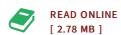


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This 16 percent difference can be explained by noting that 63 percent of adults saw television as their principal source of aids information, while only about 47 percent relied mainly on television for more general health - related knowledge. A number of other impressions can be drawn from Table 1. First, television was clearly the top choice for both types of information, followed next by newspapers and then closely thereafter by magazines and journals. Radio occupied a very distant fourth place. Second, doctors and nurses appeared to play a more important role in conveying general medical knowledge than knowledge about aids (19 percent versus 1 percent). Finally, local health departments were not considered to be a major source of either type of information in this...



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