

APPENDIX A
Questionnaire- English Version
Questionnaire
Behaviors and attitudes about receiving health news and information
via mass media among working people in Bangkok

The questionnaire is a part of a survey for an Independent Study, CR 700 Research Methodology course of English for Careers, Master's Degree Program, Language Institute, Thammasat University. The purpose of this study is to study behaviors and attitudes in receiving health news and information via mass media among working people in Bangkok.

Thank you so much for your kind cooperation.

Part I: General information

Direction: Please mark \surd in ☐ to correspond with the information and your opinions

1. Sex

☐ 1) male

☐ 2) female

2. Age

☐ 1) 25 years and below

☐ 2) 26 -30 years

☐ 3) 31- 35 years

☐ 4) 36- 40 years

☐ 5) 41 -45 years

☐ 6) 46 -50 years

☐ 7) 51- 55 years

☐ 8) 56 years and above

3.Level of Education

- | | |
|--|--|
| <input type="checkbox"/> 1) primary school | <input type="checkbox"/> 2) high school/vocational |
| <input type="checkbox"/> 3) diploma | <input type="checkbox"/> 4) bachelor's |
| <input type="checkbox"/> 5) master's | <input type="checkbox"/> 6) doctorate |

4.Occupation

- | |
|--|
| <input type="checkbox"/> 1) government official |
| <input type="checkbox"/> 2) employee of state enterprise |
| <input type="checkbox"/> 1) employee of private company |
| <input type="checkbox"/> 2) self-employed |

5. Marital status

- | |
|--|
| <input type="checkbox"/> 1) single |
| <input type="checkbox"/> 2) married |
| <input type="checkbox"/> 3) divorced/widowed |
| <input type="checkbox"/> 4) others_____ |

6. Income per month (baht)

- | | |
|--|--|
| <input type="checkbox"/> 1) 10,000 and below | <input type="checkbox"/> 2) 10,001 – 15,000 |
| <input type="checkbox"/> 3) 15,001 – 20,000 | <input type="checkbox"/> 4) 20,001 – 25,000 |
| <input type="checkbox"/> 5) 25,001 – 30,000 | <input type="checkbox"/> 6) 30,001 – 35,000 |
| <input type="checkbox"/> 7) 35,001 – 40,000 | <input type="checkbox"/> 8) 40,001 and above |

Part II: Behaviors in receiving health news and information via mass media

Direction: please mark \checkmark in each line across which match your information and your opinions

7 In one week, which media do you access and how often?

Media	everyday	5-6 days	3-4 days	1-2 days	none
Television					
radio					
magazines					
newspapers					
internet					

8. In one week, which media do you get health news and information from and how often?

11. News and information about health technology or innovations such as the latest CT scanner and stem cell technology.

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

12. News and information about illness such as the symptoms of thalassemia patient and risk factors leading to colon cancer.

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

13. News and information about sexual health such as how to prevent sexually transmitted diseases and what you should do if you forget to take a contraceptive.

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

14. News and information about medical or health-care centers such as hospitals with 24-hour heart service and spas with foot massage and low-calorie foods.

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

15. News and information about psychological health such as how to relieve stress and why optimistic people are healthier than pessimistic people.

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

Part III: Attitudes in receiving health news and information via mass media

Direction: Please mark √ in each line to indicate what extent you agree with each statement

Statement	Most strongly agree	Strongly agree	Agree	Moderately agree	Disagree
16. Television is the most reliable medium in receiving health news and information.					
17. Internet has the greatest supply of health news and information.					
18. Health news and information from the radio is the least understandable due to no visuals.					
19. Health news and information in a magazine are not interesting since they aren't up-to-date.					
20. Health news and information in newspapers is unreliable because it is harder to verify due to time constraints					
21. Health news and information in magazines is easily understandable since it can be read again and again.					
22. Health news and information on the internet with VDO clips is more understandable.					
23. For health news and information in magazines, illustrations are as important as content.					
24. If the presenters of health news and information in television are celebrities, such messages become more credible.					
25. The highlight of receiving health news and information via radio is audience participation such as listener calls.					
26. Publicizing health news and information in the form of edutainment makes it more understandable and easily remembered.					
27. Health campaigns in the mass media yield short-term result only.					

Part IV: Mass media's efficiency in reaching and influencing their audiences

Direction: please choose 3 media which you believe is the best to reach

audiences and influence them in regard to publicizing health news and information; then put 1 in front of the medium you think is the best, 2 in front of the medium that comes in second and 3 in front of the medium that comes in third.

28. In your opinion, which media is the most accessible? (efficiency in reaching audiences)

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

29. In your opinion, which media have the most influence on your behavior? (influence)

_____ Television	_____ newspapers
_____ radio	_____ internet
_____ magazines	

Part V

30. Please give some suggestions about how health news and information in the mass media meet your needs and desires.

Television

Radio

Magazines

Newspapers

Internet
