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WANPEN MA-UN : THE RISK PERCEPTION AND THE CHANGE OF SEXUAL RISK BEHAVIOR ASSOCIATED WITH HIV/AIDS AMONG THAI WOMEN . THESIS ADVISOR: SAIRUDEE VORAKITPHOKATORN, Ph D., BUPPHA SIRIRASSAMEE., Ph D, PIMONPAN ISARABHAKDI, Ph. D. 76p. ISBN 974-589-011-1

From the 1993 Survey of Effectiveness of AIDS Media on Behavior and Values, with data obtained by using a multi-stage sampling technique designed to represent the whole Kingdom, region, and urban-rural residence, 1650 female respondents aged between 15 - 49 were selected for the present study. This study aimed at examining the determinants of the perception of risk of AIDS, AIDS knowledge and fear of AIDS affected the change of sexual risk behavior among Thai women.

The findings revealed that studied women had relatively moderate level of AIDS knowledge. Women in agriculture sector knew less about AIDS than did women in other occupations. Younger women had a higher level of AIDS knowledge compared to those in older groups.

Married women living in the North perceived themselves at risk of AIDS and feared AIDS more than married women in other regions. The higher percentage of the perception of risk belonged to non-married women living in the North, while the higher percentage of fear of AIDS occurred in the group of non-married women living in the Central region.

The higher level of AIDS knowledge was found among women who changed the sexual risk behavior.

It was found that the change of sexual risk behavior was influenced by the fear of AIDS more than the perception of risk of AIDS. Interestingly, women without perception of risk changed their sexual risk behavior.

Women in all regions had lower odds of changing their sexual risk behavior except those living in the South.