

## Abstract

### The Socialization System for Characteristics and Skills Development in Agricultural Sector Workers: A Case Study of Nan Province in Thailand

The purposes of this research were: 1) to study characteristics and skills necessary to become successful farmers, 2) to study systems, strategies, and methods used by government and non-government sector for characteristics and skills socialization, and 3) to write a manual for the characteristics and skills development for the Nan agricultural sectors. The research samples comprised: students of Extended Elementary Schools, students of Non-formal Education Center, students of Rajamongkhala Institute of Technology, agricultural extension officers of the Ministry of Agriculture and Cooperative a group of farmers, and the local media people.

The project had 2 phases. The first phase had 3 sub-projects. The objectives were: to learn about the economic, social, and agricultural products of Nan, to understand the socialization system for man power development in agricultural sectors, and to understand some aspects of the successful farmers' group and how the group learned. The sample in each sub-project was described as followed. The first sub-project sample was 12 provincial top officers, 20 successful farmers, 4 group leaders, 13 experienced teacher and trainer, 2 media people, 100 general farmers, and 115 representatives from successful farmer's groups. The second sub-project sample comprised :10 successful farmer's group, 115 representatives from farmer's groups. The last sub-project sample was 74 teachers, 5 media people, 8 NGO, 115 representatives from farmer's groups, 5 agricultural sector academics, and 2 international business men, and various documents such as curriculum and history of successful farmers.

The second phase of the research was the development of manual and curriculum for the characteristics and skills development in 6 sample groups. The research samples comprised: students of Extended Elementary Schools, students of Non-formal Education Center, students of Rajamongkhala Institute of Technology, agricultural extension officers of the Ministry of Agricultural, and Cooperative, a group of farmers and the local media people.

Data collection instrument was structural interview, questionnaires. At the second phase of research, participatory action research was used. The data collection was participatory observation, interview, focus group discussion, questionnaires. Data analysis was content analysis, and basic descriptive statistics computation at both phases.

Findings were grouped into knowledge and new products as the followings. The knowledge regarding successful farmer group showed that the leader of the group utilized self-directed learning which composed of: 1) self-voluntary to learn, 2) learning how to learn, 3) has self resources data, 4) self management of change, 5) positive thinking, and self acceptance. The leaders of the successful group also showed some specific speaking skills:-speaking to motivate and make friend with others, thinking skills:-problem oriented thinking, creative thinking, knowledge constructing thinking, forth-sighted thinking, writing skill:-writing to explain clearly to others, and reading skills. The leaders also had interpersonal skills:- problem solving , decision making, human relation skills. They also showed 2 most important characteristics : industriousness and honesties. The last knowledge from farmers' group was the group learning styles. The group learned from problems while working, they learned from listening and watching from the success of the others whose experience was related to theirs. The group diffused new skills and knowledge by cooperative learning, and experimenting. The process of learning was gradually. The learning follow up should be frequently. The learning should be on top of what was known. Lastly local beliefs or culture can be used to motivate group learning.

The knowledge regarding successful farmers was: the I CAN DO process of characteristics and skills development which composed of 6 elements: 1) interesting, 2) cognition, 3) action, 4) natural conservation, 5) development, 6) outcome . The successful farmer had 3 core characteristics: 1) characteristics necessary to work, characteristics necessary for good relationships with others, and characteristics for living in the changing society. The study also revealed 3 core skills of the successful farmer general skills, work skills and business management skills.

The products from this research were 5 manuals and curriculums for characteristics and skills development. The product was implemented, evaluated, and improved in some extents.