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RIDING/TECHNICAL COLLEGE STUDENTS

BANG-ON PRAPASASUT : THE APPLICATION OF PROTECTION  
MOTIVATION THEORY ON MOTORCYCLE ACCIDENTAL PREVENTIVE RIDING  
BEHAVIOR AMONG THE FIRST YEAR TECHNICAL COLLEGE STUDENTS,  
BANGKOK METROPOLIS. THESIS ADVISOR: SOMJIT SUPANNATAS, Dr.P.H.,  
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The main objective of this quasi-experimental research was to assess the effectiveness of a health education program on motorcycle accidental preventive riding behavior among technical college students. In designing the program, key concepts of the protection motivation theory and health education methods were applied to conduct health education activities. The activities included lecture, demonstration, practice and social support. The sample of this study consisted of 75 first year technical college students. Thirty-nine of them were assigned into the experimental group and while the rest were in the comparison group. Data were collected both before and after conducting the experiment using self-administered questionnaire, motorcycle riding behavioral record and observation checklist. Percentage distribution, arithmetic mean, standard deviation, Student's t-test, paired samples t-test, and Pearson's Product Moment Correlation Coefficient were employed to analyse the data.

The results of the study show that the experimental group had significantly better perception of severity and susceptibility regarding to motorcycle accident and gained more self-efficacy expectancy, response efficacy and riding motorcycle safety than prior to the experimentation and than the comparison group. Therefore, this program should be applied for students in other technical colleges.