

3737017 SHPE/M : MAJOR : POPULATION EDUCATION ; M.Ed.

(POPULATION EDUCATION)

KEY WORDS : MEDIA EXPOSURE/ KNOWLEDGE/ ATTITUDE/ BEHAVIOR/ AIDS

PONGKIT SIRIYONG: MEDIA EXPOSURE ON AIDS, KNOWLEDGE, ATTITUDE AND PREVENTIVE BEHAVIOR OF AIDS AMONG THE HEAD OF HOUSEHOLDS IN RURAL AREA, SURATTHANI. THESIS ADVISORS : SURASEE CHINGTIN. M.Ed., THAWATCHAI CHAIJIRACHAYAKUL. Ph.D., SUBPHACHI SUKARAWAN. M.S. 154 p. ISBN 974-662-803-8

While HIV infection rate in high risk group has tended to decrease, that of the general population has increased. This study aimed to discover the frequency of AIDS information received from the media, knowledge, attitude and prevention on AIDS. The study was conducted in the form of a survey research of 396 randomly selected heads of households in a rural area by a multistage random sampling. Interviewing technique with structured questionnaires was used for data collection. The presentation of descriptive data was based on frequency, percentage and mean and chi-square test was used for an assumption test.

The results showed that the heads of households were exposed on AIDS information from television the most, followed by government officers and cut-outs or posters. Concerning frequency of media exposure, television messages were the most frequent, followed by radio and exhibition, ranked at second and third. There was a direct correlation between age and the frequency of the exposure to AIDS information from all types of media except television and pamphlet. There was no correlation between type of households and the exposure to AIDS information from any media, also no relationship between all variables and the exposure to AIDS information through pamphlet. Most of the heads of households had knowledge about AIDS at a high level, their attitudes were positive and preventive behaviors were at good level.

The study also showed that AIDS information received from mass media, personal media as well as specialized media seemed to have similar impacts, therefore an application and integration among media is recommended. Considering most media came from the Ministry of Public Health, the next study should include an evaluation on each type of media. Evaluation should allow media to be produced and utilized more efficiently, reducing costs.