

**IMPACTS OF MASS MEDIA EXPOSURE AND LANGUAGE BARRIER ON COMPREHENSIVE HIV/AIDS KNOWLEDGE AMONG ‘DZAO’ ETHNIC MINORITY IN YEN BAI PROVINCE, VIETNAM**

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**ABSTRACT**

This study aimed to examine the impacts of mass media exposure and the language barrier on knowing about HIV/AIDS and comprehensive HIV/AIDS knowledge among 805 “Dzao” ethnic minority population aged 15-49 years in Yen Bai province, Vietnam when controlled for socio-demographic characteristics. Secondary data came from the survey on HIV/syphilis infection rate, and risk behaviors related to HIV transmission, among some ethnic minority groups in Vietnam.

The results of binary logistic regression indicate that mass media exposure, except the frequency of reading the newspaper, and language barrier were the factors affecting knowing about HIV/AIDS. Meanwhile, only language barrier affected comprehensive HIV/AIDS knowledge. The people who could communicate in Vietnamese were 2.8 times more likely to have comprehensive knowledge of HIV/AIDS than the people who could not communicate in Vietnamese.

The study’s results suggested that communication strategy in HIV/AIDS prevention should be further interested in ethnic minority populations. In detail, communication materials and programmes should be designed and developed in both local language and Vietnamese, so that they can access HIV/AIDS information easily even if they cannot communicate in the Vietnamese language.

**KEY WORDS: MASS MEDIA/ LANGUAGE BARRIER/ HIV/AIDS  
KNOWLEDGE / “DZAO” EHTNIC MINORITY/ YEN BAI**

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