

## **ABSTRACT**

This study is aimed at exploring behaviors and attitudes about receiving health news and information via mass media among working people in Bangkok.

A questionnaire was used as the principle instrument in the study. The sample consisted of 153 people, 99 women and 54 men, who work in Bangkok. The questionnaire was divided into five parts; namely, general information, behaviors in receiving health information via mass media, attitudes about receiving health information via mass media, attitude toward mass media efficiency and suggestions on how to improve the publicizing of health information through mass media.

The results of the study show that television is the mass medium that working people rely most as a source of general and health information. People consider television and newspaper as number one and two efficient mass media, respectively, in reaching and influencing audiences. Regarding suggestions, people would like health information reported on mass media to be clearer, more precise and up to date. Also, presentation method should be more interesting and creative.

Well-educated audiences tend to access print and electronic media more than broadcast media while people with a low level of education prefer broadcast media. Older people spend more time searching for health information than younger people do.