

## C851535 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA EXPOSURE/KNOWLEDGE/ATTITUDE/PARTICIPATION IN ORGAN TRANSPLANTATION PROGRAM

SUKANYA A-MEEN : KNOWLEDGE AND ATTITUDE REGARDING ORGAN TRANSPLANTATION AMONG BANGKOK RESIDENTS. THESIS ADVISOR:

ASSO. PROF. YUBOL BENJARONGKIJ, Ph.D. 191 pp. ISBN 974-635-831-6

The purpose of this research was to study the correlations among media exposure, knowledge, attitude and participation in organ transplantation of Bangkok residents. Questionnaires are used to collect data from a total of 450 samples. Frequency, percentage, mean, Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis were employed for the analysis of data. SPSS for windows program was used for data processing. Moreover, an indept interview of 15 surgeons from hospitals around Bangkok area was done to acquire detial information regarding organ transplantation.

The results of study were as follow:

1. No correlation was found between Bangkok residents' media exposure and knowledge regarding organ transplantation.
2. Significant positive correlation was found between Bangkok residents' media exposure and attitude regarding organ transplantation.
3. No correlation was found between Bangkok residents' media exposure and participation in organ transplantation program.
4. Significant positive correlation was found between Bangkok residents' knowledge and attitude regarding organ transplantation.
5. No correlation was found between Bangkok residents' knowledge and participation in organ transplantation program.
6. Significant negative correlation was found between Bangkok residents' attitude and participation in organ transplantation program.
7. Variable which contributes the most to the participation in organ transplantation program was attitude.

ภาควิชา..... การประชาสัมพันธ์.....

ลายมือชื่อนิสิต..... สุภัทญา อภิน.....

สาขาวิชา..... นิเทศศาสตร์พัฒนาการ.....

ลายมือชื่ออาจารย์ที่ปรึกษา..... .....

ปีการศึกษา..... 2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....