

Thesis Title : Behavioral Intention To AIDS Prevention of High School
Students in Chiangrai Province

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Date of Graduation 25 August B.E 2535 (1992)

ABSTRACT

The objectives of this study were to investigate the level of behavioral intention to AIDS prevention of the high school students and to investigate factors affecting both direct and indirect on it. The independent variables in this study include knowledge about AIDS, attitude toward AIDS prevention, attitude toward AIDS information, perceived severity of AIDS, perceived susceptibility to AIDS, and peer group.

The sample consisted of 380 students from 17 schools, in academic year 1991, under the department of general education in Chiangrai province. The sample was drawn by multistage sampling including, stratified and systematic sampling. Data was collected through a set of questionnaires constructed by the researcher.

The finding was summarized as below:-

1. Most of students (95.4%) had high level of behavioral intention to AIDS prevention, but in detail, some of students had behavioral intention to AIDS risk behavior, especially intravenous drug abuse, and sexual behavior. In addition, some of students had low level of intention to use condom, and slightly interesting on AIDS information.

2. The independent variables significantly and positively affect behavioral intention to AIDS prevention were 1) peer group, 2) attitude toward AIDS information, 3) attitude toward AIDS prevention, 4) knowledge about AIDS, and 5) perceived severity of AIDS, in that order. Whereas perceived susceptibility to AIDS had neither direct nor indirect effect on the behavioral intention to AIDS prevention, peer group and attitude toward AIDS prevention had direct effect. As expected, attitude toward AIDS information had both direct and indirect effects on behavioral intention. In addition attitude toward AIDS prevention was affected by attitude toward AIDS information and simultaneously affect the behavioral intention to AIDS prevention. Knowledge about AIDS and perceived severity of AIDS had only indirect effect on behavioral intention. Knowledge about AIDS had indirect effect on behavioral intention to AIDS prevention through perceived severity of AIDS, attitude toward AIDS prevention, and peer group. Perceived severity of AIDS had indirect effect on behavioral intention to AIDS prevention through attitude toward AIDS. Five variables in the model accounted for 45.9 percent of the variation in the behavioral intention to AIDS prevention of students ($R^2=0.459$; $P<0.05$).

Recommendations

This study recommended that (1) The governmental agencies or private sector dealing with AIDS activities or AIDS control and prevention programme should be encouraged and support the students to participate and operate the AIDS activities or AIDS programme by themselves while the persons, who concern, should be supports in academic aspect or other necessary resources.

(2) Knowledge about AIDS, especially information or knowledge about symptoms, transmission and prevention are necessary for the student. so that, The AIDS educational programmes should be develop and implement contineously. Because of the knowledge about AIDS would be the fundamental data for the students to decide on practice about AIDS prevention.

(3) AIDS information, which disseminate to the students, should be concentrate on the development of positive attitude toward AIDS prevention by disseminate the AIDS information which factual and up to date more than construct the fearful image of AIDS. Because of, if the students have positive attitude toward AIDS information they will have positive attitude toward AIDS prevention and will have intention to practice about AIDS prevention in the appropriate direction respectively.