

ABSTRACT

Provided are a method for producing a polyvinyl alcohol resin which is highly transparent in the form of an aqueous solution, has a good appearance when formed into a film or an aqueous gel, and improves ink acceptability and color appearance and exhibits water resistance when used for a thermal recording material or an ink-jet recording material; and a polyvinyl alcohol resin obtained by the method. In particular, provided is a method for producing a polyvinyl alcohol resin, comprising the steps of copolymerizing an aliphatic vinyl ester (A) with diacetone acrylamide (B), at least a part of which diacetone acrylamide (B) is added at a later stage, in the presence of a polymerization catalyst in an alcohol solvent, so that the ratio (a)/(b) of the polymerization yield at the end of the polymerization (a) to the polymerization yield at the end of the later addition (b) of diacetone acrylamide (B) is in the range of 1.01 to 1.10, and saponifying the resulting copolymer.