

**Thesis Title :** Social Learning Process Concerning Health Behaviors  
in a Highland Community

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### **Abstract**

This research, namely a social learning process concerning to health behaviors in a highland community, aimed at studying a social learning process relating to health behaviors in a highland area, and also studying factors affecting such process. The researcher selected Poo-Terng-Sarm village, Toong-Kao-Puang Sub-district, Chiang-Dao District, Chiang Mai Province. The main reasons of the site selection were that the villagers were Lisu tribe. Those people have been

naturally peace lovers and conserve their local wisdom. However, they have accepted some new culture selectively, and also integrated it with their own existing culture, particularly, their health behaviors.

The researcher employed informal interviews, participant and non-participant observations, in-depth interviews and documentary study to obtain data required. The main key informants were officers at Khun-Kong watershed unit, village formal and informal leaders, owners of vender shops, village public health officers, monks, local herb doctors, teachers, senior people, and other village members. The researcher spent 1 year and nine months in collecting and analysing data, then, interpreting them before writing a report.

The findings were that a social learning process relating to health behaviors of the villagers of the selected village could be categorized into two stages. At the first stage, their health behaviors were transferred within their keenship system from generations to generations. At the second stage, such learning process was gradually changed as an effect of the Government policy of modernization distributions to remote areas. Such learning process covered formal and nonformal education systems.

The factors affecting the social learning process of the Lisu tribesmen in their community could be classified into two categories - the internal and external factors. Those factors functioned as the push- and connecting elements of the villagers' learning process. Such connection resulted in learning, perception, and transference within the learning process.

The social learning process relating to health behavior of the community members of Poo-Terng-Sarm village influentially resulted in changing the villagers' health behaviors enormously. Such better changes affected the villagers' quality of health.