

# Digital Humanities Research on GMS Cultural Heritage

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# Topics of the Talk

- 1. Introduction to KKU and iSchool@KKU,
- 2. The Emergence of Digital Humanities
- 3. Digital Humanities Research at KKU



### Khon Kaen University (KKU)

- Located in Khon Kaen Province, the heart of Northeast of Thailand
- One of the four regional universities established in 1964 as part of a decentralized development plan for higher education in Thailand

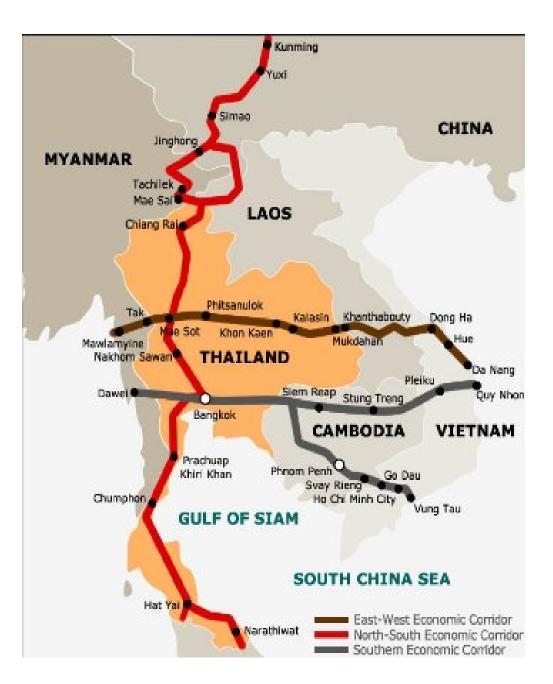


### Khon Kaen **University (KKU)**

- Ranked no. 4-6 in the country (THEs/QS Rankings)
- Student population 38,000
- Staff population 11,000
  26 Faculties/Colleges in all disciplines
- 329 study programs (undergraduate 119, master 138, doctoral 72; health science 111, science & technology 110, humanities & social sciences 108)







Khon Kaen City is located in the center of northeastern Thailand, the region generally known as Isan. The city lies at the intersection of the GMS East-West and North-South Economic Corridors, making it the transportation and logistics hub in the region. This also makes KKU into an educational hub of the region.

## **Development of**

# iSchool @KKU

1975 **LS**  1990 LIS 2002 ICM/IS

2019



### Degree Programs

- ❖ Bachelor of Information Science (B.I.S)
- Master of Information Science (M.I.S)
- Doctor of Philosophy in Information Studies (PhD in IS)

## iSchool

## @KKU



From our perspective, we see that DIK

- Data, Information, and Knowledge is the centric of information sience education. Our responsibities are to educate information professionals to be able to link the **DIK** from any kinds of resources, in any contexts and environments, to the *People* by using



iSchool

appropraited and advanced Therefore, our graduates have been Technology.



equipped with the knowledge and skills in managing the DIK effectively. The curriculum is interdisciplinary designed by maintaining the principles of data and content management in the fileds of library science and integrating the issues of information management which is becoming very important for people and society at all levels.

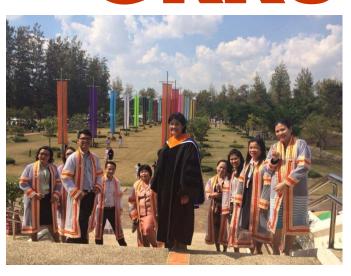
# iSchool @KKI





The Bachelor program in Information Science has been approved by the National Commission of Higher Education of Thailand under the "Project on the Development of New Generation of Graduates for the New Industrial Economy" in 2018. The curriculum is required to take learning and teaching approach using work integrated learning, and university-industry partnership model. The contents are designed in a modular system, including 4 core modules: (1) Information and Knowledge Acquisitions (IKA), (2) Information and Knowledge Organization (IKO), (3) Data and Information Analytics (DIA), and (4) Digital Information Services (DIS); and 3 elective modules.

# iSchool



The graduate study programs are research-oriented. Students in the graduate programs are well equipped with advanced concepts and theories relating to information management that are the core principles for information science research. The areas of research have been focused on the issues of managing and organizing the DIK in various contexts. The topics of research are for example, digital humanities, information for social and organizational development, information and digital literacy, information system and technology, and information behaviors.



# The Emergence of Digital Humanities





# Society without Memory is a society without present or future

**UNESCO.** Memory of the World Programme.

## Memory -> Digitization



Global aspects

Natural disaster

Sustainability

Intellectuals

Heritage aspects

**Preserving** 

**Transferring** 

Researching

Value-adding

Technology aspects

High capacity-Inexpensive-Versatile-Ubiquitous



Digital Humanities (DH) is a research issue emerged from integration between computer science and humanities. It covers research related to compilation and systematization of knowledge and storing of the compiled knowledge in digital formats, both for statements and mixed media. It also explains knowledge in terms of semantic, statistics, and visualization related to interesting topics in the humanities.

Study methodology is incorporated, conventionally such as for history, philosophy, language, art, music, etc.; and by computer-based tools such as for digital archiving, ontology, semantic web, data mining, text analysis, or data visualization.



DH work responds to needs and necessity in knowledge management in the humanity discipline which is important for the study of humankind accounts that are gradually diminished. The knowledge can be retained in digital formats based on high technology, and can be utilized in research studies or exchanged among humanity researchers and individuals.











### **Examples of DH Research Centers**

- Digital Humanities Research Center, King's College of London, UK
- Center for Digital Humanities, U College London, UK
- Center for Digital Humanities, UCLA, USA
- Digital Humanities Initiatives, U of Missouri, USA
- Institute for Digital Research in the Humanities,
   U of Kansas, USA
- Center for Digital Humanities Research, Australian National U, AUS
- Digital Humanities Center for Japanese Arts and Cultures, Ritsumeikan U, Japan
- Digital Humanities Center, National Taiwan U, Taiwan

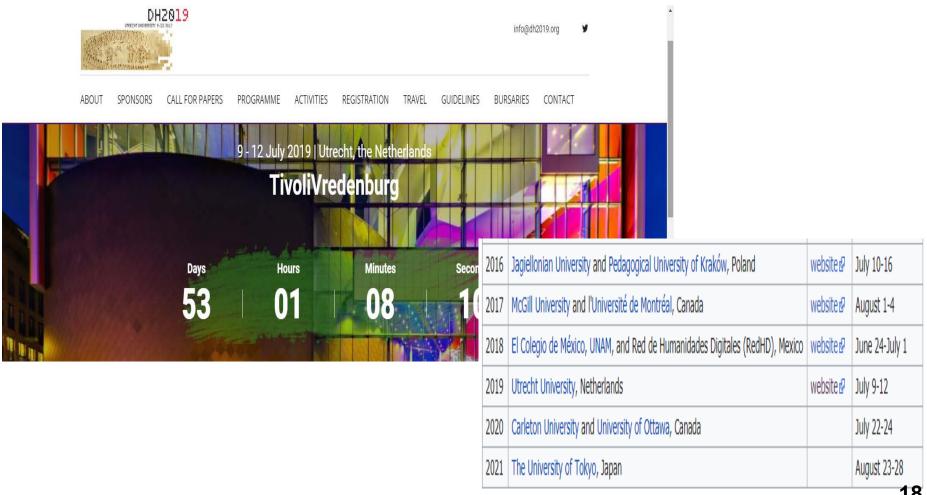




# **Emergence of DH Research**DH Associations and Societies

- Alliance of Digital Humanities
   Organizations (ADHO)
- The Canadian Society for Digital Humanities
- The European Association for Digital Humanities (EADH)
  - Australian Association for Digital Humanities (aaDH)
  - •Japanese Association for Digital Humanities (JADH)

The **Digital Humanities conference** is hosted by Alliance of DH Organizations and has been held annually since 1989.





# KKU-DHRG Digital Humanities Research Group





## KKU-DHRG VISION

# To be a hub of digital humanities research and studies of Southeast Asia



## KKU-DHRG Objectives



- Collect, analyze, synthesize, store, and systematize knowledge contents in humanities which exist in multiple forms. Most of the knowledge is rare, reflects histories, cultures and ways of living. Present storage risks destruction and loss, both from man's naivety and natural disasters.
- Use high technology to manage knowledge contents in the digital format that will provide distance-, time-, and place-unlimited access for all who will in due course enjoy learning through new multiple dimensions.
- Develop multi-disciplinary research work among researchers and academics in the fields of humanities, and information technology and communication so as to create higher innovative research work in humanities.
- Produce work outcomes and reputation in digital humanities research work at the national and worldwide levels.

### **KKU-DHRG**

### The Research Framework

### 1 Organization

(Content/Text analysis, Classification, Metadata, Thesaurus, etc.)

### Retrieval & Access

(Ontology, Search engines, Expert system, KBS, Linked data, etc.)

### Humanities & Related Contents

(History, Languages, Literature, Culture, Anthropology, Human Anatomy, etc. )

### Digital Humanities Research

### 3 Services

(User behaviors, Semantic web, Virtual media, Social media, HCI, etc.)

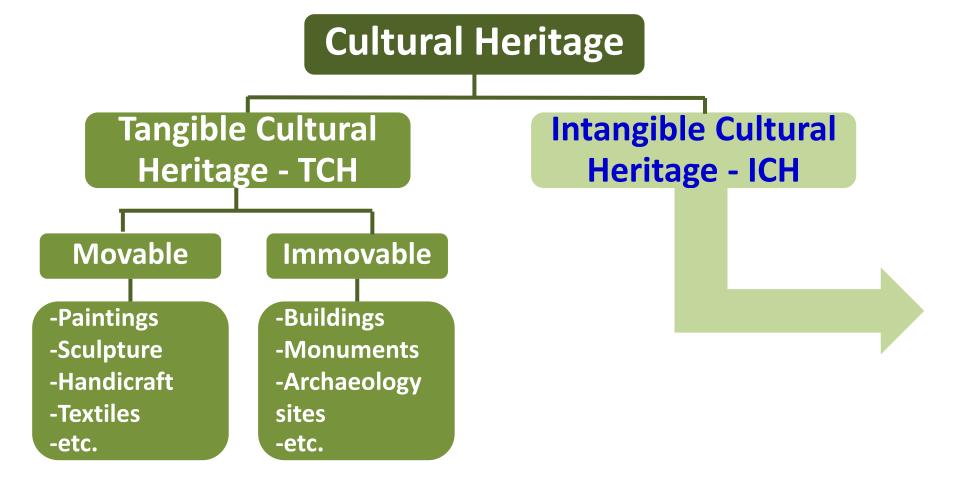
### **Digital CH Information Research**

**Tangible** Organization (Content/Text analysis, Classification, Metadata, **Cultural Heritage** nformation Thesaurus, etc.) Content **Humanities & Related** Contents Retrieval & Access Digital Humanities (History, Languages, (Ontology, Search engines, Research Literature, Culture, Resources Expert system, KBS, Linked Anthropology, Human ntangible data, etc.) Anatomy, etc.) Context Services (User behaviors, Semantic web, Virtual media, Social media, HCI, etc.)

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# **UNESCO** Domain of Cultural Heritage





# Intangible Cultural Heritage: ICH



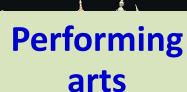


Knowledge and practices about nature and universe





Social practices, ritual, festive events



# **GMS** shares several ICH

Naga, a legend animal living under the Mekong river.









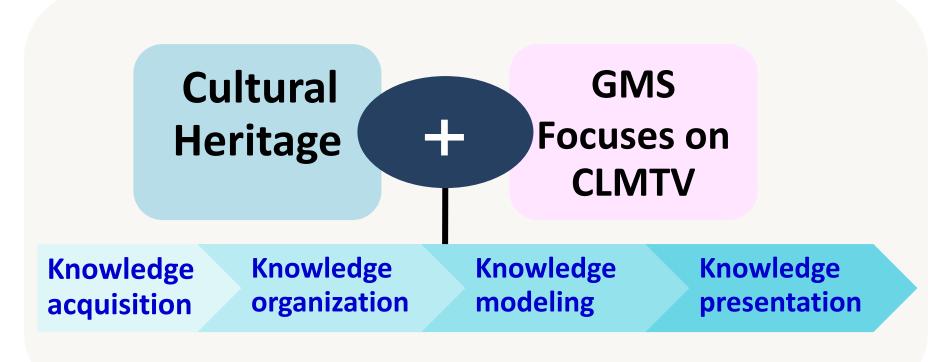






### **KKU-DHRG**

# Digital Humanities Research on Cultural Heritage in GMS

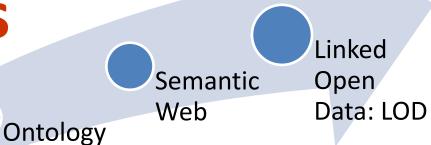


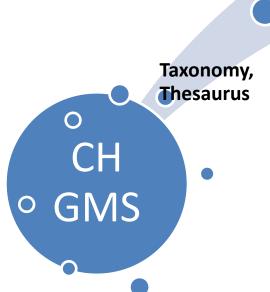
### **KKU-DHRG**



Research Applications

Metadata





### **Example of Research Conceptual Framework**

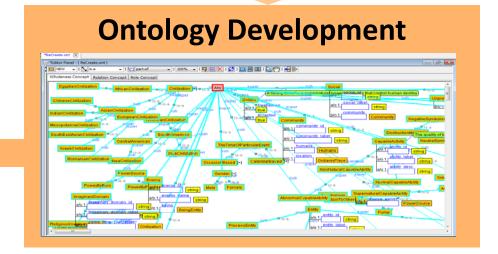


### Resources for Cultural Knowledge Domain

- 1. Existing KO
- Intangible Cultural Heritage (UNESCO, 2012)
- Human Relations Area Files, Inc. (eHRAF) (Yale, 2012)
- 2. Physical, Collections
- 3. Printed & electronic resources
- 4. Domain experts

# Knowledge-based System Interence Engine Engi

# Thesaurus Construction Documents HRAF and ICH Thesaurus Belief Culture Scheme Tematres web application Tematres web application



**Visualization** 

### Research Works of DHRG@KKU



### 1. Ontology, Taxonomy, Thesaurus

-- Belief culture; Folktales; Imaginary beings; Folk songs; Thai ethnic groups;

### 2. Metadata

-- Museum objects; Thai inscriptions, Palm leafs

### 3. Digital archives, 3D Virtual museum

-- Teaching works of HRH Princess Maha Chakri Sirindhorn at CRMA; Ban Chiang Potteries, Human Skulls.



# **Examples of Research Works of KKU-DHRG**

### Taxonomy of Folktales from the Greater Mekong Sub-region†

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Kulthida Tuamsuk is an associate professor in information science and a chair of the Doctor of Philosophy Program at the Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand. Many of her research works are internationally published in the areas of information management, knowledge organization, knowledge management, information systems, and information services. She is a corresponding author of this article.

Nattapong Kaewboonma is a lecturer of the Department of Information System, Faculty of Management Technology, Rajamangala University of Technology Srivijaya, Thailand. His research interest areas include: information management, knowledge management, information literacy, information system, data mining, ontology, and digital humanities.

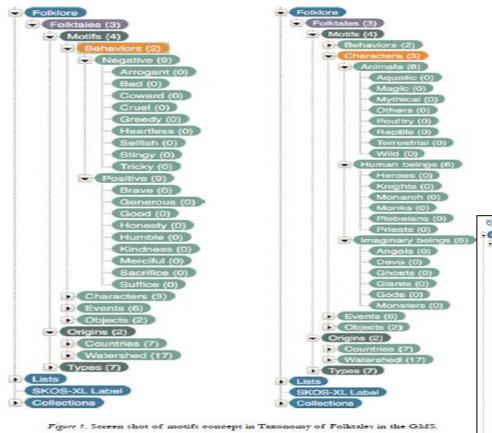


Wirapong Chansanam is a lecturer at the Department of Information Technology, Faculty of Business Administration, Chaiyaphum Rajabhat University, Thailand. His research interest areas include: information system, information science, knowledge-based system, ontology, and digital humanities.



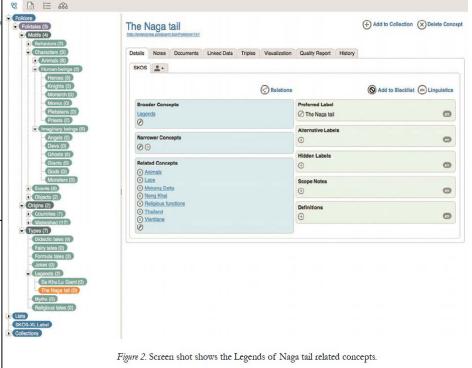
### Taxonomy of GMS Folktales





Concept 1	Concept 2	Concept 3
Types	Motifs	Origins (GMS)
Didactic tales	Characters	Countries
Fairy tales	Objects/things	Provinces
Formula tales	Behaviors	Watershed
Jokes	Events	
Legends		
Myths		
Religious tales (Jakata)		

Table 1. Taxonomy of GMS folktales.





### Ontology of folktales in the Greater Mekong Subregion

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Abstract: The goal of this research is to use the digital humanities research concept in the folktales study in the Greater Mekong Subregion (GMS). This paper presents the second phase of the research, focusing on developing ontologies of folktales in the GMS. The ontology development comprised two processes: (1) ontology design and development and (2) ontology documentation. In both processes, domain knowledge and ontology of folktales were collected, captured, revised, and evaluated by experts in the field of folktale studies, literary studies, Asian studies, and ontology development. The outcome of this research is domain ontologies for folktales in the GMS. Approximately, 74 concepts of folktales in the GMS have been defined and classified into classes and subclasses, including some necessary scope notes and relationships of the topics. This developed ontology will be useful for the development of a semantic digital library of GMS folktales in the next steps of this research.

Keywords: ontology; folktales; GMS; Greater Mekong Subregion; digital humanities.

Reference to this paper should be made as follows: Tuamsuk, K., Chansanam, W. and Kaewboonma, N. (2018) 'Ontology of Folktales in the Greater Mekong Subregion', Int. J. Metadata, Semantics and Ontologies, Vol. 13, No. 1, pp.57–67.

Biographical notes: Kulthida Tuamsuk is an Associate Professor in Information Science and a Chair of the PhD program at the Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand. Many of her works are internationally published in the areas of information management, knowledge organisation, knowledge management, information systems and information services.

Wirapong Chansanam is an Assistant Professor in Information System at the Faculty of Business Administration, Chaiyaphum Rajabhat University, Thailand. His research interest areas include: information system, information science, knowledge-based system, ontology, and digital humanities.

Nattapong Kaewboonma is a Lecturer in the Department of Information Systems, Faculty of Management Technology, Rajamangala University of Technology Srivijaya, Thailand. His research interests include: semantic web, ontology engineering, semantic knowledge management, semantic digital library, digital humanities, and data mining.

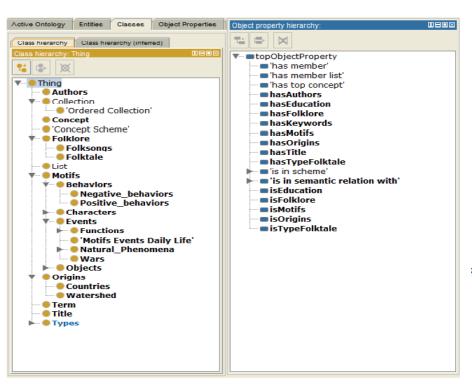
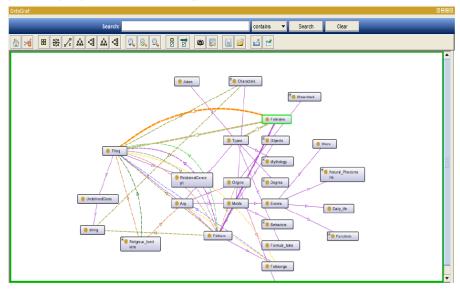
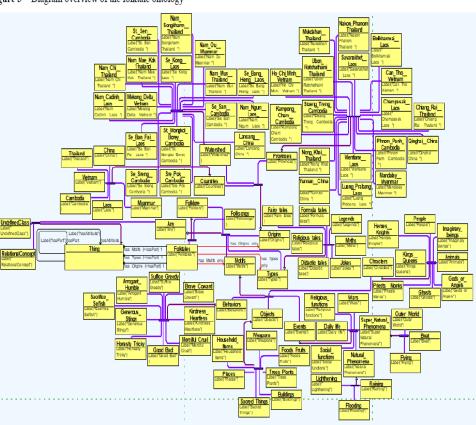


Figure 2 Concepts map and their relations on the ontology for folktales



# Ontology of GMS Folktales

Figure 3 Diagram overview of the folktale ontology







### Kn wledge Classification on Ethnic Groups in Thailand

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Faculty of Humanities and Sodal Sciences, Khon Kaen University, Khon Kaen, Thailand

### ABSTRACT

This research aimed to analyze and develop a scope of knowledge and structure with respect to ethnic groups in Thailand. The research was conducted on the basis of the knowledge organization concept and principles of classification. This was a quality research that used content analysis method. It consisted of three processes: (1) identification of the scope of knowledge; (2) the development of knowledge classification and structure; and (3) evaluation and confirmation of the knowledge structure by experts. The research results provided the knowledge scope and structure of the ethnic groups in Thailand which comprises of 12 classes, 51 sub-classes, and 65 divisions. This knowledge structure can be used for ontology development or used as guidelines for subject headings and search terms in the information system.

### A RT ICLE HISTORY

Received September 2016 Revised November 2016 Accepted December 2016

### KEYWORDS

Knowledge organization; knowledge dassification; ethnic groups dassification; ethnic groups ontology; Thailand

### Introduction

Because Thailand is situated in the heart of the Southeast Asia, the place where most of the people are of different ethnic groups and languages, knowledge of the ethnic groups in Thailand is a requisite for the country's security and the peace of all its citizens. These people also mingle with the result that Thailand is a country with a multiplicity of ethnicities. Thus, understanding of or research studies on ethnic multiplicity is important and will result in knowledge in various fields such as economics, politics, sociology, cultural studies, subsistence, beliefs, languages, etc. The knowledge will also lead to solutions for various conflicts that arise from both large and small ethnic groups in the country, and this will be useful for determining a means for sustainable national development. Thailand sees the importance of this and hence founded the Office of Ethnic Group Affairs under the Department of Social Development and Welfare, Ministry of Social Development and Human Security. The Office is assigned responsibility for monitoring different policies related to ethnic groups with an awareness of the importance of the ethnic groups residing in the country. As such, understanding, solidarity, and peaceful



Class	Scope
1. Ethnic group name	The name of the ethnic group which is the name the group uses to co themselves and ethnonyms, including the meaning of the name
2. History	The history and background of the ethnic group before immigration in Thailand, including important places on the migration route and ethnic conflicts
3. Religion and beliefs	The religions and beliefs of the ethnic group, including what is conce with the religion and beliefs that influence their subsistence; for example, beliefs in house construction, beliefs about health, etc
4. Customs and rituals	The customs and rituals inherited and continuously practiced by the ethnic group including activities that demonstrate their identity are outstanding characteristics
5. Demography and residence	The size of the population living in Thailand; their characters; the provinces they live in at present; housing characteristics, both forn and now; and necessary household and outside-household utensil
6. Dress	The daily dress, as well as attire for the ethnic group's important ritua
7. Subsistence	The ethnic group's subsistence, which includes food, treatment of diseases, cultivation, husbandry, and wisdom
8. Social organization	The social organization of the ethnic group including the family, polit and governing, and prohibitions
9. Economic system	The production system, land tenure, labor, trade, and incomes of the ethnic group
10. Languages	The spoken language of the ethnic group, or the spoken language us by their ancestors, including other spoken languages the ethnic gr can use, and any extinct language
11. Art works and entertainment	The creativity, works, and presentation of outstanding art works and entertainment of the ethnic group
12. Social dynamics	Their relationship with other ethnic groups, maintenance of their ethic identity, social and cultural adjustment, and impact from development that brings about cultural changes

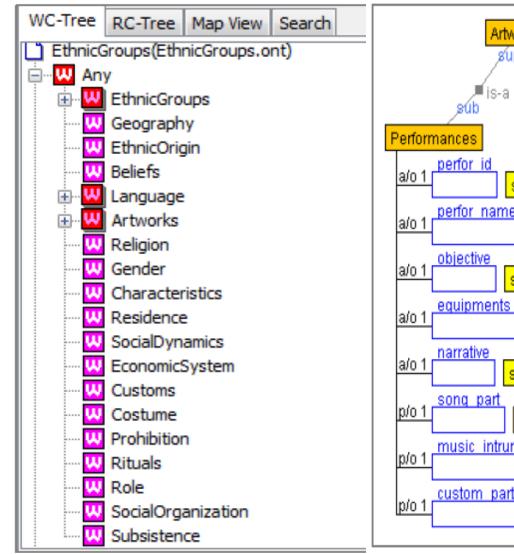
# Classification of Thai Ethnic Groups

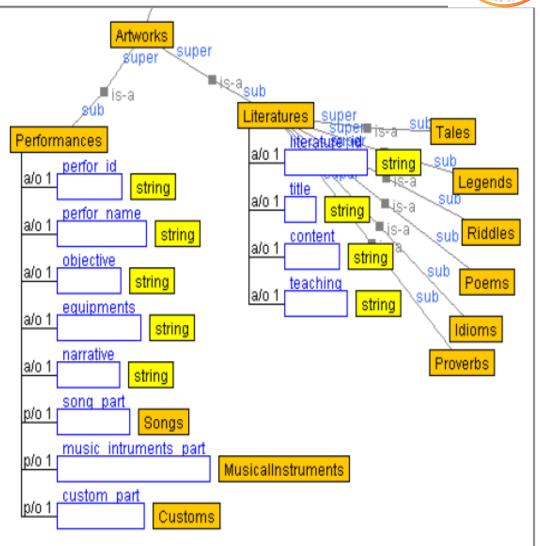
Table 2. Knowledge structure of ethnic groups in Thailand classified by knowledge classes, subclasses, and divisions.

Class 1 Ethnic group name		
1.1	Self-name	
1.2	Official name	
1.3	Ethnonyms	
Class 2 History		
2.1	Ethnic origin	
2.2	Domicile	
2.3	Immigration into Thailand	
2.4	Myths/legends	
Class 3 Religion and beliefs	, ,	
3.1	Religion	
	3.1.1 Religion practiced	
3.2	Beliefs	
	3.2.1 Amulet, talisman, omen	
	3.2.2 Phantoms/Angels	
	3.2.3 Holy things	
	3.2.4 House building	
	3.2.5 Health and welfare	
	3.2.6 Nature and natural resources	
Class 4 Customs and rituals		
4.1	Customs and rituals at individual level	
4.2	Customs and rituals in family	
4.3	Customs and rituals at community level	
4.4	Social manners/Social etiquettes	
Class 5 Demography and residence		
5.1	Population number	
5.2	Characteristic	
5.3	Provinces where they live	
5.4	Topography	
5.5	Household characteristics	
Class 6 Dress		
6.1	Everyday dress	
	6.1.1 Children	
	6.1.2 Men	
	6.1.3 Women	
6.2	Ceremonial dress	
	6.2.1 Children	
	6.2.2 Men	
	6.2.3 Women	

### **Ontology of Thai Ethnic Groups**

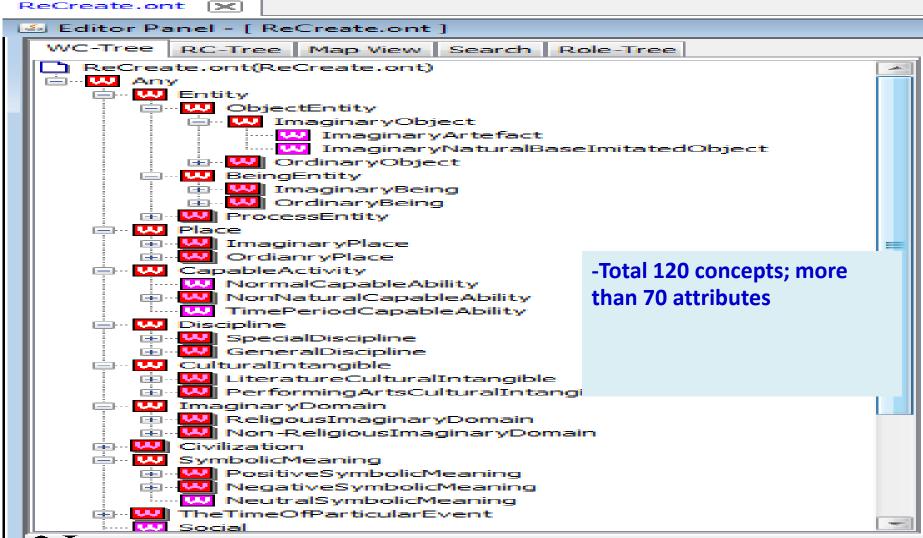






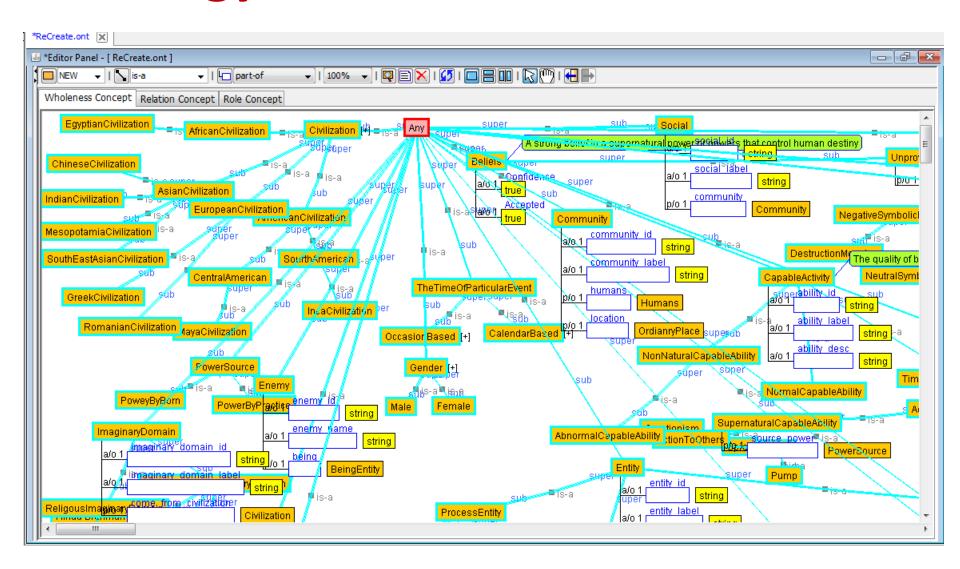
### **Ontology of Belief Culture**





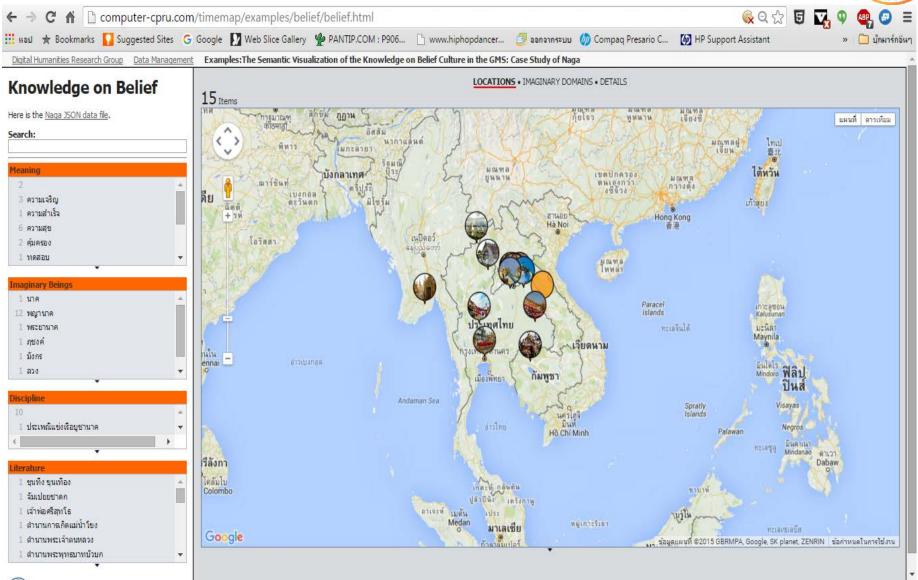


### **Ontology of Belief Culture**



### Research Works of DHRG@KKU





### **KBS for Belief Culture**

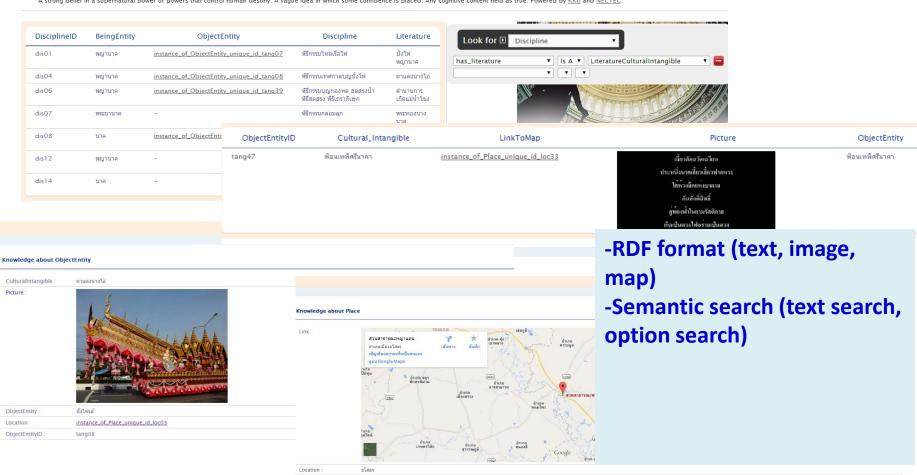


### Belief Culture Knowledge-based systems : Semantic web and GIS Integration

The GMS' Belief Culture Knowledge-based Systems

A strong belief in a supernatural power or powers that control human destiny. A vague idea in which some confidence is placed. Any cognitive content held as true. Powered by KKU and NECTEC.

loc03

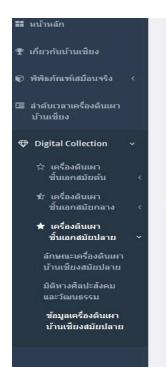


### **Digital Collection of Ban Chiang Pottery**





ภาชนะดับเผาลายเขียนสี 180504 (Registration Number) เลยอื่นกันคริที (Site of Deference Number) DOOD / DOOD BannaStrucessu (CulturalContent) อาทุสมัช (Style Period) นูเคล่อนกับดีการคดีข้านข้องสับบัญหาก หน้าข่างหน้าบนระบบ้านเรื่อง อายุ ราคละเลือดเกิดวิทีเข้อสุด (Description) เดิงจ ก็องข้อง บาดการของเล็กข้องกาย เขียนสี เป็นกายรูปปุ เจ๋งกำจะเส่นปี สาเพ (Condonnation) เกิด (double-nation) GUID (Messurement) Un oast tru it to tru trifo/fon (Material) ประวัติที่นา (Provenance) สตามที่เก็บ (Location) ศัพร์ลวล์ ที่ใช้แทนเนื้อหาลักษณะของวัตถุ (Descriptor) พิธีเดิมภายการแล้งจากประชาชา 1884-81 พิธีเดิมภายการแล้งจากประชาชา 1885 วายเพิ่มเดิมภายการแล้งจากประชาชาวิทย์ของ กรุงภาษา คำนักขึ้นที่ แล้งการแล้งกับกับแล้งเลือนเพื่อเลือน สำหัญ และกระชาชาวิทย์ สุดภาย อังการการเรียก (การเกาะสุดภาย)





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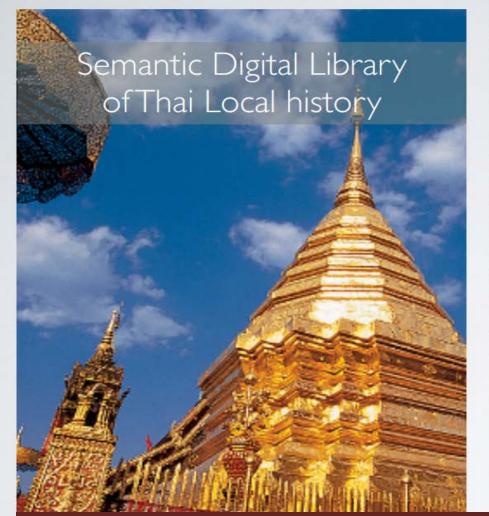


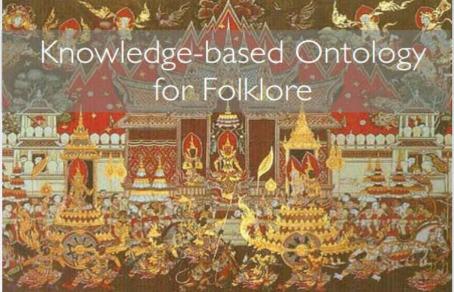
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3D Virtual Museum of Human anatomy

# Thank You