

Thesis Title            A study on the Opinions of the Undergraduate Students  
                             at Rajamangala Institute of Technology in Bangkok  
                             Concerning the Effectiveness of media Utilization on  
                             AIDS Campaign Project

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### ABSTRACT

This research is a surveying type, of which mainly purpose is to study about the knowledge understanding, and the attitude concerning on AIDS - preventive campaign project, as well as to study the kinds of media used in the campaign, their degree of effectiveness that would direct to the precise improving and developing appropriate AIDS campaign media in the future.

This research timing program were expected to summerize and complete in 8 months, during September 1992 - April 1993.

The survey subjects were sampling from the undergraduate students who studying different 26 major subjects from 5 faculties, in 6 campuses of Rajamangala Institute of Technology, Bangkok.

The total number of 520 questionnaires were distributed through the subjects. Nevertheless, after 3 months of collecting the answers during January 1992 - March 1992, only 440 fully complete answers owing to the questionnaires, the percentage of 84.62, were selected and used for statistical analysis.

## Result and Conclusion

### 1. Knowledge and understanding concerning AIDS

The students at fair level number have a good knowledge and understand the infection of AIDS but not cover all as it should be, especially they mislead in some knowledge. i.e. unfortunately 66.14% of them assume that AIDS can be transmitted through heredity, 60.00% of them understand that normal sexuality of the right couple can be AIDS infected, and 51.82% of them think that by having frequent blood check-up it is the way that can prevent AIDS.

### 2. Attitude about AIDS prevention

Most of the students had a very good attitude about the preventive importance to AIDS infection and also know well the right preventive method, i.e. 97.27% of them comment to use condom each time before having sexual intercourse with other females who are not their own partners, despite those females are not prostitute. Anyway, 72.05% of them were still not sure that utilization of condom would be perfectly 100% safe from AIDS.

3. Lot of students, at the ratio of 2:1, gained their knowledge about AIDS from various media when staying outside the campus more than when staying inside.

4. When staying outside the campus, the students gained their knowledge from the following media i.e. television, radio, newspaper, poster, document / leaflet, personel, sticker, exhibition, movie, and video tape, respectively.

5. When staying inside the campus, the students gained their knowledge from the following media i.e. poster, personel, exhibition, sticker, document / leaflet, newspaper, video tape, radio, television, and movie respectively.

6. The opinion of the students about the most interesting media, the following are respectively interesting media : exhibition, poster, document / leaflet, television, sticker, radio, newspaper, video tape, movie, personel, and activity / training / seminar.

7. For personel type media, 72.50% of the students said that they got their knowledge about AIDS from "friends" more than from "the public health personel" and on the contrary, 30.68% of them got their knowledge from "the public health personel" more than from "friends".

8. About the AIDS campaign project media, most of the students assume that the quality of the media is good enough. The students want more presentation period than before.

9. Most students expected the number of academic institutes participated to the AIDS campaign project should be increased as well of continuing the campaign to reach for the better knowledge and understanding and effective prevention of AIDS.