

CHAPTER FOUR

RESULTS

The previous chapter explained the methodology of the study. This chapter reports the results of the study which are divided into five parts as follows:

4.1 General information of the respondents

4.2 Behaviors of the respondents in receiving health news and information

4.3 Attitudes of the respondents in receiving health news and information

4.4 Mass media efficiency in reaching and influencing the respondents

4.5 The respondents' suggestions about publicizing health news and information via mass media

4.1 GENERAL INFORMATION OF THE RESPONDENTS

4.1.1 Gender: The majority of the subjects were women (64.70%) while men numbered 54 persons or 35.30%.

Table 5 Gender of the Respondents

Gender	Number	Percentage
Male	54	35.30
Female	99	64.70
Total	153	100.00

4.1.2 Age: Most of the respondents were aged below 41 (132 persons or 86.27%) and the 31-35 group accounted for 30.72%. The rest were aged 41 and above (21 persons or 13.73%) while the 56-and-above group consisted of only 2 persons.

Table 6 Age of the Respondents

Age	Number	Percentage
25 and below	16	10.46
26 -30	44	28.76
31- 35	47	30.72
36- 40	25	16.34
41 -45	11	7.19
46 -50	3	1.96
51- 55	5	3.27
56 and above	2	1.30
Total	153	100.00

4.1.3 Level of Education: Most of the subjects graduated with at least a bachelor's degree (138 persons or 90.20% consisting of bachelor's 60.79%, master's 24.18% and doctorate 5.23%). The subjects with an education level below bachelor's degree represented 9.80% and none of the respondents had only a primary school.

Table 7 Level of Education

Education	Number	Percentage
Primary	0	0.00
High school/vocational	3	1.96
Diploma	12	7.84
Bachelor	93	60.79
Master	37	24.18
Doctor	8	5.23
Total	153	100.00

4.1.4 Occupation: Employees of private companies accounted for more than half (56.20%) of the respondents, followed by employees of state enterprises (28.76%), government officials (13.73%) and the self-employed (1.31%) respectively.

Table 8 Occupation of Respondents

Occupation	Number	Percentage
Government officials	21	13.73
Employee of state enterprise	44	28.76
Employee of private company	86	56.20
Self-employed	2	1.31
Total	153	100.00

4.1.5 Marital Status: Nearly three-fourths (111 persons or 72.65%) of the respondents were not married while the other 42 subjects were married.

Table 9 Marital Status

Marital status	Number	Percentage
Single	107	69.93
Married	42	27.45
Divorced/widowed	4	2.62
Total	153	100.00

4.1.6 Income per Month: Half of the respondents (83 persons or 54.25%) earned less than 20,001 baht per month (below 10,000 = 11.77%, 10,001-15,000 =

24.18% and 15,001-20,000 = 18.30%). The respondents with income per month of more than 30,000 baht accounted for about a quarter (40 persons or 26.14%) of the total. The below-10,000 group and the 20,001-25,000 group had an equal number of respondents.

Table 10 Income per Month

Income	Number	Percentage
below 10,000	18	11.77
10,001-15,000	37	24.18
15,001-20,000	28	18.30
20,001-25,000	18	11.77
25,001-30,000	12	7.84
30,001-35,000	14	9.15
35,001-40,000	6	3.92
40,001 and above	20	13.07
Total	153	100.00

4.2 BEHAVIORS OF THE RESPONDENTS IN RECEIVING HEALTH NEWS AND INFORMATION

4.2.1 The Frequency of Mass Media Exposure in One Week: More than three out of four (75.82%) of the respondents accessed television everyday. About 10% of the subjects did not depend on radio as a source of information but 65 persons (42.48%) listened to it everyday in one week. The number of respondents who spent 5-7 days a week reading magazines was 47 persons or 30.73%. The majority of the subjects (94.77%) read newspapers at least once per week. Nearly 10% of respondents did not access the internet while more than half of them (52.29%) explored it everyday.

Table 11 Frequency of Mass Media Exposures in One Week

Media	Everyday		5-6 days		3-4 days		1-2 days		None	
	No.	%	No.	%	No.	%	No.	%	No.	%
TV	116	75.82	16	10.46	8	5.22	10	6.54	3	1.96
Radio	65	42.48	26	16.99	26	16.99	20	13.07	16	10.47
Magazine	23	15.04	24	15.69	37	24.18	54	35.29	15	9.80
Newspaper	39	25.48	46	30.07	36	23.53	24	15.69	8	5.23
Internet	80	52.29	25	16.34	20	13.07	13	8.50	15	9.80

Television: The majority of both male and female respondents watched television at least 5 days a week (81.48% of men and 88.89% of women). Similarly, 95.24% of the over-40-year-old subjects spent 5-7 days per week watching television while the 40-and-below group was 84.09%.

Table 12 Television Exposures in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	42	77.78	74	74.75	97	73.48	18	85.72
5-6 days	2	3.70	14	14.14	14	10.61	2	9.52
3-4 days	3	5.56	5	5.05	9	6.82	1	4.76
1-2 days	5	9.26	5	5.05	9	6.82	0	0.00
None	2	3.70	1	1.01	3	2.27	0	0.00
Total	54	100.00	99	100.00	132	100.00	21	100.00

Radio: Half of men listened to radio everyday while only 38.39% of women did so; nearly an equal number of them (11.11% in men and 10.10 % in women) did not listen to it. More than 60% of both 40-and-below and over-40-year-old respondents listened to it at least 5 days a week.

Table 13 Radio Exposures in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	27	50.00	38	38.39	55	41.67	10	47.62
5-6 days	11	20.37	15	15.15	21	15.91	5	23.81
3-4 days	5	9.26	21	21.21	24	18.18	2	9.52
1-2 days	5	9.26	15	15.15	18	13.64	3	14.29
None	6	11.11	10	10.10	14	10.60	1	4.76
Total	54	100.00	99	100.00	132	100.00	21	100.00

Magazine: About 30% of men and women read magazines 5-7 days per week (31.48% of men and 30.30% of women). 9.09% of respondents aged 40 and below did not read magazines in one week while the figure was 14.28% among respondents aged over 40.

Table 14 Magazine Exposures in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	8	14.81	15	15.15	16	12.12	8	38.10
5-6 days	9	16.67	15	15.15	22	16.67	2	9.52
3-4 days	13	24.08	24	24.24	33	25.00	4	19.05
1-2 days	17	31.48	37	37.38	49	37.12	4	19.05
None	7	12.96	8	8.08	12	9.09	3	14.28
Total	54	100.00	99	100.00	132	100.00	21	100.00

Newspaper: More than half of men read newspaper everyday but about 10% of women did so. The percentage of 40-and-below-year-olds who read newspaper not over 2 or fewer days a week was 21.97% and it was 14.28% in over-40-year-old group.

Table 15 Newspaper Exposures in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	28	51.85	11	11.11	50	37.88	9	42.86
5-6 days	12	22.22	34	34.35	29	21.97	7	33.34
3-4 days	10	18.52	26	26.26	24	18.18	2	9.52
1-2 days	4	7.41	20	20.20	23	17.42	1	4.76
None	0	0.00	8	8.08	6	4.55	2	9.52
Total	54	100.00	99	100.00	132	100.00	21	100.00

Internet: About 85% of men and 80% of women surfed the internet at least 3 days per week. Only 7.58% of respondents aged 40 and below did not search the internet during one week but among respondents aged over 40 the number was 23.81%.

Table 16 Internet Exposures in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	33	61.11	47	47.48	73	55.30	7	33.34
5-6 days	5	9.26	20	20.20	21	15.91	4	19.05
3-4 days	8	14.81	12	12.12	17	12.88	2	9.52
1-2 days	5	9.26	8	8.08	11	8.33	3	14.28

None	3	5.56	12	12.12	10	7.58	5	23.81
Total	54	100.00	99	100.00	132	100.00	21	100.00

4.2.2 The Frequency of Mass Media Exposure for Health News and Information in One Week: Television was ranked number one as a source of health news and information with 88.24% of respondents accessing this at least one day per week. Nearly a quarter of respondents (24.18%) listened to the radio for health-related information 5 days a week. Only 8.51% of respondents received health news and information from magazines everyday. The number of respondents who read newspaper and searched the internet for this information fewer than 2 days a week were almost equal (newspaper=50.98% and internet=51.64%).

Table 17 the Frequency of Mass Media Exposures for Health News and Information in One Week

Media	Everyday		5-6 days		3-4 days		1-2 days		none	
	No.	%	No.	%	No.	%	No.	%	No.	%
TV	45	29.41	14	9.15	29	18.96	47	30.72	18	11.76
Radio	21	13.72	16	10.46	20	13.07	37	24.18	59	38.57
Magazine	13	8.51	15	9.80	37	24.18	51	33.33	37	24.18
Newspaper	23	15.03	22	14.38	30	19.61	43	28.10	35	22.88
Internet	30	19.61	18	11.76	26	16.99	38	24.84	41	26.80

Television: 33.33% of men and 41.41% of women watched television for health-related information 5-7 days per week. Among the 40-and-below-year-old group, about one out of four (25.76%) watch television everyday while the percentage among the over-40-year-old group were approximately one out of four (52.38%).

*Table 18 Television Exposures for Health News and Information in One Week
(classified by gender and age)*

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	14	25.93	31	31.31	34	25.76	11	52.38
5-6 days	4	7.40	10	10.10	13	9.84	1	4.76
3-4 days	9	16.67	20	20.20	26	19.70	3	14.29
1-2 days	18	33.33	29	29.30	41	31.06	6	28.57
None	9	16.67	9	9.09	18	13.64	0	0.00
Total	54	100.00	99	100.00	132	100.00	21	100.00

Radio: The percentages of respondents who did not receive health news and information from radio in one week were 37.04%, 39.40%, 40.90% and 23.81% in men, women, 40-and-below and over-40, respectively.

*Table 19 Radio Exposure for Health News and Information in One Week
(classified by gender and age)*

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	8	14.81	13	13.13	18	13.64	3	14.29
5-6 days	7	12.96	9	9.09	10	7.58	6	28.57
3-4 days	9	16.67	11	11.11	18	13.64	2	9.52
1-2 days	10	18.52	27	27.27	32	24.24	5	23.81
None	20	37.04	39	39.40	54	40.90	5	23.81
Total	54	100.00	99	100.00	132	100.00	21	100.00

Magazine: More than half of men and women got health-related information from magazines less than 2 days a week. 7.58% of respondents aged 40 and below read magazines everyday while the figure among the over-40 group was nearly double (14.29%).

Table 20 Magazine Exposures for Health News and Information in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	4	7.41	9	9.09	10	7.58	3	14.29
5-6 days	4	7.41	11	11.11	13	9.84	2	9.52
3-4 days	16	29.63	21	21.21	31	23.48	6	28.57
1-2 days	11	20.37	40	40.41	44	33.34	7	33.33
None	19	35.18	18	18.18	34	25.76	3	14.29
Total	54	100.00	99	100.00	132	100.00	21	100.00

Newspaper: The percentage of men who obtained health news and information from newspaper everyday, 5-6 days and 3-4 days a week were the same (16.67%); the percentage of women who read newspapers everyday and 5-6 days per week were nearly equal (14.14% and 13.13% respectively). Among respondents aged over 40, the percent who received health-related from newspapers everyday and 5-6 days a week were identical (23.81%), as it was those for 3-4 days and 1-2 days a week (19.05%).

Table 21 Newspaper Exposures for Health News and Information in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	9	16.67	14	14.14	18	13.64	5	23.81
5-6 days	9	16.67	13	13.13	17	12.88	5	23.81
3-4 days	9	16.67	21	21.21	26	19.70	4	19.05
1-2 days	16	29.63	27	27.27	39	29.54	4	19.05
None	11	20.36	24	24.24	32	24.24	3	14.28
Total	54	100.00	99	100.00	132	100.00	21	100.00

Internet: 33.33% of men and 30.30% of women searched the internet for health news and information 5-7 days a week. More than half of respondents aged 40 and below and over 40 surfed the internet 2 or fewer days a week.

Table 22 Internet Exposures for Health News and Information in One Week (classified by gender and age)

How often	Gender				Age			
	Male		Female		40 and below		Over 40	
	No.	%	No.	%	No.	%	No.	%
Everyday	11	20.37	19	19.19	24	18.18	6	28.57
5-6 days	7	12.96	11	11.11	16	12.12	2	9.52
3-4 days	12	22.22	14	14.14	25	18.94	1	4.76
1-2 days	7	12.96	31	31.32	31	23.48	7	33.34
None	17	31.49	24	24.24	36	27.28	5	23.81
Total	54	100.00	99	100.00	132	100.00	21	100.00

4.2.3 The First Three Choices of Mass Media for Receiving Health News and Information in Following Seven Issues: Television came first as a source of health-related information for every issue. Newspapers were ranked second in nearly every issue except health technology. Magazines came third in diet, exercise, illness and sexual health while the internet was third in medical or health-care center and mental health.

Table 23 the First Three Choices of Mass Media for Receiving News and Information in seven issues

Issue	Rank	Media	Number	Percentage
1. Diet	1	Television	76	49.67
	2	Newspapers	39	25.49
	3	Magazines	37	24.18
2. Exercise	1	Television	75	49.02
	2	Newspapers	38	24.84
	3	Magazines	33	21.57
3. Health technology	1	Television	70	45.75
	2	Magazines	38	24.84
	3	Newspapers	34	22.22
4. Illness	1	Television	72	47.06
	2	Newspapers	46	30.07
	3	Magazines	41	26.80
5. Sexual health	1	Television	52	33.99
	2	Newspapers	37	24.18
	3	Magazines	32	20.92

6. Medical or health-care center	1	Television	72	47.06
	2	Newspapers	41	26.80
	3	Internet	32	20.92
7. Mental health	1	Television	72	47.06
	2	Newspapers	41	26.80
	3	Internet	32	20.92

Note: The respondents were able to choose numbers one, two and three for each issue, so the total percentage was not equal to 100.

4.3 ATTITUDES OF THE RESPONDENTS ABOUT RECEIVING HEALTH NEWS AND INFORMATION VIA MASS MEDIA

According to table 4.19, the men, women, 40-and-below-year-old, bachelor's-degree and higher-than-bachelor's-degree groups agreed on the issues raised. The other two groups, the over-40-year-old and lower-than-bachelor's-degree groups strongly agreed.

Table 24 Attitudes toward Receiving Health News and Information via Mass Media (classified by gender age and level of education)

Demographic characteristic	Very strongly agree		Strongly agree		Agree		Slightly agree		Disagree		Meaning
	No.	%	No.	%	No.	%	No.	%	No.	%	
1.Gender											
Male	2	3.07	12	22.22	31	57.41	7	12.96	2	3.07	Agree
Female	0	0.00	30	30.30	51	51.51	17	17.17	1	1.01	Agree
2.Age											
40 and below	2	1.52	33	25.00	73	55.30	22	16.67	2	1.52	Agree
Over 40	0	0.00	9	42.86	8	38.10	2	9.52	2	9.52	Strongly

											agree
3. Education											
Lower than bachelor's	0	0.00	7	46.67	5	33.33	1	6.67	2	13.33	Strongly agree
Bachelor's	1	1.08	28	30.11	47	50.54	17	18.28	0	0.00	Agree
Higher than bachelor's	1	2.22	7	15.56	30	66.67	6	13.33	1	2.22	Agree

4.4 MASS MEDIA EFFICIENCY IN REACHING AND INFLUENCING THE RESPONDENTS

According to table 4.20, television was ranked number one in terms of reaching and influencing audiences at 67.32% and 58.17%, respectively. Newspapers came the second. In the third position, however, the results for both were different: magazines were first in reaching audiences and the internet was first in influencing audiences.

Table 25 First Three Most Efficient Mass Media in Reaching and Influencing Audiences

Efficiency	Rank	Media	Number	%
Reaching audiences	1	Television	103	67.32
	2	Newspapers	45	29.22
	3	Magazines	39	25.49
Influencing audiences	1	Television	89	58.17
	2	Newspapers	37	24.18
	3	Internet	43	28.10

Classified by gender, men and women considered television the most efficient media in terms of reaching and influencing audiences. Among men, newspapers were ranked number two in reaching an audience and the internet number two in influencing an audience. Among women, magazines came in third in reaching an audience and the internet was third in influencing an audience.

Table 26 First Three Most Efficient Mass Media in Reaching and Influencing Audience (classified by gender)

Gender	Reaching				Influencing			
	Rank	Media	No.	%	Rank	Media	No.	%
Male	1	Television	29	53.70	1	Television	30	55.56
	2	Newspapers	15	27.78	2	Internet	13	24.07
	3	Magazines	12	22.22	3	Newspapers	20	37.04
Female	1	Television	74	74.75	1	Television	59	59.60
	2	Newspapers	30	30.30	2	Newspapers	25	25.25
	3	Magazines	27	27.27	3	Internet	31	31.31

Classified by age, both groups (respondents aged 40 and below and over 40), viewed television as the most efficient media in terms of reaching and influencing audiences. Newspapers came in second among these two groups but in terms of influencing efficiency among the older group, the internet was equal to newspaper.

Table 27 First Three Most Efficient Mass Media in Reaching and Influencing Audience (classified by age)

Gender	Reaching				Influencing			
	Rank	Media	No.	%	Rank	Media	No.	%
40 and below	1	Television	86	65.15	1	Television	71	53.79
	2	Newspapers	35	26.52	2	Newspapers	29	21.97
						Internet	29	21.97
	3	Magazines	32	24.24	3	Magazines	28	21.21
Over 40	1	Television	17	80.95	1	Television	18	85.71
	2	Newspapers	10	47.62	2	Newspapers	8	38.10
	3	Magazines	10	47.62	3	Magazines	6	28.57
						Internet	6	28.57

Classified by level of education, television was ranked number one among the lower-than-bachelor's, bachelor's and higher-than-bachelor's group. Respondents with lower than a bachelor's degree ranked radio second in both cases while those with bachelor's degrees and higher than a bachelor's degree chose newspapers.

Table 28 First Three Most Efficient Mass Media in Reaching and Influencing Audience (classified by level of education)

Education level	Reaching				Influencing			
	Rank	Media	No.	%	Rank	Media	No.	%
Lower than bachelor's	1	Television	10	66.67	1	Television	11	73.33
	2	Radio	4	26.67	2	Radio	4	26.67
	3	Newspapers	8	53.33	3	Newspapers	7	46.67
Bachelor's degree	1	Television	65	69.89	1	Television	53	56.99
	2	Newspapers	29	31.18	2	Newspapers	24	25.81

	3	Magazines	24	25.81	3	Magazines	25	26.88
		Internet	24	25.81		Internet	25	26.88
Higher than bachelor's	1	Television	28	62.22	1	Television	25	55.56
	2	Newspapers	13	28.89	2	Newspapers	11	24.44
	3	Magazines	12	26.67	3	Internet	17	37.78

4.5 THE RESPONDENTS' SUGGESTION ABOUT PUBLICIZING HEALTH NEWS AND INFORMATION VIA MASS MEDIA

Television:

Table 29 People's Suggestions about Publicizing Health Information via Television

Issue	No.	%
1.	10	6.54
2.	4	2.61
3.	12	7.84
4.	4	2.61
5.	7	4.58
6.	9	5.88
7.	4	2.61

Note:

Issue 1: Health programs should be broadcasted in a time suitable for working people's lifestyles such as at 9-12 pm or on a weekend. The duration and frequency of the programs should be increased.

Issue 2: Content and language in health program should be easier to understand, and avoid medical jargon. Pictures and video images should be used for clearer understanding.

Issue 3: Health news and information should be presented by reliable experts or specialists such as doctors, pharmacists and chemists not celebrities.

Issue 4: The content should be more up to date.

Issue 5: Hidden advertising should be prohibited. Information should come from experts not program's sponsor as some issues were raised for promoting sponsor's product and not for audiences' benefit.

Issue 6: The presentation strategy should be more interesting and consist of both information and entertainment.

Issue 7: Some issues, such as men's health, should be publicized more.

Radio:

Table 30 People's Suggestions about Publicizing Health Information via Radio

Issue	No.	%
1.	5	3.27
2.	6	3.92
3.	3	1.96
4.	10	6.54
5.	6	3.92

Note:

Issue 1: Health programs should be on air at the time that working people are free and last 2-3 minutes.

Issue 2: As radio can not have pictures, explanations must be clear, detailed and easy to follow.

Issue 3: The program's host should invite expert guests and they should answer questions from audiences who phone in.

Issue 4: The programs should be more interesting, colorful and fun.

Issue 5: there should be an exclusive health station or at least additional health programs.

Magazine:

Table 31 People's Suggestions about Publicizing Health Information via Magazines

Issue	No.	%
1.	3	1.96
2.	6	3.92
3.	3	1.96
4.	17	11.11
5.	4	2.61

Note:

Issue 1: Real-life experiences should be included in health columns.

Issue 2: Content should be more up to date and specific.

Issue 3: Information should be reported frankly with no hidden advertising.

Issue 4: More pictures should be added to the content, the layout should also be more creative, vivid and appealing.

Issue 5: Magazines should focus more on health care rather than beauty.

Newspaper:

Table 32 People's Suggestions about Publicizing Health Information via Newspapers

Issue	No.	%
1.	5	3.27
2.	5	3.27
3.	13	8.50
4.	6	3.92
5.	3	1.96

Note:

Issue 1: Newspapers should focus on new health technology or innovations with more space and details.

Issue 2: Information reported must be correct, reliable and up to date.

Issue 3: Front page and layout should be clearer and easy to read; moreover, more photos would be appreciated.

Issue 4: There should be more health-related columns and content should be more varied.

Issue 5: The number of specific health columns should be increased.

Internet:*Table 33 People's Suggestions about Publicizing Health Information via the Internet*

Issue	No.	%
1.	7	4.58
2.	4	2.61
3.	4	2.61
4.	14	9.15
5.	4	2.61
6.	3	1.96

Note:

Issue 1: Information available on internet should be more reliable, citing sources if possible.

Issue 2: Information should be updated frequently.

Issue 3: Hidden advertising on internet is increasing so officials should pay close attention to it.

Issue 4: Pictures, VDO clips and links to related websites should be added.

Issue 5: Wider variety of health-care information is needed.

Issue 6: There should be more health websites in Thai.