

## Abstract

The purpose of this study was on the effect of different communication networks and some characteristics of the group members in each network to innovation adoption.

The communication networks of opinion leaders, farm advisors, and friendship, were assumed to some influence on farmer adoption to cotton variety (DI-5), pesticide, scouting, and later season planting. The face to face interview was conducted to collect data from 130 farmers in 3 villages of Wangkrajara sub-district, Saiyok district, Kanchanaburi Province.

Result of the study revealed that five different patterns of opinion leader networks produced indifferent effects on innovation adoption. But the study or farm advisor and friendship networks indicated that the farmers who received higher vote to be farm advisor and/or personal visit had adopted new innovations on cotton variety and pesticide earlier than the leaser one.

It was found out that the opinion leaders of all 5 patterns who were pointed out at the center of networks system, they had adopted new innovation earlier than the others. Therefore, the wheel and mill networks show that there are no different adoption rate between persons who are being at the center and those who are at the edge of network circle. Beside, it was found out that there was no different rate of adoption among out standing farmer who are at the center of different networks.

Limitation of time to conduct the study is considered on of the main problem that leading to unclarified picture of long-term period of adoption. Therefore, further study should be made to differentiate adoption rates between those persons who are at network center and those who are at peripheral circle.