

Comments on Knowledge of and Attitude Towards Blood Donation

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We have just read a paper discussing the influence of knowledge about blood donation on intention and actual behavior of blood donation among a group of Thai university students (Wiwantkit, V., 2002). They found that "Greater knowledge about blood donation does not lead to donation". Knowing the most predictive factors of intention to blood donation is essential from this standpoint that it helps donor recruitment policy makers support their educational efforts for reinforcing principal theoretical basis. The following paper includes some comments on findings of Thailand study as a challenging issue in recruitment of voluntary non-remunerated blood donors. The study was aimed to assess the "attitudes" of a group of Thai university students towards voluntary blood donation which is not in agreement with the title of study where the readers are expected to get information about effect of "Knowledge" on blood donation behavior.

Throughout the mentioned article, particularly in setting objectives, reporting results and the section of "Conclusion" the term "Attitudes" were misused to refer to the "Knowledge" of blood donation among subjects. There is no doubt there is a clear difference between the terms "knowledge" and "attitudes" as predictor variables in the extended model of "theory of planned behavior" for blood donation. The former term refers to "understanding of or information about a subject which has been obtained by experience or study" (Cambridge University, 2009) while the latter one denotes "a person's overall evaluation of the behavior" (Jillian J Francis *et al.*, 2004).

We have also some comments on the statistical methods employed to analyze the data. In the middle of Results Section where associations between Age and Knowledge score were discussed, the conclusions would be strengthened by employing Pearson Product Moment analysis rather than using X^2 test of independence. The logic behind it lies in this issue that when there is a possibility of using the age as a Ratio Scale of Measurement it is better not to decrease the strength of the conclusion by downgrading this variable to a Categorical Scale of Measurement. In sum, we believe the concepts of Knowledge and Attitudes were misused in the Thailand study and conclusions could be more valid and reliable if the author's points had been made by considering these recommendations.

REFERENCES

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