

Thesis Title        A Study on the Effectiveness of Printed Media  
                      Related to Population Education Focusing  
                      on Health for the Rurals

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#### ABSTRACT

The objective of this research was studying the effectiveness of 6 sets of printed media related to population education focusing on health for the rurals. The media were produced by the Ministry of Health and the Ministry of Education during 1986-1989. The printed media were selected by their departments as the best, namely : "Smoke made short life", "Infant feed , age 0-12 months", "Nutrition for human", "Cause from smoking", "Prevent aids, life will survive" and "Aids". Samples were 60 rurals in Phanom district, Surathani province. They were divided into 2 groups : controlled group and experimental group (30 person per group). Research methodologies were one set of test, one set of questionnaire and 6 sets of printed media.

The findings were as follows:

Their knowledge were increased after they studied 6 sets of printed media. The significantly of the data were at level 0.05. The sample thought these 6 sets were very useful for them. For their attractive, they thought, were at the moderate level. They understood the content the most in "Infant feed, age 0-12 months",

besides were moderate. The illustrations of "Infant feed, age 0-12 months" and "Nutrition for human" were easy to understand.

For summary, there were no sets of the selected printed media were met as the criterion we set.