

Abstract

The study of “ The exposure and effects of nutrition television programmes to viewers ’ s knowledge attitude and behavior in Bangkok metropolitan” has set the goal to study the exposure of all the programmes including the advertisements of the sample groups. To enable the study on knowledge, attitude and behavior of the sample group's nutrition after being exposed to the all programmes as well as the advertisements related to the televised nutrition's on-air programmes, and to study those programmes and their advertisements on the Free-TV: Channel 3, 5, 7, 9, 11 and TITV.

Within this study, there will be 2 parts: Quantitative Research and Qualitative Research. The Quantitative Research will follow the format of survey research and will be used to evaluate the viewing results of the television programmes (One-shot post test only design) on the sample size of 400, whereby the purposive sampling method will be used for 4-range of age-groups, each group containing 100 and will also be randomly sampling distribution according to occupation by using The self-Administrative questionnaire as the research tool. The analysis of the statistics information in this study uses SPSS/PC version 11.0, a software package for statistical analysis, and will be demonstrated by tables accompanied with the descriptive explanation classified by percentage, frequency, average, and standard deviation. The statistics used in the testing of hypothesis is the testing of the standard differentiation among the group (one-way ANOVA) by setting the degree of differentiation at 0.05, whereby the Qualitative research will use the study being carried out on the Free TV nutrition television programmes and their advertisements on channel 3, 5, 7, 9, 11, and TITV during the period from October to December of 2007.

The result of the study could be shown as follows:

1. The behavior of the majority viewers being exposed to the programmes and their advertisements of the sample group related to the nutrition content is rare, and the viewing of the nutrition's content and news are relative similar but more than the viewing of the advertisements. In general, the majority of the sample groups are most likely view

the type of nutrition's programmes that have the contents related to the cooking classes/ introducing of restaurants and programmes that have their various knowledge contents magazine in programmes . Viewing of the information on nutrition is relative similar and at the mid-level. Viewing of the information the prevention of diseases is highest level and viewing of the nutrition's values and disease's curing process/ therapy are relatively similar. The majority of viewers view those related advertisements in the similar manners and at the mid-level, whereby the viewing of the advertisements of beverage's type is at the highest level. The majority of the sample groups agree that there should be a permanent viewing period in presenting news programme on nutrition. In general, these presentations should be added most likely during the evening news.

2. The effects to the knowledge, attitude, and behavior after the exposure of the nutritional television programmes in considering to the level of knowledge, attitude and behavior after being exposed to the nutritional television programmes, the result of the study found that in general the sample groups have high level of knowledge both in terms of nutrient value, caring & prevention, and curing & therapy using food, the level of attitude is at the acceptable level, and the level of behavior is at the mid-level (on average). In terms of relations between knowledge, attitude and behavior of nutrition, the result from this study has found that the majority of the type of relation is between knowledge and attitude, and this relation will create the subsequent behavior. For example, The finding is that after being exposed to the nutritional programmes, and being asked about the effects of the food for prevention from diseases, and food intake that will enhance their health, their answers have the average knowledge and resulting in the high degree of correction. Their attitude after being exposed to the nutritional information is in the agreeable level, and their behavior after being exposed to the nutritional information is often in the agreeable level. When considering the result from the testing of hypothesis, the study found that there are 2 behavioral exposures: The number of time being exposed is very often; The level of being exposed to the nutritional programmes. These two behaviors effect the absorbing of information on nutrient's

values, curing and prevention using food, and the resulting in viewing food advertisements as well as resulting in the nutrition's knowledge, attitude and behavior.

3. The results of the study in programmes and their advertisements are as follow:

3.1 Free TV programmes, consisting of all six channels' programmes, have a total number of 54. There are 4 type of programmes: cooking classes/ introducing restaurants/ promoting health with food/ providing knowledge and recommendation related to health and nutrition by doctors and experts/ and magazine in programmes presentation whereby the different types of programmes are on-air: Channel 3 have the highest televised programmes per week at 13 hours and 30 minutes, next is TITV at 10 hours and 45 minutes, Channel 5 at 7 hours and 44 minutes, Channel 9 at 6 hours and 40 minutes, Channel 7 at 1 hours and 8 minutes and the lowest, channel 11 at 45 minutes.

3.2 Nutrition programmes on-air when considering in comparable between weekdays and weekends (Saturday and Sunday), the finding is, in general, the programmes on-air of all six channel stations could be shown as follows: weekdays (Monday to Friday), all six channel stations being on-air, in general, will have highest nutritional programmes on-air on Tuesday for 510 minutes (0.88%), next is Thursday for 426 minutes (0.74%), Wednesday for 390 minutes (0.67%), Monday for 375 minutes (0.65%), and the lowest, Friday for 311 minutes (0.54%). For the weekends (Saturday and Sunday), in general, all six channel stations being on-air, and being compared between weekdays and weekends, the nutritional programmes on weekends are lowers than every day of the weekdays, whereby Saturday is higher than Sunday for 233 minutes (0.39% of all channel stations)

3.3 The time slot of nutrition programmes on-air: in general, all channel stations, the finding is that time slot of 09:00-11:00 is the highest, next is the time slot of 07:00-09:00 with 11 programmes and in the relatively similar number of programmes on-air is the time slot of 15:01-17:00 with 10 programmes. In addition to this, the finding is that during the morning to afternoon (05:00-13:00), 35 programmes on-air at the highest,

whereby from afternoon to evening (13:01-19:00) with 18 programmes, and during the night, with only 1 programmes on-air.

3.4 When considering the length of the programmes on-air for each channel station, the finding is that, in general channel 3, Channel 5, channel TITV and channel 9 will have nutritional programme with the length of between 20-30 minutes, with the exception of Channel 7, in general, with the length of between 1-5 minutes, and channel 11, with the length of between 11-15 minutes.

3.5 The length of the nutritional programmes dividing by the types of programmes, the finding is that, cooking class/ introducing restaurants, health food supplementary, and magazines in programmes with various knowledge information programmes, in general, will have the length of between 20-30 minutes, whereby the type of programmes for knowledge and recommendation related health issues and nutrition presented by doctors and experts, in general, have the length of between 1-5 minutes.

3.6 The study of advertisement programmes has been classified into 4, whereby each type has the types of food with advertising budget and has high level of market share, or has often been advertised high on-air time during the month of October through to December of 2007 and consisted of fast foods, beverages, sweets/ snacks and supplementary food advertisements.