

Sukanya Authamontree 2012: Effectiveness of Experiential Health Education Instruction Model to Promote Media Literacy regarding Health Products on Internet for High School Students. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 176 pages.

The purpose of this quasi experimental research was to examine the effectiveness of experiential health education instruction model to promote media literacy regarding health products on internet for high school students, Kasetsart University Laboratory School Center for Education Research and Development. Seventy-six students of the Mathayomsuksa 4 were selected by random sampling method to be subjects in this study. The subjects were randomly assigned to an experimental group and a comparison group equally. The experimental group participated in experiential health education instruction model to promote media literacy regarding health products on internet for high school students 50 minutes for 4 weeks. While the comparison group participated in regular health education classes for 4 weeks as well. Data was collected by questionnaires developed by the researcher. Data analysis was made for frequency, percentage, arithmetic mean, standard deviation, Pairs Samples t-test and Independent Samples t-test

The results were found as follows: After the experimental group participated in the health education model, the experimental group significantly had higher knowledge and attitude scores than base at a .05 statistical significant level. However, there were no significant different found in practice scores at a .05 statistical significant level. The results also found that after the experimental group participated in the health education model, the experimental group had higher knowledge, attitude and practice scores than those in the comparison group at a .05 statistical significant level.

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Student's signature

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Thesis Advisor's signature