

THESIS TITLE WORLD WIDE WEB OF INFORMATION DISSEMINATION OF
 THE TELEVISION STATIONS IN THAILAND
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Abstract

The objectives of the research were to analyze the content of World Wide Web information and to study its dissemination by the Thai TV station, focussing on problems and proposals, including the trends in information and its dissemination. The researchers used a content analysis survey to gather data from the section heads and staff of the six TV station. The data was analyzed by percentage.

The results of the research showed that the content of World Wide Web information on Channels 3 and 7 emphasized entertainment, whereas Channels 5, 9, 11 and ITV stressed information more. It was also found that most TV stations presented their information in pictorial form with links to other Web Pages, e-mail and downloading facilities. It was also discovered that the information on the Web Sites of each station was not updated with any frequency or uniformity. It was found that the design and development of the homepage was contracted out to other companies who ran the program and were responsible for the development of the system. Each TV station used hardware from different companies and of varying quality. The software preferred included: Netscape Composer, Photoshop, WSFTP 32 and Netscape Navigator. In addition the majority of stations used Real Audio and Real Player, and used the Web Counter to record 'hits' on the site. Most of the stations were allocated a budget for the development and maintenance of Web sites.

Problems raised by the section heads included: a lack of personnel; lack of expertise and originality; the slowness of companies they had contracted to do their work. These companies didn't share the same understanding and there was an information gap. The problem that was raised by the staff concerned the variable efficiency of hardware and software.

Concerning the future trends, it was mostly seen that World Wide Web at each TV station had to compete more both in the speed for presenting the information, and the content of the information must be qualified and reliable. The current media should have more freedom to present information.