

## Abstract

This research is trying to analyze including people's AIDS related knowledge, experience of condom usage and behavior attitude, also inquire into the influence of different variance for the attitude of people condom usage, and then to understand the behavior intention of condom usage in future sexual behavior. Others, Aim at further understanding the educational demand and communication message demand to affect and promote the future condom usage of people, and it can be the reference of future health education intervention strategy and media communication of condom for AIDS prevention.

This study adopts the quality interview to match with the quantity as a result analytical research design, The research object inhabits the Taiwanese region, age 20-39 years old and have the ability of accessing Internet .According to the purposive sampling and obtains seven individual cases to receive the quality interview; Another, carrying on the quantity questionnaire data collections in the website of Department of Health Taipei City Government, CDC and Mercy Memorial Foundation, Accept case 1,125, valid questionnaire 675, carry on income data to covariance and analyze the effect as follows:

### (一) Knowledge of AIDS

From the research data, most research objects have average high score in the knowledge part.

### (二) Experience of condom usage

Only 25% of people, both 「one and fixed sex companion」 and 「multiple sex companion」, use condom every time when they conducted the sexual behavior.

### (三) Attitude of AIDS and condom

1. 「One and fixed sex companion」 has higher 「perceived seriousness of the AIDS」 and 「perceived benefits of using condom」 but lower for 「perceived susceptibility of the AIDS」. From Gender's point of view, female has higher perceived seriousness of the AIDS and perceived benefits of using condom, but the interesting point is that male had higher perceived barrier to using condom. In the Educational background, Master educational background has lower 「perceived susceptibility of the AIDS」 than College educational background and University educational background has relatively higher 「perceived seriousness of the AIDS」 than Master educational background. For marriage status, Married have lower 「perceived susceptibility of the AIDS」 than single.
2. When comparing with 「Never use」 and 「Occasional use」 of condom usage rate, 「One and fixed sex companion」 with 「Always use」 of condom usage rate has higher 「perceived seriousness of the AIDS」 and 「perceived benefits of using condom」 but lower 「perceived barrier to using condom」.
3. 「Mass communicatoin」 with 「Experience of ontacting with

AIDS patients」 have higher「perceived susceptibility of the AIDS」 than only「Mass communicatoin」.「Mass communicatoin」 with「Experience of ontacting with AIDS patients」 has higher「perceived susceptibility of the AIDS」 than「Interpersonal communication」 with「Mass communication」

**(四) The research object's cues to action (information source)**

In「Mass communicatoin」, the research objects agreed that「Television Advertisement」 and「Television News」 are the major channels to get information about AIDS and condom. And the lowest chance to get information about AIDS and condom is from「Experience of ontacting with AIDS patients」.

**(五) The educational demand of the condom**

From the statistics data, it shows that all the research objects showing highly desire in「educational demand of the condom」. Female shows higher interests in「cognition teaching」 and「attitude teaching」 than male.

**(六) The Dissemination message demand of the condom**

1. The top three「Dissemination message pathway」 are「Television」,「Network」,「Newspaper」.
2. The most convincingly「spokespersons」are「AIDS patients」,「Stars」 and「AIDS research experts or sexual education experts」.
3. The top three「claim method」to get attentions from most audients are「life story」,「emphasized the results seriousness」 and「romantic or warm fragrant feeling person」.
4. For「Content」,Most research objects show that the content should be「Easily to understand」,「Less text」 and「Colorful」

**(七) The behavior intention of using condom in the future**

1. People who have past experience of「Always use」 of condom usage rate will have higher volition of using condom in the future.
2. Comparing with other three sub-variance, the「perceived seriousness of the AIDS」 will have stronger influence on the「Behavior intention of using condom in the future」.

Through the quality interview and quantity data analysis, We understand the knowledge of AIDS, condom usage experience and cues to action of research objects. Also have further understanding about the influence variance of the AIDS and condom attitude. Otherwise, the educational demand of the condom is very high for research objects. In the future, people who want to achieve the goal of 100% condom usage rate in preventing AIDS can apply any information in this research and matching with the condom education content to carry on the AIDS preventing education.

**Keywords: Educational demand ; Communication message demand ; Behavior intention of Condom usage**