

**SEMANTIC FACTORS USING ATTENTION THEORY FOR STIMULATING
THE MATERNAL INSTINCT OF HOUSEWIVES IN HEALTH CARE
LEARNING: HEALTH VOLUNTEER NETWORK ON ALCOHOL
DRINKING BEHAVIOR MODIFICATION**

THUNYAPORN JAIMUNG

**DOCTOR OF PHILOSOPHY
IN KNOWLEDGE MANAGEMENT**

**GRADUATE SCHOOL
CHIANG MAI UNIVERSITY
MAY 2014**

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**A THESIS SUBMITTED TO CHIANG MAI UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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THIS THESIS HAS BEEN APPROVED TO BE A PARTIAL FULFILLMENT OF
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(Lect.Dr. Teeraporn Sae-Haew)

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Thunyaporn Jaimung

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