

ARUN MANI : COMMUNICATIONS AND SELF CARE BEHAVIOR OF SEXUAL TRANSMITTED DISEASED CLINIC ATTENDANTS. THESIS ADVISOR: ASSO.PROF. JOOMPOL RODCUMDEE, 174 PP. ISBN 974-583-707-5

The purposes of this study are to investigate the relationship among factors namely demographic variables, socio-economic, status, and communication and self care behavior of sexual transmitted diseased clinical patients. Data were collected from 360 female prostitutes and male patients of venereal disease and AIDS clinics in Bangkok Metropolitan Area. Questionnaire forms were administered to subjects through the process of clinical visit. Percentage, t-test, Pearson product moment correlation coefficients and Multiple Regression Analysis were used to analysis data through SPSS/PC<sup>+</sup> program.

Results indicated that:

1. Subjects exposed to AIDS information from television interpersonal media and specialized media respectively. In terms of opportunity to receive AIDS information, subjects had from interpersonal media followed by newspaper and television. Newspaper were found to give understanding to them more than other types of media followed by interpersonal media and television. As for AIDS information gratification sought, newspapers were found to serve this function the best, followed by television and specialized media.

2. Age, formal education, income, years of having sexual experience and V.D. experience were found to be correlated with exposure to AIDS information through newspapers. Formal education, income, years of having sexual experience and V.D. experience were found to be correlated with exposure to AIDS information through magazines and journals. Years of having sexual experience and V.D. experience were found to be related to exposure to AIDS information through radio. Formal education, income and years of having sexual experience were found to be related to AIDS information exposure from television and specialized media. Finally, formal education, income, and V.D. experience were found to be correlated with exposure to AIDS information from interpersonal media.

3. Age, formal education, income, years of having sexual experience and V.D. experience were found to be correlated with AIDS preventive self care behavior.

4. AIDS information exposure through newspapers journals and interpersonal media were found to be related to AIDS preventive self care behavior.

5. Male AIDS and V.D. clinic attendants were more active than female prostitutes in terms of exposure of AIDS information through media and AIDS preventive self care behavior.

6. Formal education is the most important factor that explain AIDS information exposure through mass media. In addition, AIDS information exposure is the most important factors that explained AIDS preventive self care behavior.