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MOTORCYCLE ACCIDENT

PAIRIN SAMUTHSEN : THE DEVELOPMENT OF SAFE MOTORCYCLE  
RIDING BEHAVIORS OF MALE TECHNICAL COLLEGE STUDENTS IN RAYONG  
PROVINCE THROUGH GROUP PROCESS AND SOCIAL SUPPORT. THESIS ADVISOR :  
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Motorcycle accident is a major cause of injury and death. It tends to increase every year especially among males age 15 – 24 years. This quasi-experimental research is designed to promote the development of safe motorcycle riding behaviors of male technical college students in Rayong province. Protection Motivation theory and social support were applied to develop the health education program. The program activities such as lecture, demonstration and practice were implemented through group process. The study group comprised 110 male students. Fifty-three students were assigned into the experimental group and 57 students were in the comparison group. Self-administered questionnaire, motorcycle riding behaviors record and observation checklist were used to collect the data both before and after the experiment.

The results of this study indicate that after the experiment, the experimental group had significantly better perception of severity and susceptibility regarding motorcycle accident and gained more self-efficacy expectancy and response efficacy motorcycle riding safety than prior to the experiment and than the comparison group. It was also found that the perception, the efficacy, having motorcycle accident in the past and experience of drinking alcohol one hour before riding motorcycle were significantly correlated to the safe motorcycle riding behaviors of the subjects. However, driving license, riding distance from home to college and size of the motorcycle cylinder in cubic centimeter were not statistically related to the behaviors of the subjects. These results indicate clearly that a planned health education program with the application of the Protection Motivation theory, social support and group process would enable the male technical college students to improve their perception and efficacy about motorcycle accident as well as their motorcycle riding behaviors. The program should be applied and extended to other colleges.