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Thesis Title : The Construction and Efficiency of Multimedia program for Public Relations, Titled "Electrical Safety for General Appliances"
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Abstract

The objectives of this experimental research was to construct and access an efficient of multimedia program for public relations, titled "Electrical Safety for General Appliances" by using Authorware as an authoring system. The tools used for this research were a test paper for students to do after studying the multimedia program and 2 sets of media quality assessment forms for the content, and media production technique were then analysed for efficiency.

This lesson has been tested in 39 students, the department of Metal Technology Rajamangala Institute of Technology. The test was divided to 3 groups: 3 students for the first experiment, 6 students for the second one and 30 students for the last field test. The points received from the tests then analysed for the efficiency of the lesson.

The results were that the multimedia program for public relations has the efficiency of 80.83/81.56 which was higher than expected in the hypothesis. The experts' opinion was that the context was good. The students were satisfied with this multimedia program and had positive attitudes towards content as well as learning method.