

Thesis Title	The Relationships Between the Means of Perceiving Concepts, the Background Knowledge Concerning AIDS and the Attitudes Toward Family Life and the Practice of AIDS Prevention of Village Leaders in Chiang Mai Province
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ABSTRACT

The purpose of this research was to investigate the relationships between the means of perceiving concepts, the knowledge concerning AIDS, and the attitude towards family life according to the personal behavior towards AIDS prevention of the village leaders by investigating the relationship of the following characteristics : age of participants, marital status, level of education, occupation, income, frequency of going into the town, means of perceiving concept, knowledge concerning AIDS and the attitude towards family life. The data was collected by using questionnaires. The 340 samples were selected randomly by multi-stage cluster sampling from the male village leaders in 22 districts and 2 sub-districts in Chiang Mai province. The statistical procedures employed were frequency, percentage, arithmetic mean (\bar{X}), standard deviation (S.D.) Chi – Square and Cramer's V.

The findings revealed that :

1. The average age of the samples was 45 years old and 96.5 percent were married and had stayed as a family. 58.2 percent of participants had completed primary school. 58.5 of them were agriculturists. The average income ranged between 20,000 – 40,000 baht per year. The village leaders visited the town 1-2 times per week on average. Concerning means of perceiving concept through mass media, 53.2 percent perceived concepts from television. When

gaining concept through personal media, 56.6 percent perceived from the advice of the public health officers or the private sector officers. Concerning the means of specific media, 52.4 percent perceived concepts through the advertising in posters and from other means, 48.2 percent perceived from monthly meetings or seminars. They had a moderate amount of knowledge concerning AIDS at the level of 24.43 ($\bar{X} = 24.43$) from 31. Moreover, they had a positive attitude towards family life at the average level of 7.07 ($\bar{X} = 7.07$) from 10.

2. The village leaders in Chiang Mai showed positive attitudes towards AIDS prevention at a moderate level of 35.14 ($\bar{X} = 35.14$) from 46.

3. The variables that were significantly related to the level of AIDS preventative behavior at 0.01 and 0.05 level consisted of the attitude towards family life, means of perceiving concepts through special media, frequency of going into the town, and the level of knowledge concerning AIDS. However, the variables regarding age, marital status, level of education, occupation, income, means of perceiving concepts through the mass media, personal media and other means had no relation to the personal behavior toward AIDS prevention of the village leaders.