

CHAPTER THREE

METHODOLOGY

This chapter describes the subjects, the materials, the procedures used in the data collection and analysis.

3.1 SUBJECTS

The subjects in this study were working people, both males and females, in Bangkok. They had different occupations, income, education levels and marital status. The sample group was selected by using non-probability sample design and quota sampling.

3.2 MATERIALS

A questionnaire consisting of 5 parts was used to collect data for the study.

The first part consisted of six questions designed to obtain working people's personal information.

The second part with nine questions focused on the frequency of receiving both general and health-related information through mass media as well as the first three choices of mass media in receiving each health issue.

The third part was designed to find attitudes in receiving health information via mass media by asking participants to indicate the extent to which they agreed with each statement— ranging from most strongly agree, strongly agree, agree, moderately agree, do not agree.

The fourth part aimed to get information about attitudes toward mass media regarding its efficiency in reaching audiences and influencing audiences' behaviors.

The fifth part, the last one, was designed to gather suggestions to help improve presenting health news and information through the mass media.

3.3 PROCEDURES

3.3.1 Research design

Cross-sectional design was applied to this research to study the behaviors and attitudes in receiving health news and information via mass media.

3.3.2 Data collection

150 working people were randomly selected and asked for to complete questionnaires. All of the completed questionnaires were examined for completeness and correctness before further processing.

3.4 DATA ANALYSIS

The Statistical Package for Social Science (SPSS) program for Windows version 12 was used to analyze the data.