##C 110357:MAJOR LIBRARY AND INFORMATION SCIENCE
KEYWORD: INFORMATION SEEKING BEHAVIOR / AIDS PREVENTION AND CONTROL

PHITAK SIRIWONG: INFORMATION SEEKING BEHAVIOR AND INFORMATION DISSEMINATION OF AIDS PREVENTION AND CONTROL, CARRIED OUT BY THE PUBLIC HEALTH MINISTRY OFFICIALS. THESIS ADVISOR: ASSO. PROF. SACHI CHANDAVIMOL 137 PP. ISBN 974-582-230-2

The purpose of this research was to study information seeking behavior and information dissemination of AIDS prevention and control of the Public Health Ministry officials in respects of the information sources, the access to the information, the problems encountered in seeking the information and the application of the information in AIDS prevention and control carried out by the Public Health Ministry officials. The tool used in this research was a questionnaire to be completed by a sample of 243 Public Health Ministry officials. Out of 243, there were 120 administrators and 123 officers. The data collected were analyzed by the SPSS-X program. The results are concluded as follows.

- 1. The information sources from which the officials seek the information most are libraries or information centers of their working place. The information in Thai is sought at a moderate level. As for the information in English, only pamphlets and academic articles are used at a moderate level. Other sources of the information are used at a low level. In case of the sources of information both in Thai and English, a moderate level of seeking is found except for microfilms and data bases which have a low level. The officials also seek the information from individuals and mass media, both at a moderate level.
- 2. New book lists are used most by the officials to get access to the information in the library or information center whereas data bases are used least. Regarding seeking the information from individuals, the administrators obtain the information from seminars most while the officers from inquiries made to their colleagues most. The officials obtain the information on phone the least. As for the type of mass media, the officials get the information from reading newspaper most.
- 3. The most common problem encountered by the officials is that the information is not in one place but scattering all over and the information received is out-of-date.
- 4. The information is disseminated to prevent and control AIDS in every form at a moderate level except for propaganda made through radio programs and announcement made in villages which are found to be at a low level.