

Chapter V

Conclusion, Discussion and Suggestion

This chapter concludes the research based on the research proposal presented in Chapter I and the subsequent discussion of the research results. In summation, the researchers will give suggestions for future research on this and related topics, and for the enhancement of information dissemination on the WWW.

5.1 Conclusion

5.1.1 Objective

This research has three objectives; all objectives have been achieved.

1. Evaluation of the effectiveness of WWW information dissemination for locating specific information.
2. Propose a Decision Supported Web Information System (DSWS) model.
3. Presentation of the effectiveness of DSWS in locating and selecting information

5.1.2 Assumption

The assumption of this research is: Information dissemination on the WWW with the DSWS model is more effective than without the model. The assumption has been proved by hypothesis testing (Z test) which has a positive result in favor of the assumption. The DSWS provides more efficiency in information finding and decision making for WWW users. This effectiveness will be discussed in the following section of this chapter.

5.1.3 Output

The research has three expectations concerning output. The researchers have accomplished all expected output parameters. These three expectations are:

1. Evaluation of the effectiveness and weaknesses of information dissemination on the WWW
2. promotion of sample models of information dissemination on the WWW

3. utilizing the DSWS evaluation of the effectiveness and weaknesses of the DSWS itself.

5.2 Discussion

According to the assumption of the research, information dissemination on the WWW with the DSWS model is more effective than without the model. The DSWS is significantly more effective than general web pages in information gathering, the decision making process, and the content of the decision support system features.

More effectiveness in information gathering means that the users use less time to retrieve the appropriate information, gain a greater quantity of more accurate information, and retrieve a higher proportion of useful information. The DSWS has a higher potential for such characteristics than general web pages do.

More effectiveness in the decision-making process means the systems have capability to support a decision process containing three elements: problem identification capability, alternative provision capability, and alternative choice capability. The DSWS has a higher potential for supporting these three steps of the decision-making process than do general web pages.

In addition, the researchers found that the levels of herbal knowledge and the levels of the sample group's WWW familiarity did not have any relationship with their opinions expressed concerning the system's effectiveness in time required to located information, alternative provision capability and user confidence with system accuracy, and the levels of WWW familiarity of the samples were independent of the opinion expression concerning the effectiveness of DSWS in time required to located information, alternative provision capability, the system in ease of use and system interactivity but there was relationship between levels of WWW familiarity of the samples and degree of opinion expression concerning the effectiveness of DSWS in system controllability.

Even though, the level of WWW familiarity of the samples had relationship with the effectiveness of DSWS in system controllability, the majority samples of DSWS group were a moderate level of WWW familiarity while the

majority samples of general web pages group were a strong level of WWW familiarity.

5.3 Suggestion

5.3.1 Suggestion for future information dissemination on the WWW

According to the research results, information dissemination on the WWW should be integrated in a decision model within the web system in order to support web users in locating information. Such models incorporate an expert system which can store various knowledge and expert experience, which can help web users ascertain the information needed or facilitate the most direct access to accurate information. The WWW system with an expert system has more features of a decision-support systems than the WWW without such an expert system. The features of decision support systems make the WWW easier to use, more flexible, controllable, and interactive.

5.3.2 Suggestion for future study

Researchers are concerned with 3 topics when considering recommendations for future studies of the effectiveness of information dissemination on the WWW:

1. Researchers should prove the effectiveness of an expert system as a decision model for the web system using another field of information.
2. Researchers should study to determine the appropriateness of each model for various fields of information.
3. Researchers should study another model of decision-making and its system integration with the WWW in order to compare the effectiveness of system performance and flexibility in the system development cycle.