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KEY WORD : MEDIA EXPOSURE/PREVENTIVE BEHAVIORS OF AIDS/PARENTS/ELEMENTARY SCHOOL/GRADE SIX

SUVANNEE PHOTHISRI : MEDIA EXPOSURE, KNOWLEDGE, ATTITUDE AND PREVENTIVE BEHAVIORS OF AIDS AMONG PARENTS OF ELEMENTARY SCHOOL GRADE SIX STUDENTS IN BANGKOK METROPOLIS : THESIS ADVISOR : ASSO. PROF. JOOMPOL RODCUMDEE. 251 pp. ISBN 974-579-486-4

The objective of this research were to investigate the relationships among parents' demographic, socio-economic characteristics and media exposure both general and specific on AIDS as well as investigating the relationships among amounts of media exposure on AIDS and knowledge, attitudes and preventive behaviors of AIDS. Moreover, this research intend to compare media exposure, knowledge, attitudes and preventive behaviors for AIDS and AIDS knowledge relaying behaviors among parents. The 400 subjects were randomized from parents of elementary school grade six students under the Jurisdiction of Bangkok Metropolis Administration and The Office of the Private Education Commission. Questionnaires were used to collect the data. The data were then analyzed by the SPSS/PC+ computer program to obtain percentage, chi-square test, t-test, Z-test and Pearson's Product-Moment Correlation Coefficient.

The research findings were as follows :

1. In term of general, parents exposed to television the most, followed by newspaper, radio, magazine, spouse and friends. As for media exposure on AIDS parents exposed to television the most, followed by newspaper, pamphlet, spouse and friends.

2. Sex, age and occupation of parents were correlated to newspaper exposure. They were also correlated with communication with parents, relatives and teacher. Both age and occupation were correlated to communication with spouse and public health personnel. Both occupation and income were correlated to communication with friends and teacher.

In the case of exposure on AIDS, it was found that sex, age, income and education were correlated to magazine exposure. Both income and education were correlated to newspaper and poster exposure. Both occupation and income were correlated to pamphlet exposure. Moreover, age was correlated to communication with spouse and teacher. Occupation was correlated to communication with spouse, friends, public health personnel and village health volunteer and income was correlated to communication with teacher.

3. There was positive correlation among amounts of media exposure, knowledge, attitudes and preventive behaviors for AIDS.

4. Mass media played the most important role in giving knowledge about AIDS and also were accepted the most.

5. Parents in different school distric had difference media exposure behaviors but the same knowledge, attitudes and preventive behaviors for AIDS.

6. There were no difference between two groups of parents about delaying AIDS knowledge to others that had strength of ties as well as the level of homophily. These homophilies were sex, age, occupation and education.