the attitude is worse in the latter study.
5. The rice pest surveillance practice increased in the 1990 survey.
6. Farmers with different age groups practiced differently concerning the chemical use, pest prevention and abolition.
7. Male farmers and those who took part in the 1988 campaign were more enthusiastic in knowledge seeking than females.
8. Pamphlets were found to be useful as source of knowledge, however, most farmers did not understand the content.
9. The comparison of farmers' knowledge, attitude and practice between 1988 and 1990 surveys, indicated that most of the knowledge, positive attitude and correct practice has decreased.