

C851374 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: Factors Affecting Adoption/ Iodized Water/

Iodine Deficiency Prevention/Tak Province

MONGKOL PIYASIRIWAT : Factors Affecting Adoption
of Iodized Water For Iodine Deficiency Prevention
in Bantak District Tak Province.

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The purpose of this research was as follows : To study factors
affecting the adoption of iodize water (people's media exposure,
attributes of innovation, and types of Innovation-decisions).

A Random Sampling of 420 villagers in 7 Tambols of Bantak
District Tak Province were interviewd with structure questionares.
Percentage, Pearson's Product Moment Correlation Coefficient and
Chi-square were used for description about correlation of factors.

The research finding were

1. People were exposed the most to personal media, which
were health officer and village health volunteer (VHV).
2. The most interesting attribute of Iodized water as an
innovation is that it could prevent iodine deficiency.
3. Most of the people decided to use iodized water by
optional decision.
4. People's media exposure and type of Innovation-decision
were significantly correlated to adoption of iodized water.

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