

## **Abstract**

### **The Evolution of Social Science Research Methodology in Sexual Behavior in Thailand**

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Using documentary research, it was found that research methodology in sex related studies since 1962 has evolved in accordance with cultural change in Thailand. About 30-40 years ago, most Thai people did not accept the sexual expression in public. The researchers could only study the value and attitude toward sex which showed substantial difference between men and women. As Thai society was increasingly influenced by the Western culture, direct research in sexual behavior and experience have was possible since 1982, and this type of research increased when the spread of HIV/AIDS was found in Thailand.

Most sexual studies are still based on "Attitude-Determines Behavior Paradigm", though some studies use other theories and concepts such as the "Health Belief Model".

The study population and sample were initially in schools or educated people in towns, later on they are out-of-school people and specific groups or risk groups such as prostitutes, fishermen, truck drivers, factory workers. Self-administered questionnaires are used to collect sexual data mostly from educated sample. However, qualitative approaches are widely conducted especially with the risk groups.