



## **APPENDICES**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved



**APPENDIX A**

**QUESTIONNAIRE AND TEST PAPER**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved

## Appendix A. Questionnaire for Farmer Attributes

No. ....

### **Part 1** Personal Data

Direction : Please answer the following by checking [ ✓ ] in the space provided.

Also, please fill in the blank provided

#### 1. Sex

☐ 1. Male

☐ 2. Female

#### 2. Age.....years

#### 3. Educational attainment

☐ 1. Lower than Prathomsuksa 4

☐ 2. Prathomsuksa 4

☐ 3. Prathomsuksa 6

☐ 4. Lower secondary school

☐ 5. Other. Please specify .....

#### 4. Reading and writing ability

☐ 1. Good

☐ 2. Moderate

☐ 3. Can read but cannot write

## 5. Main occupation

- ☐ 1. Rice growing
- ☐ 2. Field crop growing
- ☐ 3. Fruit tree growing (Orcharding)
- ☐ 4. Animal husbandry
- ☐ 5. Vegetable growing
- ☐ 6. Other. Please specify .....

## 6. An average annual income

6.1 Agricultural sector .....baht

6.2 Non-agricultural sector .....baht

## 7. Frequency in agricultural perception ..... time/year

## 8. Media providing you agricultural knowledge most

- ☐ 1. Radio
- ☐ 2. Television
- ☐ 3. Newspaper
- ☐ 4. Information board
- ☐ 5. Other. Please specify .....

## 9. Have you ever watched agricultural video program?

- ☐ 1. Yes
- ☐ 2. No

10. Have you ever attended at raining on sufficiency economy in the previous year?

☐ 1. If year, how many time? .....

☐ 2. No

11. What is your level of knowledge about sufficiency economy?

☐ 1. Non

☐ 2. Low

☐ 3. Moderate

☐ 4. High

12. Are you interested in sufficiency economy?

☐ 1. No

☐ 2. Yes

**Part 2**

Section 1 : Basic knowledge of farmers before watching the video program on  
 “Sufficiency Economy: From Concept to Practice” (Pre-test).

Direction : Please answer the following by checking (X) at the letter in front of  
 the correct answer (Only one)

---

1. Which principle can be a guideline for self-reliance based on sufficiency?
 

a. 3 pillars, 2 conditions	b. 2 pillars, 3 conditions
c. 3 pillars, 3 conditions	d. 2 pillars, 2 conditions
  
2. Which one is the condition for effective adoption of sufficiency economy?
 

a. Knowledge and moderation	b. Reasonableness and virtue
c. Knowledge and reasonableness	d. Knowledge and Virtue
  
3. What characteristic which a farmers will have if he always follows various rapid changes and news?
 

a. Virtue	b. Knowledge
c. Middle path	d. Reasonableness
  
4. Based on the principle of sufficiency economy, what thing that a farmer should practice as the priority?
 

a. Help others	b. Self-reliance
c. Generosity	d. Up-to-date

5. What thing has a good principle in emotional control?
- a. Carefulness
  - b. Reasonableness
  - c. Moderation
  - d. Knowledge
6. To solve various social problems, what culture which people should promote?
- a. Wealth
  - b. Moderation
  - c. Sufficiency
  - d. Living together
7. Which one does not the principle of self-reliance in accordance with the concept of sufficiency economy?
- a. Social self-reliance
  - b. Spiritual self-reliance
  - c. Economic self-reliance
  - d. Political self-reliance
8. Which one does not a principle of sufficiency economy?
- a. Importance of self-reliance
  - b. Nationalistic
  - c. Big investment
  - d. Focusing on savings
9. Which group of Thai people is suitable for the adoption of sufficiency economy?
- a. Businessman
  - b. Farmer
  - c. Government official
  - d. All of the Thai people

10. “The country development and administration is based on the middle path in accordance with the philosophy of sufficiency.” What does it mean?

- a. Do not rely on other countries
- b. Slow but sure based on status of the country
- c. Not careless but more on self-reliant
- d. Self-moderation and reasonableness

11. What aspect which the New Theory focuses on social problem solving?

- a. Poverty
- b. Terrorism
- c. Social conflicts
- d. Disunited

12. Which action of the farmers is consistent with the philosophy of sufficiency economy most?

- a. Using expensive fertilizer imported from abroad
- b. Using fertilizer and chemicals for farming
- c. Using existing raw material in the community for farming
- d. Finding a loan for a big building construction

13. Which one is not included in the New Theory adopted by the farmers?

- a. Sufficiency and self reliance
- b. Forming an occupation group for production and marketing
- c. Networking of occupation groups for the expansion of diverse economic activities
- d. Learning new technology and do not use traditional one

14. What does social sufficiency mean in accordance with the principle of sufficiency economy?

- a. Strong community
- b. Society having diversity
- c. People in the society have good livelihoods
- d. People in the society do not want anybody to assist them

15. Which one is the most appropriate adoption of the principle of sufficiency economy?

- a. The New Theory agriculture
- b. Mixed farming
- c. Modern agriculture
- d. Agro-chemistry

**Part 2**

Section 2 : Basic knowledge of farmers after watching the video program on  
 “Sufficiency Economy: From Concept to Practice” (Post-test).

Direction : Please answer the following by checking (X) at the letter in front of  
 the correct answer (Only one)

---

1. Which principle can be a guideline for self-reliance based on sufficiency?
 

a. 3 pillars, 2 conditions	b. 2 pillars, 3 conditions
c. 3 pillars, 3 conditions	d. 2 pillars, 2 conditions
  
2. Which one is the condition for effective adoption of sufficiency economy?
 

a. Knowledge and moderation	b. Reasonableness and virtue
c. Knowledge and reasonableness	d. Knowledge and Virtue
  
3. What characteristic which a farmers will have if he always follows various rapid changes and news?
 

a. Virtue	b. Knowledge
c. Middle path	d. Reasonableness
  
4. Based on the principle of sufficiency economy, what thing that a farmer should practice as the priority?
 

a. Help others	b. Self-reliance
c. Generosity	d. Up-to-date

5. What thing has a good principle in emotional control?
- a. Carefulness
  - b. Reasonableness
  - c. Moderation
  - d. Knowledge
6. To solve various social problems, what culture which people should promote?
- a. Wealth
  - b. Moderation
  - c. Sufficiency
  - d. Living together
7. Which one does not the principle of self-reliance in accordance with the concept of sufficiency economy?
- a. Social self-reliance
  - b. Spiritual self-reliance
  - c. Economic self-reliance
  - d. Political self-reliance
8. Which one does not a principle of sufficiency economy?
- a. Importance of self-reliance
  - b. Nationalistic
  - c. Big investment
  - d. Focusing on savings
9. Which group of Thai people is suitable for the adoption of sufficiency economy?
- a. Businessman
  - b. Farmer
  - c. Government official
  - d. All of the Thai people

10. “The country development and administration is based on the middle path in accordance with the philosophy of sufficiency.” What does it mean?

- a. Do not rely on other countries
- b. Slow but sure based on status of the country
- c. Not careless but more on self-reliant
- d. Self-moderation and reasonableness

11. What aspect which the New Theory focuses on social problem solving?

- a. Poverty
- b. Terrorism
- c. Social conflicts
- d. Disunited

12. Which action of the farmers is consistent with the philosophy of sufficiency economy most?

- a. Using expensive fertilizer imported from abroad
- b. Using fertilizer and chemicals for farming
- c. Using existing raw material in the community for farming
- d. Finding a loan for a big building construction

13. Which one is not included in the New Theory adopted by the farmers?

- a. Sufficiency and self reliance
- b. Forming an occupation group for production and marketing
- c. Networking of occupation groups for the expansion of diverse economic activities
- d. Learning new technology and do not use traditional one

14. What does social sufficiency mean in accordance with the principle of sufficiency economy?

- a. Strong community
- b. Society having diversity
- c. People in the society have good livelihoods
- d. People in the society do not want anybody to assist them

15. Which one is the most appropriate adoption of the principle of sufficiency economy?

- a. The New Theory agriculture
- b. Mixed farming
- c. Modern agriculture
- d. Agro-chemistry

**Part 3 :** An evaluation form after watching the video program and learning achievement test of farmer

**Objective :** To explore farmer opinions about the video program on “Sufficiency economy: From concept to Practice”.

**Direction :** Please answer the following by checking [✓] at the number in front of the correct answer. Also, please fill in the blank provided

---

### Content

1. What is your opinion about steps of the video program?

- 1. Very appropriate
- 2. Rather appropriate
- 3. Not good enough Because ( ) Too fast  
( ) To slow  
( ) Other.....

2. What can you say about time span of the video program presentation?

- 1. Very appropriate
- 2. Rather appropriate
- 3. Not good enough Because ( ) Too long presentation  
( ) Too short presentation  
( ) Other.....

3. What is the level of your understanding in the video program presentation?

- 1. High
- 2. Moderate
- 3. Low because.....

## Picture

1. What is your idea about the clearness of pictures in the video program presentation?

1. Very clear
2. Clear enough
3. Rather not clear because.....

2. Is there any picture which you are confusing?

1. No
2. Yes      which part? .....
3. Each picture is confusing

## Sound

1. What is the level of sound clearness in the video program presentation?

1. Very high
2. High
3. Low, Because ( ) Too loud

- ( ) Too soft
- ( ) Other Please specify.....

2. What is your opinion about the sound illumination in the video program presentation?

1. Very appropriate

2. Rather good

3. Not good enough Because ☐ Too fast

☐ Too slow

☐ Other Please specify.....

3. What do you think about music in the video program presentation?

1. Very good

2. Good enough

3. Not good enough Because ☐ Too loud

☐ Too soft

☐ Other Please specify.....

4. Is there any vocabulary (word) in the video program presentation that you do not understand?

1. No

2. Some e.g. ....

3. Not understand the whole presentation

5. Which language in the video program presentation that you prefer?

1. Northern dialect
2. Thai
3. Both northern dialect and Thai
4. Other Please specify.....

6. Which language do you think that it should be used in the video program presentation?

1. Northern dialect
2. Thai
3. Both northern dialect and Thai

**Suggestions**

.....

.....

.....

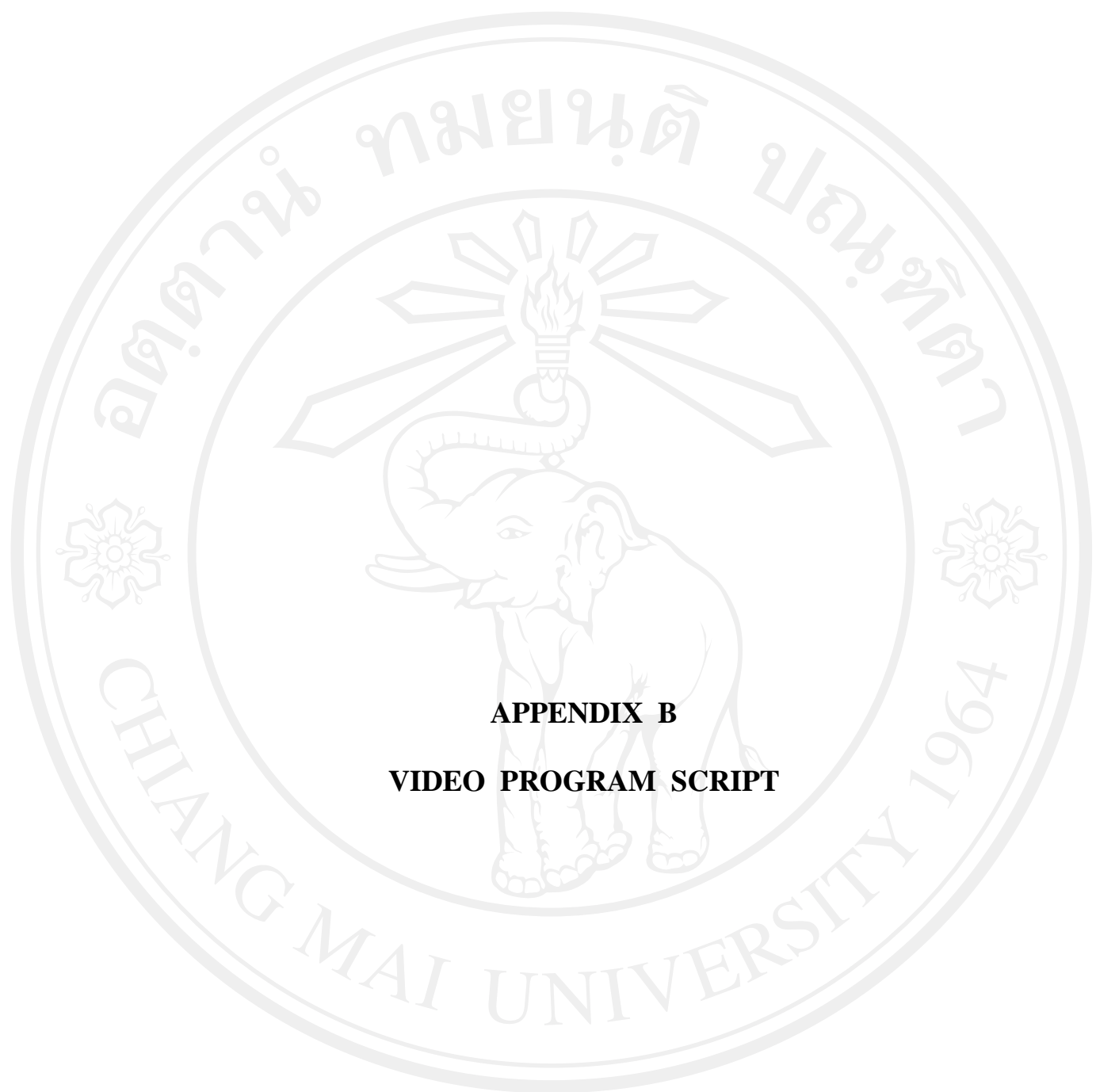
.....

.....

.....

.....

.....



## **APPENDIX B**

### **VIDEO PROGRAM SCRIPT**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved

**The video program script on “Sufficiency Economy: From Concept to Practice”**

**Series 1 The video program presenting normal continuity (pictorial illustration)**

<b>Picture</b>	<b>Phase angle</b>	<b>Description/Music</b>
Sufficiency Economy: From Concept to Practice	FADE IN GRAPHIC	Music....
Time lapse, High rise building/A lot of people are walking	FADE IN LS	It's hard to refuse that amidst current consumerism in the society
Bank note counting machine	FADE IN CU	We place the importance in money as a basis for making a living
A hand is handing a credit card/various goods	CUT CU	Wealth will lead to happiness, making us have endless desire.
Luxurious cars/People are walking in the street/Labors are shouldering a sack of rice  in the rice mill/A bank personnel is counting money	CUT MS/LS	But, ask yourself if you truly have had happiness, or enough...

Picture	Phase angle	Description/Music
People are walking in street	CUT LS	What is your true happiness? Are you waling on the path of insufficiency?
Sufficiency economy/ A picture of royal duties of His Majesty the King	FADE IN GRAPHIC	“Sufficiency” is never a new word forever if only we truly understand its meaning
His Majesty the King is visiting his people	FADE IN LS/MS	His Majesty the King says to his people that if our desire is enough it means that we have a little greed and don’t want to trouble others
His Majesty the King is visiting his people	CUT LS/MS	If people in every country think like this. Sufficiency can be understood as moderation, not extreme. Then, we will be happy
A farmer is plowing a paddy field/sorting rice seedlings/feeding ducks/rearing pigs	FADE IN LS/MS	Thailand is an agricultural country. Sufficiency economy is the lifestyle of Thai people

Picture	Phase angle	Description/Music
Villagers are harvesting morning glory/sorting rice seedlings	CUT CU/MS	This can lead to be self-reliant, reduce risks in agricultural careers. Self-reliance is dependent on 3 chains 2 conditions
Bio-fermented gas	CUT MS	That is, people must place the importance in moderation and they must have reasonableness, good immunity, and virtue
Villagers are transplanting rice/harvesting mushroom/getting chaom/feeding chicken	CUT LS/MS	Sufficiency economy is a lifestyle of Thai people who place the importance in moderation or sufficiency for them, family, and the community
Personnel of a private/government agency is spraying chemicals to kill various pathogen	CUT LS	This can be practiced by reducing various external factor dependence; particularly for the agricultural sector
Feeding chicken/ox	CUT MS	The adoption of sufficiency economy theory must focus on self-reliance more than ever; particularly for farmers. For

Picture	Phase angle	Description/Music
		example, household workforce using.
Ox rearing/A farmer is turning the heap of fertilizer	CUT CU/MS	It aims to reduce production cost. Besides, it is the combination of various agricultural activities for a highest benefits
Beds of ornamental plants of the farmer/A tractor with a plow is evening out the unmilled rice. Farmers in the paddy field are smiling	CUT LS/MS/ CU	Middle Path The middle path is doing anything which is not too much or too little and it can make us be happy
Water is flowing into the paddy field/Paddy field/Mixed farming plots of the farmer	CUT CU/LS	In addition, we need not to trouble others. Farmers can practice it by growing many kinds of plants in the same plot in order to prevent diseases and insects
A farmer is harvesting agricultural yields/Agricultural yields market	CUT MS/LS	Growing many kinds of plants helps farmers have supplementary incomes. Importantly, they must not be extravagant.
An agricultural yields market	CUT MS/LS	Purchasing agricultural produce at the

Picture	Phase angle	Description/Music
		price which it can be afforded to avoid increased debts
<div data-bbox="319 656 667 943"> <p>Farmers are visiting a demonstrated building/Students or youths are rearing ducks</p> </div>	CUT LS/MS	<p><b>Moderation</b></p> <p>Community activities/Farmers should not invest a too big agricultural project for them because it need a large sum of money for the investment</p>
A farmer in the pig pen	CUT CU/LS	<p>The project should begin with a small one. When the farmer has enough experience or the project is smooth and progress, the project can be expanded</p>
<div data-bbox="331 1487 638 1675"> <p>A farmer is feeding fish/Farmers are attending a training</p> </div>	FADE IN LS/MS	<p><b>Reasonableness</b></p> <p>Reasonableness means any action must be appropriate based on related factors. Farmers should have good principles</p>

Picture	Phase angle	Description/Music
Farmers are attending a training/Having conversation among farmers at the agricultural plot and there is note taking	CUT CU/MS/ LS	Having data for doing various agricultural activities. Do not do it because you like without knowledge and experience
<div data-bbox="344 958 639 1028" style="border: 1px solid black; padding: 5px; display: inline-block;">Flood situation</div>	FADE IN LS	<b>Having immunity</b>  It is the preparation to cope with impacts and change in various aspects which may occur to both internal and external factors
Flood situation	CUT LS	Thing about the possibility of various situations expected to happen in the future
Flood situation/A farmer is doing an account	CUT MS	Farmers can build self/immunity by savings for emergency cased in the future; particularly on failure in their careers
Farmers are listening to the explanation about household account	CUT MS/CU	Household account can control household expenses to prevent debt burden

Picture	Phase angle	Description/Music
Farmers can attend various	FADE IN LS	Household account can control household expenses to prevent debt burden
Farmers attend various training/Visiting fish pond/Harvesting vegetables and agricultural yields/Rice transplanting	FADE IN MS/LS/ CU	Interested in news and various sources of information can make farmers know all about it. Besides, they can predict what will happen to their career and livelihoods in the future
Monks are making their rounds for food offerings/Chaom pinnacle	FADE IN MS/CU	<b>Virtue</b> Farmers must be honesty and aware of local natural resources
Farmers are harvesting Chaom pinnacles and other yields	FADE IN MS/CU	Farmers must be diligent, tolerant, thrifty, but not greedy and miserly.
Time lapse People are busy with their various activities	FADE IN LS	Current Thai society is affected by materialism and human power, resulting in misery

Picture	Phase angle	Description/Music
<div data-bbox="327 495 636 719"> <p>Children are reading/Villagers are discussing</p> </div>	CUT MS/CU	To solve this critical problems, farmers must place the importance on “Sufficiency culture” at all levels and generosity
<div data-bbox="298 819 675 1102"> <p>A child is running to his mother embracement/Farmers are discussing/Students are on educational</p> </div>	CUT LS/CU	It begins with the family institution. People must be self-reliant based on the following: spirit, society, technology, natural resources, and environment
<p>A farmer is collecting forest mushroom</p>	CUT MS/CU	Self-development and placing the importance on the middle path for livelihoods
<p>Villagers are on educational tour and discussing</p>	FADE IN LS/MS	When an individual and his family are aware of sufficiency, people in their community will form a group for social promotion.

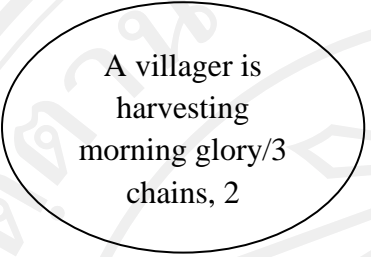
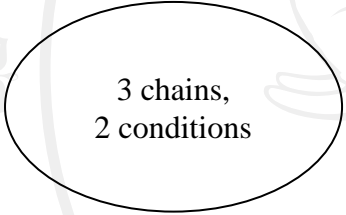
Picture	Phase angle	Description/Music
Time lapse Bird eye's view of the city/ Students are listening to the lecture	CUT LS/MS	This must dependent on wisdoms and potential of an individual as well as the society to create unity leading to social network development
Villagers are attending a training	FADE IN MS	When the society is strong enough, it can be a driving force for sustainable development of the country
Sufficiency Economy: From Concept To Practice	FADE IN GRAPHIC	Music...
<b>Producer:</b>  Mr. Piya Palapunya  Ph.d. student in Agricultural  Extension and Rural  Development, Faculty of agriculture, Chiang Mai  University <b>Consultants</b>  Assoc. Prof. Dr. Wallratat	FADE IN GRAPHIC  FADE OUT	Music...   The End

Picture	Phase angle	Description/Music
<p>Intaruccomporn, Committee</p> <p>Chiarperson</p> <p>Assoc. Prof. Dr Suraphol</p> <p>Sreshthaputra, Committee member</p> <p>Assoc. Prof. Dr. Ruth</p> <p>Sirisunyaluck, Committee member</p> <p>Sincere gratitude and deepest appreciation to:</p> <p>Assoc. Prof. Dr. Nakarate Rungkawat, a specialist in agricultural communication, Faculty of Agricultural Products, Maejo University</p> <p>Assoc. Prof. Dr. Karnjana Chokthaworn, Direction of Research and Sufficiency Economy Extension Center, Faculty of Economics, Chaing Mai University</p>		

**Series 2** The video program presenting normal continuity (pictorial and graphic illustration)

Picture	Phase angle	Description/Music
Sufficiency Economy: From Concept to Practice	FADE IN GRAPHIC	Music....
Time lapse, High rise building/ A lot of people are walking	FADE IN LS	It's hard to refuse that amidst current consumerism in the society
Bank note counting machine	FADE IN CU	We place the importance in money as a basis for making a living
A hand is handing a credit card/various goods	CUT CU	Wealth will lead to happiness, making us have endless desire.
Luxurious cars/People are walking in the street/Labors are shouldering a sack of rice in the rice mill/A bank personnel is counting money	CUT MS/LS	But, ask yourself if you truly have had happiness, or enough...

Picture	Phase angle	Description/Music
People are walking in street	CUT LS	What is your true happiness? Are you waling on the path of insufficiency?
Sufficiency economy/ A picture of royal duties of His Majesty the King	FADE IN GRAPHIC	“Sufficiency” is never a new word forever if only we truly understand its meaning
His Majesty the King is visiting his people	FADE IN LS/MS	His Majesty the King says to his people that if our desire is enough it means that we have a little greed and don’t want to trouble others
His Majesty the King is visiting his people	CUT LS/MS	If people in every country think like this. Sufficiency can be understood as moderation, not extreme. Then, we will be happy
A farmer is plowing a paddy field/sorting rice seedlings/feeding ducks/rearing pigs	FADE IN LS/MS	Thailand is an agricultural country. Sufficiency economy is the lifestyle of Thai people

Picture	Phase angle	Description/Music
	CUT CU/MS	This can lead to be self-reliant, reduce risks in agricultural careers. Self-reliance is dependent on 3 chains 2 conditions
	CUT MS	That is, people must place the importance in moderation and they must have reasonableness, good immunity, and virtue
Villagers are transplanting rice/harvesting mushroom/getting chaom/feeding chicken	CUT LS/MS	Sufficiency economy is a lifestyle of Thai people who place the importance in moderation or sufficiency for them, family, and the community
Personnel of a private/government agency is spraying chemicals to kill various pathogen	CUT LS	This can be practiced by reducing various external factor dependence; particularly for the agricultural sector
Feeding chicken/ox	CUT MS	The adoption of sufficiency economy theory must focus on self-reliance more than ever; particularly for farmers. For

Picture	Phase angle	Description/Music
		example, household workforce using.
Ox rearing/A farmer is turning the heap of fertilizer	CUT CU/MS	It aims to reduce production cost. Besides, it is the combination of various agricultural activities for a highest benefits
Graphic/Middle path/ a tractor with a plow/Pommels/ Farmers are smiling	CUT LS/MS/ CU	<b>Middle Path</b> The middle path is doing anything which is not too much or too little and it can make us be happy
Water is flowing into the paddy field/Paddy field/Mixed farming plots of the farmer	CUT CU/LS	In addition, we need not to trouble others. Farmers can practice it by growing many kinds of plants in the same plot in order to prevent diseases and insects
A farmer is harvesting agricultural yields/Agricultural yields market	CUT MS/LS	Growing many kinds of plants helps farmers have supplementary incomes. Importantly, they must not be extravagant.
An agricultural yields market	CUT	Purchasing agricultural produce at the

Picture	Phase angle	Description/Music
	MS/LS	price which it can be afforded to avoid increased debts
Graphic/ Moderation/ Students or youths are rearing ducks	CUT LS/MS	<b>Moderation</b>  Community activities/Farmers should not invest a too big agricultural project for them because it need a large sum of money for the investment
A farmer in the pig pen	CUT CU/LS	The project should begin with a small one. When the farmer has enough experience or the project is smooth and progress, the project can be expanded
Graphic/ Reasonableness/ Farmers are attending a training	FADE IN LS/MS	<b>Reasonableness</b>  Reasonableness means any action must be appropriate based on related factors.  Farmers should have good principles
Farmers are attending a training/Having conversation among farmers at the agricultural plot and there is	CUT CU/MS/ LS	Having data for doing various agricultural activities. Do not do it because you like without knowledge and experience

Picture	Phase angle	Description/Music
note taking		
Graphic/Having good immunity/Flood situation	FADE IN LS	<b>Having immunity</b>  It is the preparation to cope with impacts and change in various aspects which may occur to both internal and external factors
Flood situation	CUT LS	Thing about the possibility of various situations expected to happen in the future
Flood situation/A farmer is doing an account	CUT MS	Farmers can build self/immunity by savings for emergency cased in the future; particularly on failure in their careers
Farmers are listening to the explanation about household account	CUT MS/CU	Household account can control household expenses to prevent debt burden

Picture	Phase angle	Description/Music
Graphic/ Knowledge/Farmers are attending various trainings	FADE IN LS	Household account can control household expenses to prevent debt burden
Farmers attend various training/Visiting fish pond/Harvesting vegetables and agricultural yields/Rice transplanting	FADE IN MS/LS/ CU	Interested in news and various sources of information can make farmers know all about it. Besides, they can predict what will happen to their career and livelihoods in the future
Graphic/Virtue/ Monks are rounding for food offerings	FADE IN GRAPHIC MS/CU	<b>Virtue</b> Farmers must be honesty and aware of local natural resources
Farmers are harvesting Chaom pinnacles and other yields	FADE IN MS/CU	Farmers must be diligent, tolerant, thrifty, but not greedy and miserly.
Time lapse People are busy with their various activities	FADE IN LS	Current Thai society is affected by materialism and human power, resulting in misery

Picture	Phase angle	Description/Music
Children are reading/Villagers are discussing	CUT GRAPHIC MS/CU	To solve this critical problems, farmers must place the importance on “Sufficiency culture” at all levels and generosity
A child is running to his mother embracement/ Graphic/Five	CUT GRAPHIC LS/CU	It begins with the family institution. People must be self-reliant based on the following: spirit, society, technology, natural resources, and environment
A farmer is collecting forest mushroom	CUT MS/CU	Self-development and placing the importance on the middle path for livelihoods
Villagers are on educational tour and discussing	FADE IN LS/MS	When an individual and his family are aware of sufficiency, people in their community will form a group for social promotion.
Time lapse Bird eye’s view of the city/ Students are listening to the lecture	CUT LS/MS	This must dependent on wisdoms and potential of an individual as well as the society to create unity leading to social network development

Picture	Phase angle	Description/Music
Villagers are attending a training	FADE IN MS	When the society is strong enough, it can be a driving force for sustainable development of the country
Sufficiency Economy: From Concept To Practice	FADE IN GRAPHIC	Music...
<b>Producer:</b>  Mr. Piya Palapunya Ph.d. student in Agricultural Extension and Rural Development, Faculty of agriculture, Chaing Mai University  <b>Consultants</b>  Assoc. Prof. Dr. Wallratat Intaruccomporn, Committee Chiarperson Assoc. Prof. Dr Suraphol Sreshthaputra, Committee member	FADE IN GRAPHIC FADE OUT	Music...           The End

Picture	Phase angle	Description/Music
<p>Assoc. Prof. Dr. Ruth Sirisunyaluck, Committee member Sincere gratitude and deepest appreciation to:</p> <p>Assoc. Prof. Dr. Nakarate Rungkawat, a specialist in agricultural communication, Faculty of Agricultural Products, Maejo University</p> <p>Assoc. Prof. Dr. Karnjana Chokthaworn, Direction of Research and Sufficiency Economy Extension Center, Faculty of Economics, Chaing Mai University</p>		

**Series 3** The video program presenting normal continuity (pictorial illustration and motive pictures with can be stooped as still pictures)

Picture	Phase angle	Description/Music
Sufficiency Economy: From Concept to Practice	FADE IN GRAPHIC	Music....
Time lapse, High rise building/ A lot of people are walking	FADE IN LS	It's hard to refuse that amidst current consumerism in the society
Bank note counting machine	FADE IN CU	We place the importance in money as a basis for making a living
A hand is handing a credit card/various goods	CUT CU	Wealth will lead to happiness, making us have endless desire.
Luxurious cars/People are walking in the street/Labors are shouldering a sack of rice in the rice mill/A bank personnel is counting money	CUT MS/LS	But, ask yourself if you truly have had happiness, or enough...

Picture	Phase angle	Description/Music
People are walking in street	CUT LS	What is your true happiness? Are you waling on the path of insufficiency?
Sufficiency economy/ A picture of royal duties of His Majesty the King	FADE IN GRAPHIC	“Sufficiency” is never a new word forever if only we truly understand its meaning
His Majesty the King is visiting his people	FADE IN LS/MS	His Majesty the King says to his people that if our desire is enough it means that we have a little greed and don’t want to trouble others
His Majesty the King is visiting his people	CUT LS/MS	If people in every country think like this. Sufficiency can be understood as moderation, not extreme. Then, we will be happy
A farmer is plowing a paddy field/sorting rice seedlings/feeding ducks/rearing pigs	FADE IN LS/MS	Thailand is an agricultural country. Sufficiency economy is the lifestyle of Thai people

Picture	Phase angle	Description/Music
<p>A villager is harvesting morning glory/3 chains, 2 conditions</p>	<p>CUT CU/MS</p>	<p>This can lead to be self-reliant, reduce risks in agricultural careers. Self-reliance is dependent on 3 chains 2 conditions</p>
<p>3 chains, 2 conditions</p>	<p>CUT</p>	<p>That is, people must place the importance in moderation and they must have reasonableness, good immunity, and virtue</p>
<p>Villagers are transplanting rice/harvesting mushroom/getting chaom/feeding chicken</p>	<p>CUT LS/MS</p>	<p>Sufficiency economy is a lifestyle of Thai people who place the importance in moderation or sufficiency for them, family, and the community</p>
<p>Personnel of a private/government agency is spraying chemicals to kill various pathogen</p>	<p>CUT LS</p>	<p>This can be practiced by reducing various external factor dependence; particularly for the agricultural sector</p>
<p>Feeding chicken/ox</p>	<p>CUT MS</p>	<p>The adoption of sufficiency economy theory must focus on self-reliance more than ever; particularly for farmers. For</p>

Picture	Phase angle	Description/Music
		example, household workforce using.
Ox rearing/A farmer is turning the heap of fertilizer	CUT CU/MS	It aims to reduce production cost. Besides, it is the combination of various agricultural activities for a highest benefits
Middle path/a tractor with a plow/ Pommels/Farmers are smiling	FADE IN LS/MS/ CU	<b>Middle Path</b> The middle path is doing anything which is not too much or too little and it can make us be happy
Water is flowing into the paddy field/Paddy field/Mixed farming plots of the farmer	CUT CU/LS	In addition, we need not to trouble others. Farmers can practice it by growing many kinds of plants in the same plot in order to prevent diseases and insects
A farmer is harvesting agricultural yields/Agricultural yields market	CUT MS/LS	Growing many kinds of plants helps farmers have supplementary incomes. Importantly, they must not be extravagant.
An agricultural yields market	CUT MS/LS	Purchasing agricultural produce at the

Picture	Phase angle	Description/Music
		price which it can be afforded to avoid increased debts
Moderation/Students or youths are rearing ducks	FADE IN LS/MS	<b>Moderation</b> Community activities/Farmers should not invest a too big agricultural project for them because it need a large sum of money for the investment
A farmer in the pig pen	CUT CU/LS	The project should begin with a small one. When the farmer has enough experience or the project is smooth and progress, the project can be expanded
Reasonableness/ Farmers are attending a training	FADE IN LS/MS	<b>Reasonableness</b> Reasonableness means any action must be appropriate based on related factors. Farmers should have good principles
Farmers are attending a training/Having conversation among farmers at the	CUT CU/MS/ LS	Having data for doing various agricultural activities. Do not do it because you like without knowledge and experience

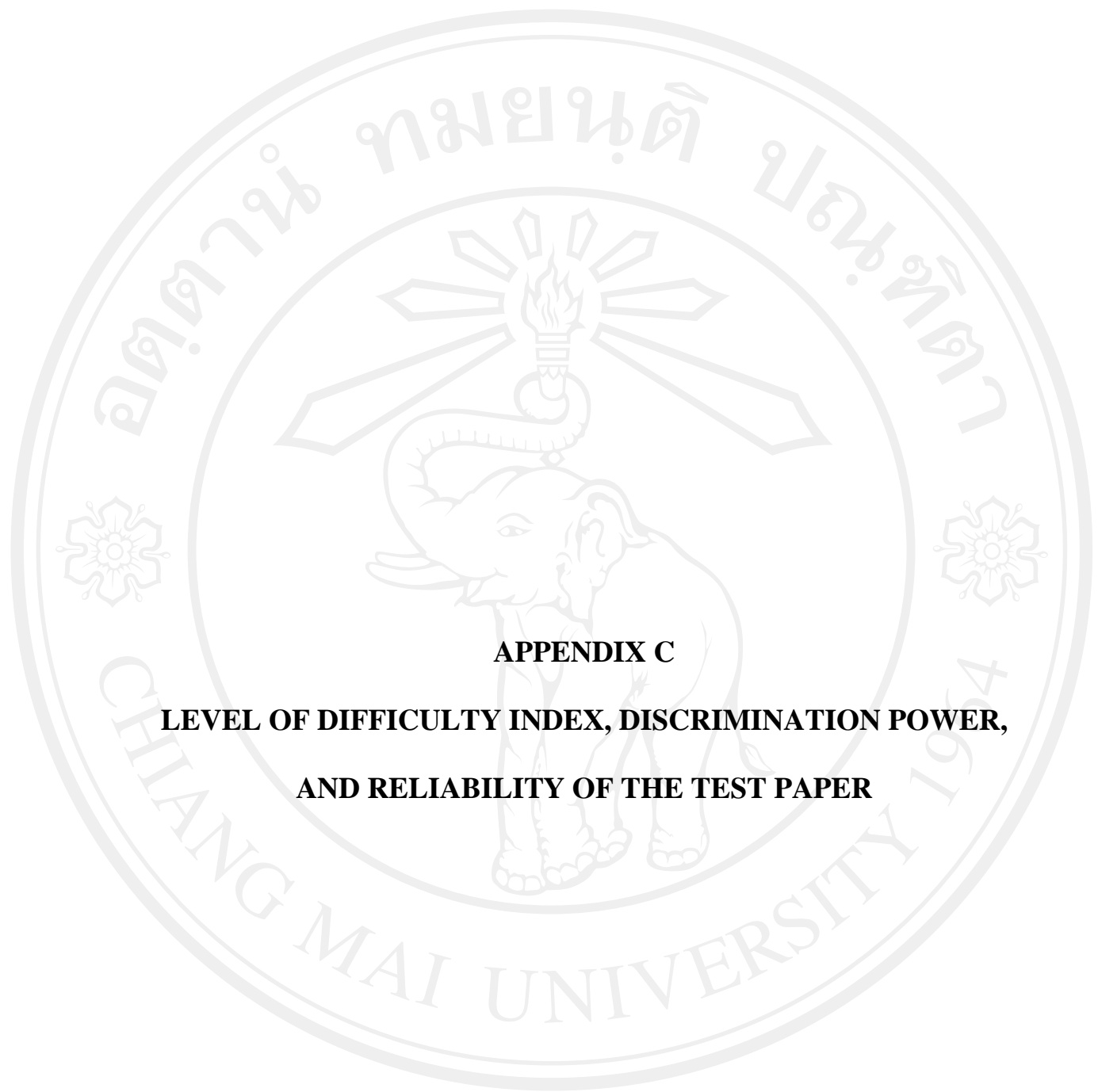
Picture	Phase angle	Description/Music
agricultural plot and there is note taking		
<div>Having good immunity/Flood situation</div>	FADE IN LS	<b>Having immunity</b>  It is the preparation to cope with impacts and change in various aspects which may occur to both internal and external factors
Flood situation	CUT LS	Thing about the possibility of various situations expected to happen in the future
Flood situation/A farmer is doing an account	CUT MS	Farmers can build self/immunity by savings for emergency cased in the future; particularly on failure in their careers
Farmers are listening to the explanation about household account	CUT MS/CU	Household account can control household expenses to prevent debt burden

Picture	Phase angle	Description/Music
Farmers are attending various	FADE IN LS	Household account can control household expenses to prevent debt burden
Farmers attend various training/Visiting fish pond/Harvesting vegetables and agricultural yields/Rice transplanting	FADE IN MS/LS/ CU	Interested in news and various sources of information can make farmers know all about it. Besides, they can predict what will happen to their career and livelihoods in the future
Virtue/Monks are rounding for food offerings	FADE IN MS/CU	<b>Virtue</b> Farmers must be honesty and aware of local natural resources
Farmers are harvesting Chaom pinnacles and other yields	FADE IN MS/CU	Farmers must be diligent, tolerant, thrifty, but not greedy and miserly.
Time lapse People are busy with their various activities	FADE IN LS	Current Thai society is affected by materialism and human power, resulting in misery

Picture	Phase angle	Description/Music
<div data-bbox="304 501 647 741"> <p>Children are reading/Villagers are discussing</p> </div>	<p>CUT MS/CU</p>	<p>To solve this critical problems, farmers must place the importance on “Sufficiency culture” at all levels and generosity</p>
<div data-bbox="296 831 663 1106"> <p>A child is running to his mother embracement/Graphic/ Five aspects of self- reliance</p> </div>	<p>CUT LS/CU</p>	<p>It begins with the family institution. People must be self-reliant based on the following: spirit, society, technology, natural resources, and environment</p>
<p>A farmer is collecting forest mushroom</p>	<p>CUT MS/CU</p>	<p>Self-development and placing the importance on the middle path for livelihoods</p>
<p>Villagers are on educational tour and discussing</p>	<p>FADE IN LS/MS</p>	<p>When an individual and his family are aware of sufficiency, people in their community will form a group for social promotion.</p>
<p>Time lapse Bind eye’s view of the city/ Students are listening to the lecture</p>	<p>CUT LS/MS</p>	<p>This must dependent on wisdoms and potential of an individual as well as the society to create unity leading to social network development</p>

Picture	Phase angle	Description/Music
Villagers are attending a training	FADE IN MS	When the society is strong enough, it can be a driving force for sustainable development of the country
Sufficiency Economy: From Concept To Practice	FADE IN GRAPHIC	Music...
<b>Producer:</b>  Mr. Piya Palapunya Ph.d. student in Agricultural Extension and Rural Development, Faculty of agriculture, Chaing Mai University  <b>Consultants</b>  Assoc. Prof. Dr. Wallratat Intaruccomporn, Committee Chiarperson  Assoc. Prof. Dr Suraphol Sreshthaputra, Committee member	FADE IN  GRAPHIC  FADE OUT	Music...   The End

Picture	Phase angle	Description/Music
<p>Assoc. Prof. Dr. Ruth Sirisunyaluck, Committee member Sincere gratitude and deepest appreciation to:</p> <p>Assoc. Prof. Dr. Nakarate Rungkawat, a specialist in agricultural communication, Faculty of Agricultural Products, Maejo University</p> <p>Assoc. Prof. Dr. Karnjana Chokthaworn, Direction of Research and Sufficiency Economy Extension Center, Faculty of Economics, Chaing Mai University</p>		



## **APPENDIX C**

**LEVEL OF DIFFICULTY INDEX, DISCRIMINATION POWER,  
AND RELIABILITY OF THE TEST PAPER**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved

An appropriate difficulty index should range from 0.20 to 0.80

A discrimination power should be positive and not lower than 0.20

Item	1	2	3	4	5	6	7	8	9	10
No. of <i>Ru</i> group who answered correctly	8	8	7	4	7	9	3	4	6	9
No. of <i>Rl</i> group who answered correctly	5	8	0	4	4	4	2	4	2	8
Difficulty ( <i>p</i> )	<b>0.72</b>	0.88	<b>0.38</b>	0.44	<b>0.61</b>	<b>0.72</b>	0.27	0.44	<b>0.44</b>	0.94
Discrimination ( <i>r</i> )	<b>0.33</b>	0.00	<b>0.77</b>	0.00	<b>0.33</b>	<b>0.55</b>	0.11	0.00	<b>0.44</b>	0.11
Item	11	12	13	14	15	16	17	18	19	20
No. of <i>Ru</i> group who answered correctly	5	5	7	9	7	9	8	7	5	9
No. of <i>Rl</i> group who answered correctly	5	5	2	9	4	5	8	4	3	8
Difficulty ( <i>p</i> )	0.55	0.55	<b>0.50</b>	1.00	<b>0.61</b>	<b>0.77</b>	0.94	<b>0.61</b>	<b>0.44</b>	0.94
Discrimination ( <i>r</i> )	0.00	0.00	<b>0.55</b>	0.00	<b>0.33</b>	<b>0.44</b>	-0.11	<b>0.33</b>	<b>0.22</b>	0.11
Item	21	22	23	24	25	26	27	28	29	30
No. of <i>Ru</i> group who answered correctly	9	9	8	9	9	8	4	2	8	8
No. of <i>Rl</i> group who answered correctly	4	4	9	9	9	5	3	5	6	4
Difficulty ( <i>p</i> )	<b>0.72</b>	<b>0.72</b>	0.94	1.00	1.00	<b>0.72</b>	0.38	0.38	<b>0.77</b>	<b>0.66</b>
Discrimination ( <i>r</i> )	<b>0.55</b>	<b>0.55</b>	- 0.11	0.00	0.00	<b>0.33</b>	0.11	- 0.33	<b>0.22</b>	<b>0.44</b>

Item	X	X <sup>2</sup>	Item	X	X <sup>2</sup>
=1	10	100	9	13	169
2	11	121	10	11	121
3	11	121	11	13	169
4	9	81	12	7	49
5	9	81	13	6	36
6	13	169	14	6	36
7	15	255	15	8	64
8	13	169			

$$\Sigma X = 155 \quad \Sigma X^2 = 1,749 \quad X = 10.33$$

$$S^2 = \frac{15 (1,749) - (155)^2}{15^2}$$

$$\frac{26,235 - 24,025}{225}$$

$$S^2 = 9.82$$

$$r_{tt} = \frac{KS^2 - \bar{X}(K - \bar{X})}{S^2(K - 1)}$$

Where

$r_{tt}$  = Reliability of the test paper

$K$  = No. of items

$S^2$  = Variance

$\bar{X}$  = An average mean score

$$r_{tt} = \frac{15(9.82) - 10.33(15 - 10.33)}{9.82(15 - 1)}$$

$$= \frac{147.3 - 48.24}{137.48}$$

$$= \frac{99.06}{137.48}$$

$$r_{tt} = 0.72$$

**CURRICULUM VITAE**

**Name** Mr. Piya Palapanya

**Date of Birth** 23 October 1978

**Educational Background**

- Lower secondary school: The Prince's Royal College, Chaing Mai (1992)
- Upper secondary: Kawila Wittayalai, Chaing Mai (1995)
- Bachelor's degree in Agricultural Extension, Maejo University (1999)
- Master's degree in Agricultural Extension, Maejo University (2004)
- Bachelor's degree in Communications, Sukhothai Thammathirat Open University (2007)