

SOPIN AMORNJITRANON : THE EFFECTS OF FEAR APPEALS, ELABORATED RECOMMENDATIONS USING VIDEO TAPE AND BRIEF BROCHURE RECOMMENDATIONS UPON HEALTH BELIEF, INTENTION TO PERFORM AND KNOWLEDGE ABOUT BREAST SELF-EXAMINATION OF FEMALE UNDERGRADUATE STUDENTS. THESIS ADVISOR : ASSO.PROF. THEERAPORN UWANNO, Ph.D. 115 PP. ISBN 974-579-027-3

The purposes of this experimental research were to compare health belief, intention to perform and knowledge about breast self-examination of female undergraduate students between the first condition, fear appeals, elaborated recommendations using video tape and brief brochure recommendations; the second condition, elaborated recommendations using video tape and brief brochure recommendations; the third condition, brief brochure recommendations; and the forth condition, the control condition. The instruments in this research were the knowledge, belief in breast self-examination and breast cancer scales.

The results show that:

1. There is significant positive linear correlation between health belief measured immediately after the experimental treatment and breast self-examination measured four weeks later ( $r = .30$ ,  $P < .01$ ) but the correlation between both variables measured four weeks after the treatment is not significant.

2. Subjects in the first condition do not have perceived susceptibility of breast cancer and perceived barriers of breast self-examination immediately after the experimental treatment and four weeks later significantly different from the second, the third and the control conditions.

3. Subjects in the first condition have significantly higher perceived severity of breast cancer immediately after the experimental treatment than the third and the control conditions ( $P < .05$ ); but not the second condition. After four weeks, the first condition does not differ significantly from the second, the third, and the control conditions.

4. Subjects in the first condition have significantly higher perceived benefits of breast self-examination, knowledge about breast self-examination, and intention to perform than the control condition, both immediately after the treatment and four weeks later ( $P < .05$ ), but not the second and the third conditions.

5. Subjects in the first condition have significantly higher practice on breast self-examination four weeks after the treatment than the control condition ( $P < .05$ ), but not the second and the third conditions.