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CHAYAPA IAM-URAI : INFORMATION SEEKING BEHAVIOR AND INFORMATION
USE OF WOMEN DEVELOPMENT WORKERS IN THAILAND. THESIS ADVISOR :
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The purpose of this research is to study the information use of women development workers in Thailand and their problems concerning information sources, subjects, formats, and up-to-dateness.

Research results that the important objective of information use is for appropriateness in working. The sources consulted is interpersonal source, i.e. friends and colleagues; women and occupations, women and economics, women and society and culture are 3 subject areas used in priorities. The format and language women development workers are familiar with are textbooks and Thai, while the up-to-dateness of the information needed is about 1 year.

A combination of methods is used in information seeking; sending requests to related organizations for their publications, a conversation with friends and colleagues, reading articles in newspapers and magazines.

Important problems confronted are inadequacy of time, both for the women development workers themselves and the consultants as well as inconvenience in contacting the mass media sources for the use of their information. These problems are results of the lack of information system for storage and services.