

* C851475 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD: COMPARATIVE / EFFECTIVENESS / COMIC BOOK / BOOKLET

SOMCHAI CHANLONGCHUBCHIT : A COMPARATIVE STUDY OF THE EFFECTIVENESS
OF THE COMIC BOOK AND THE BOOKLET ON KNOWLEDGE AND ATTITUDE TOWARD
AIDS. THESIS ADVISOR : PARICHART STHAPITANONDA, Ph.D. 181 PP.
ISBN 974-635-145-1

The purpose of this study was (1) to compare the differences of knowledge and attitude towards AIDS among students at vocational schools in Bangkok before and after reading the comic book and the booklet ; (2) to study the relationship of sex, educational level, educational effectiveness, family's income, parent's relationship, family size, participation in school activities and knowledge and attitude toward AIDS. A quasi-experimental research with a one-group pretest-posttest design, was implemented with 240 samples. Means of percentage, t-test and analysis of variance (ANOVA) were used to analysis the data.

It was found that after reading the comic book and the booklet, the students' knowledge has increased and their attitude has changed significantly. Educational level was significantly related to the increasing in knowledge and changing in attitude toward AIDS of students. Furthermore, there was no significantly difference on students' knowledge toward AIDS; However, there was significantly difference in students' attitude toward AIDS, after exposing to the comic book and the booklet.

The students were satisfied with the comic book and the booklet as both were informative and entertaining. However, they expected to learn more about AIDS topics. Besides, they wanted to receive the comic book and the booklet again. The students were willing to share their knowledge to other persons closed to them.

ภาควิชา.....การประชาสัมพันธ์.....

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....

ปีการศึกษา.....2539.....

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....*พณณ สหะพานนท์*.....