

PARICHART STHAPITANONDA : THE RELATIONSHIP BETWEEN ATTITUDE AND COMMUNICATION BEHAVIOR OF THE PROSTITUTES : A CASE STUDY OF SOCIALLY HANDICAPPED WOMEN AT KREDTRAKARN HOME, NONTABURI PROVINCE. THESIS ADVISOR : ASST. PROF. PATCHANEE CHEYJUNYA. 156 pp.

The main objectives of this research were as follows, firstly, to survey attitude of prostitutes during rehabilitation programs, secondly, to study communication behavior of the prostitutes during rehabilitation programs, thirdly, to analyze relationship between communication behavior and attitude of such prostitutes, and finally, to survey reliability of personal media as well as communication behavior, to the purpose of prostitutes' attitude study. The samples were 100 socially handicapped women at Kredtrakarn Home, Nontraburi Province, whereas questionnaires administered to the subjects were used to collect data. As for data analysis, Percentage, Mean, ANOVA, T-test, Pearson Product Moment Correlation Coefficient, and Multiple Regression Analysis were processed through SPSSx.

The consequences of this research indicated that:

1. Attitude of prostitutes was diversified on the basis of their hometown and willingness to deal in prostitution.
2. Communication behavior after media exposure were diversified on the basis of marital status, child-upbringing, and responsibilities for family.
3. Attitude of prostitutes was co-related to communication behavior in re-sending information, alertness to information exposure, understanding of different kinds and content of such information, and their interest to Kredtrakarn Home's information.
4. Understanding of information and interest to information of Kredtrakarn Home were deemed as significant variables which rendered influence to prostitutes.