

**IMPACT OF MASS MEDIA EXPOSURE ON  
KNOWLEDGE AND USE OF CONTRACEPTIVE AMONG  
VIETNAMESE ADOLESCENTS AND YOUTH**

**TRUONG MINH TIEN**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS  
(POPULATION AND REPRODUCTIVE HEALTH RESEARCH)**

**FACULTY OF GRADUATE STUDIES**

**MAHIDOL UNIVERSITY**

**2006**

**ISBN: 974 - 04 - 7610 - 4**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

**IMPACT OF MASS MEDIA EXPOSURE ON KNOWLEDGE AND USE OF  
CONTRACEPTIVE AMONG VIETNAMESE ADOLESCENTS AND  
YOUTH**

TRUONG MINH TIEN 4838770 PRRH/M

M.A. (POPULATION AND REPRODUCTIVE HEALTH RESEARCH)

THESIS ADVISORS: PHILIP GUEST, Ph.D.

ORATHAI ARD-AM, Ph.D. (Candidate)

**ABSTRACT**

Sexual and reproductive health is an important issue in Vietnam and is of particular concern for adolescents and youth. Lack of knowledge and access to contraception are major causes of unwanted pregnancy and abortion, which usually lead to harmful consequences for young women. This study focuses on contraceptive knowledge and contraceptive use as well as examining the impact of mass media exposure on adolescents and youths in Vietnam. Secondary data from the Survey Assessment of Vietnamese Youth (SAVY) in Vietnam 2004 is used. A sample of 1,506 respondents aged 14-25 who have had sex is included in the analysis. The main results of the study are as follows. The results differ from previous research as this study found that general mass media exposure and the number of sources of mass media from which youth have heard about sexual/reproductive health information do not have statistically significant relationships with contraceptive use. However, it was found that exposure to television increases contraceptive knowledge, and increases contraceptive use both directly and indirectly through increased contraceptive knowledge. Exposure to other forms of mass media affects contraceptive knowledge but not contraceptive use. The regression analysis for contraceptive use by marital status shows a statistically significant relationship between contraceptive knowledge and use for married youth but not for unmarried. More research is necessary to determine what type of contraceptive knowledge is related to contraceptive use among sexually active individuals, particularly for unmarried Vietnamese youths.

**KEY WORDS: YOUTH/ MASS MEDIA EXPOSURE/ SEXUAL AND  
REPRODUCTIVE HEALTH / CONTRACEPTIVE  
KNOWLEDGE/ CONTRACEPTIVE USE**

67 P.ISBN: 974 – 04 - 7610 - 4