

C730434 MAJOR DEMOGRAPHY

KEY WORD: FISHERMEN / KNOWLEDGE TOWARDS AIDS / OPINION ON IEC MEANS

SIRISOOK RAWANGWONG : FACTORS AFFECTING KNOWLEDGE TOWARDS AIDS AND OPINIONSON IEC MEANS FOR ITS DISSEMINATION AMONG FISHERMEN IN PATTANI PROVINCE. THESIS ADVISOR : ASST. VIPAN P. RUFFOLO, Ph.D. 110 PP. ISBN 974-635-886-3

The purpose of this study is to investigate the relationships among knowledge towards AIDS, opinions on IEC means for its dissemination among fishermen, and their socio-economic and demographic characteristics. The sample for this study represents the fishermen in Pattani province. There are 1,175 fishermen in the sample.

This study used one-way analysis of variance and multiple classification analysis to analyze the relationship between the independent variables and knowledge towards AIDS. The study revealed that several variables such as age, education, marital status, places that fishermen stay when on shore, and duration of being fishermen have a statistically significant impact on knowledge towards AIDS. When using MCA analysis, only age and marital status still had significant direct effect.

The cross-tabulation analysis and the chi-square test are used to analyze the relationship between the selected socio-economic and demographic variables and the opinions on IEC means about knowledge towards AIDS. It was found that education and income had a statistically significant effect on preferring documents.

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