

Thesis Title : THE RELATIONSHIPS BETWEEN INFORMATION EXPOSURE
BEHAVIORS AND SELF-CARE BEHAVIORS OF THE ELDERLY
PEOPLE IN RURAL AREAS

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ABSTRACT

The objective of this research was to study the information exposure behaviors and the self-care behaviors and to find the relationships between the information exposure behaviors and the self care behaviors of the elderly people in rural areas.

The sample group consisted of 308 elderly people living in Najalouay District, Ubonratchatanee Province who were selected by the multistage sampling method. The first stage of sampling was from the "Tambol" level, The second stage from the villages in the sampled "tambol", and the last stage from the sampled village. The study tool

consisted of the interview form to collect data on the information exposure behaviors in terms of quantity of information exposure, pattern and method of information exposure, opinion and utilization. The content validity of the testing was examined by eight experts. The interview form for self-care behaviors had the reliability value of 0.91. Rojanat Ronglue's interview form for self-care behaviors which was modified by the researcher consisted of 2 parts : Part 1 was related to the universal self-care requisites in the maintenance of sufficient intake of air, water and food, the provision of care associated with eliminative process and excrements, the maintenance of a balance between activity and rest, the maintenance of a balance between solitude and social interaction, the prevention of hazards to human life, human functioning, and human well-being and the promotion of normalcy ; Part 2 was related to the developmental self-care requisites in self awareness, self esteem, body image and self consistency.

Data collection was performed by interviewing. The data were analysed by means of percentage average with standard deviation and correlation value calculated by using the Pearson's product moment correlation coefficient and t-test statistical significance. The research results can be summarized as follows. 

1. The elderly people had more information exposure behaviors from interpersonal media than from television, village health information distributing station, posters, radio or newspaper. Interpersonal media was the most reliable source of information among them.

2. The level of self-care behaviors among the elderly people was moderate.

3. Information exposure behaviors correlated significantly with self-care behaviors. ($r = .7266$, $P < .001$)

The researcher recommends that the elderly people should be encouraged to deliberate self-care behaviors and to become aware of information exposure behaviors. The further investigations should concern the relationships between information exposure behaviors and self-care behaviors of the elderly people in terms of quantity, pattern and method, opinion and utilization.