

# CHAPTER I



## INTRODUCTION

In the new era of information society, information is the most important factor of production and wealth creation. How well an individual, an organization, and an entire society can use, access, share, and make use of available information will ultimately decide their ability to generate economic growth and to enhance the quality of life for all. Information provided must be accurate, reliable, and accessible. Behind it all will depend on the ability to integrate and apply technologies as computer, telephone, electronic mail, online information search, multimedia, and various other related technologies which make up what is collectively is called information technology or IT. As the meeting of World Health Organization was stated that health worker in many developing countries have no access to up-to-date information due to lack of technology support and have no well-organized information sources (Pakenham-Walsh et al., 1997)

Information Center of the College of Public Health, Chulalongkorn University, which functions as educational support center, realized that technology assisted for disseminating information for learning and teaching is significant. Especially for Learning at the Workplace (LWP) students who have the limitation for using information provided at the Information Center of the College at Bangkok. Strength and

weakness of various channels for disseminating public health information were studied to find an appropriate way of finding a useful, reliable, solution to this problem. Therefore, this study is to develop interactive multimedia resource, which is an appropriate technology for disseminating public health information. The technology called Computer Aided Instruction (CAI) on Compact Disk Read Only Memory (CD-ROM) which is the best way for delivery public health information. CAI on CD-ROM can encourage LWP students to learn more about accessing the public health information provided.

The study in the essay (chapter II) describes public health information dissemination and the problem in dissemination those information in developing countries. For the situation of disseminating public health information at the Information Center of the College, it is found that the distance problem was the major factor for accessing information provided at the Information Center of the College for LWP students. This evidence and other reasons from LWP students found in Data Exercise (chapter III) is used to support the essay, which is the first step of the study to find out the problem for accessing public health information at the College of Public Health, Chulalongkorn University. Data Exercise chapter is aimed at getting required data for the proposal. This exercise includes collecting primary data through the use of questionnaire and analyzing with a simple statistical computer package.

Besides, the strength and weakness of alternative technology or channel for disseminating public health information are also described in the essay.

In the proposal section (chapter IV), the researcher presents the rationale of the project, which describes CD-ROM as an educational technology. The advantages of technology are low cost for investment, rather popular for educational institutions, portability and convenient for LWP students. The objective of the project is to enable LWP students to access public health information by enhancing searching skills. This chapter presents the content contained in the CD-ROM, the step of the production CAI on CD-ROM, expected outcome from the project, and evaluation of the project. The limitation of the project, budget allocation and workplan for production CAI on CD-ROM are also presented.

In the presentation section (chapter V), the main concept of the study was present on the 12<sup>nd</sup> of December 2000 to the committee. The last chapter is annotated bibliography (chapter VI), series of readings are explored to get information related to this study.

## REFERENCE

Pakenham-Walsh, N., Priestley, C., & Smith, R. (1997). Meeting the information needs of health workers in developing countries. **BMJ**. 314,90.