

Abstract

Television as a Source of Health Information for Thai Elderly

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While television has appeared to be a frequently cited source of health information in recently years, very little is known about the characteristics of viewers; who are more likely to watch health-related programs on television? To answer this question, the present study applies the concept of perceived susceptibility drawn from the Health Belief Model. Data from the 2000 baseline survey in Kanchanaburi are used to examine whether elderly people who perceive themselves being susceptible or vulnerable to a disease are more likely to watch health-related television programs. The perceived susceptibility is measured indirectly by utilizing responses to two items in the questionnaire: self-reported chronic illness and the habit of regular smoking. The results demonstrate the tendency that elderly people with self-reported chronic illness are more likely to employ television as a source of health information than elderly people who have not reported any chronic illness.