

Haris Taveeputtana 2009: Factors Related to AIDS Infectious Preventive Behaviors for Private University Students : A Case Study of One University in Bangkok. Master of Arts (Social Development), Major Field: Social Development, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Chatcharee Naritoom, Ph.D. 166 pages.

This research aimed to compare the AIDS infection preventive behaviors of the private university student in Bangkok Province according to differences in personal factors for example sex, major of study, payment, grade point average, salary, risk behavior, close friends or friends in group who had risk from sexual behavior, and the place that they live including related factors of knowledge of aids and health belief model.

Samples were consisted of 361 private university students in Bangkok. The data were collected by questionnaires and were analyzed with statistical software for percentages, mean, and stand deviation, t-test, One-way analysis of Variance and Pearson's product moment correlation Coefficient with the level of statistical significance set at .05.

The study revealed that the students had middle level of aids infectious preventive behaviors, low level of lifestyle behaviors, and middle level of sexual behaviors. The personal factors of the students that significantly affected AIDS infection preventive behaviors were major study, risk behaviors, and close friends or friends in group who had risk from sexual behaviors. According to this research, the students had medium level of knowledge of AIDS. The results also showed their knowledge was positively related to AIDS infection preventive behaviors, middle level of health belief model, but the perceived barrier was negatively related to AIDS infection preventive behaviors.

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