Thesis Title

A Design for an Interactive Multimedia AIDS Educational

Travelling Exhibition

Name

Jitrapong Wong-Uparaj

Degree

Master of Arts (Cultural Studies)

Thesis Supervisory Committee

Pattiya Yimrawat,

M.A., Doctorat de l'EHESS

Pinyo Suwannakeeree, B.Arch., M. Arch.,

D.A. and D.Arch. (Honours)

Supakit Mulpramuk,

B.Arch., MS. (Environment Design)

Date of Graduation

25 June B.E. 2540 (1997)

## **ABSTRACT**

Today, the AIDS crisis is an important problem in Thailand. The number of HIV infected people and AIDS patients is increasing rapidly. There are AIDS campaigns and educational publicity which help Thai people to understand the AIDS problem through many media such as radio, television, print and so on, however, people do not have enough AIDS knowledge and as a result ignore the AIDS problem. Thus, to give AIDS education to people directly is a concept which supports them to raise their awareness and increase their realization of the AIDS problem, especially in the country, where there is less AIDS understanding.

For these reasons, providing AIDS education publicity to Thai society is important. Thus, an interactive multimedia computer program for AIDS education, which provides AIDS information consisting of text, pictures, animation/video and sound in a simultaneous interactive system as two-way communication means users can quickly interact with the media to study and find answers concerned with AIDS as often as they need to. So the purpose is to increase people's knowledge of the AIDS problem by giving them proper information and so improve their daily life.

Moreover, we can use an interactive multimedia program for AIDS education in CD-ROM form with a multimedia system computer to help educate people about AIDS, in addition to

books and exhibitions.

This thesis also suggests that the multimedia sysetm described above can be installed in a interactive multimedia travelling exhibition which may be installed in a vehicle to become a mobile unit, therefore allowing a large number of people throughout Thailand to have access to information about AIDS. Thus, this new technology can now be used as a tool to promote AIDS awareness.

This thesis provides the design for prototype interactive multimedia software and the concept of its use in a mobile exhibition unit. Although it is not yet a reality, it is hoped that in the future it can be developed fully as an educational tool in any field by many organizations, not just AIDS education.

Finally, an interactive multimedia system in a mobile unit could support museum educational services. Thus, the concept can be developed for museum educational services also, especially in Thai museums.