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**The 3rd International Congress
on Interdisciplinary Behavior & Social Science
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ICIBSoS

**The 3rd International Congress on
Interdisciplinary Behavior and Social
Science 2014 (ICIBoS 2014)**



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Kertagosa Room, Bali Dynasty Resort, Kuta Bali

Jl. Kartika, P.O. Box 2047, Tuban 80361 South Kuta, Bali-Indonesia

01-02 November 2014

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Hackerspaces and Makerspaces empower communities in Asia through various design prototypes based on Open Source Hardware (OSHW) principles, which support unique collaborations between stakeholders. I will reflect upon the methodological challenges, which we face in studying these novel R&D institutions and discuss the tensions and dilemmas involved in this form of research, which combines social sciences with action research and para-ethnography. Hackerspaces and makerspaces in Asia, such as Karkhana Collective in Nepal, LifePatch (Citizen Initiative in Art, Science and Technology) and The House of Natural Fiber (HONF- Yogyakarta New Media Art Laboratory) in Indonesia, Manila Biopunk Movement in the Philippines or Sustainable Living Lab in Singapore are part of an informal global research network supporting open science and citizen science projects and complex interactions between various stakeholders. The creation of cheap and customizable laboratory equipment used in Indonesia, Nepal, and various hackerspaces around the world enables science communication, but also a unite form of science diplomacy public participation in science, which can enable better science in the Global South.



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David Alexander Reisman

Nanyang Institute of Technology, Singapore

Short Bio:

Professor David Reisman is a (full) Professor of Economics at the Nanyang Technological University and Professor Emeritus of Economics at the University of Surrey, UK. Dr David is the author of *TRADE IN HEALTH* (Elgar, 2014) and of many other books and papers on economic policy and economic ideas. He has held the Hallsworth, Humboldt and DAAD Fellowships and received several prizes. He has written extensively in the fields of economic thought, political economy and health economics. He hold DSc(Econ) from London Sch of Economics & Political Sci in 1993, PhD from University of Surrey in 1972 and MSc from London Sch of Economics & Political Sci in 1967. He has research interest in Economic thought, esp. Marshall, Galbraith and Schumpeter, Health economics, esp. policy issues in South-East Asia, Political economy, esp. policy studies (theoretical and applied).

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While school readiness is increasingly important throughout the world, there are many issues associated with an understanding of the concept of readiness and its applications to children particularly Indigenous children. The purpose of this study is to investigate the school readiness among indigenous children and parents' roles in increasing children's school readiness.

This study takes into account the context of indigenous children and their readiness in psychomotor behavior and cognitive. This study then will focus on the school readiness pertaining to the specified domain, factors that influence school readiness, how to promote school readiness and the effect of having to lack school readiness within such domains among Indigenous children. Everybody have their right to get proper education. This study implied that teachers' and parents' role are significant that brings about their readiness not only from psychomotor and cognitive but also from the behavior aspects. It will encourage and provide suitable environment for their children in order to get better education and understanding.



3. Denisa Kera

National University of Singapore

Short Bio:

Denisa Kera is Assistant Professor at the National University of Singapore and Asia Research Institute fellow. In her present research she brings together Science Technology Society (STS) studies and Interactive Media Design to study issues of open science and open source hardware. She use design methodologies and prototypes as tools for deliberation and public participation in science. She studies science community labs and alternative R & D places (Hackerspaces, FabLabs) around the world, especially (Do It Yourself) DIYbio movements and various citizen science projects as an opportunity to support research in the Global South. She has extensive experience as a curator of exhibitions and projects related to art, technology and science, and previous career in internet start-ups and journalism. Her publications are available <http://nus.academia.edu/DenisaKera>

Abstract of Talk:

Open Science and Citizen Science Initiatives in Asia: Methodological Challenges in Science, Technology and Society (STS) Studies of Hackerspaces and Makerspaces

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Mariani Binti Md Nor

University of Malaya, Malaysia

Short Bio:

Associate Prof. Dr. Mariani Binti Md Nor is the Dean of Faculty of Education, University of Malaya, Malaysia (UM). She is Associate Professor in Educational Psychology and Counselling. She got her Ph.D from Bristol University, UK in Education. Associate Prof. Dr. Mariani Binti Md Nor is also a lecturer for Bachelor and Master in Early Childhood Education. Previously, she held the position of Program Coordinator for Early Childhood Education at the University of Malaya for over 18 years. Besides that, she is also a member of Comparative International Educational Society (CIES) New York USA, Malaysian Islamic Pre-School Association, Centre of Equity and Innovation for Early Childhood (CEIEC) Australia, and World Education of Early Childhood Educator (WAECE), UK. Her research interests are in Psychology: Child and Adolescent Development (cognitive development, socioemotional development and personality), Cognitive Psychology, Early Childhood Education (preschool curriculum, preschool education, preschool teaching, practicum, and children's learning process), Psychology: Human, Educational Psychology and Developmental Psychology.

Associate Prof. Dr. Mariani has presented papers and often become the keynote speaker at a conference of Early Childhood Education. On the other hand, she had written many articles and books related to the field of Early Childhood. The publication of her latest books are *Style of Parenting in Educating Children from an Islamic Perspective*, *Understanding Play in Children's World*, *Skills of Observation and Assessment for Children*, *Trends and Issues in Play and Creative Expression of Children* as well as *The Basic of Early Education Programme*. In gaining experience abroad, she was a Visiting Scholar at Innovative Early Childhood Center at the University of Melbourne in Australia for 6 months, Teacher's Colombia College New York, India and Indonesia. Thus, Associate Prof. Dr. Mariani Md Nor is very committed and responsible in carrying out her duties as a Dean as well as a lecturer especially in educating the students to achieve excellence results based on the National Education Philosophy.

Abstract of Talk:

School readiness among indigenous children

Keynote Speaker



George D. Bishop

Yale-NUS College & National University of Singapore

Short Biography:

George D. Bishop is Professor of Social Science (Psychology) at Yale-NUS College as well as Professor of Psychology at the National University of Singapore (NUS). Originally from the United States he did his undergraduate studies at Hope College and his Ph.D. in psychology at Yale University. Prior to taking a position at NUS he taught at the American University in Cairo, Egypt, as well as the University of Texas at San Antonio. He has published extensively in the medical and psychological literature on topics such as lay conceptions of physical illness, psychosocial aspects of HIV and the role of emotion in CHD. He is author of the health psychology text, *Health Psychology: Integrating Mind and Body* and is also currently Associate Editor of *The Annals of Behavioral Medicine*.

Abstract of Talk:

Psychosocial Factors in CHD Risk in Asian Populations

Epidemiological evidence shows marked differences in CHD rates between different Asian populations with South Asians showing substantially higher rates than Chinese or Malays. This talk will address the role of psychosocial factors in these differences with a specific focus on anger and hostility and potential interventions. Findings obtained in the lab and as well as from ambulatory studies have indicated that South Asians show a pattern of cardiovascular responses to stressors related to anger and hostility that is both different than the patterns obtained among Chinese and Malays and consistent with their substantially higher CHD risk. These results will be discussed along with newly emerging evidence examining cultural and genetic sources for these differences as well as preliminary evidence for the effectiveness of an intervention for reducing psychosocial risk.

The Guideline to Promote Cultural Tourism: A Case Study of Isan Culture, Thailand

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ABSTRACT: Isan culture, art, and traditions, affirmed with many evidences, have existed in Thailand for at least 3000 years. This research project proposes a new guideline to promote cultural tourism that suitably serves the tourist's today behaviors through the presentation of 9 Isan cultural terms based on the ICOMOS charters. In this project, the application on tablet called "ISAN Village" was designed to present a variety of data formats about Isan region in which the tourists can simply learn, appreciate, and enjoy Isan art and culture. Besides, the tourist's satisfaction survey given by 292 tourists whose satisfaction was rated at level 5, which is the highest score indicating that the tourists as the users could learn and gained an in-depth understanding about Isan art and culture, with 4.23 of MEAN; the users learned, enjoyed, and had fun with the application, with 4.36 of MEAN; the users recognized that they should help conserve and participate in maintaining Isan culture, with 4.46 of MEAN.

1 INTRODUCTION

"Isan" or the northeastern part of Thailand is the multi-cultural region and there is the historical incident and archeological evidence affirming that Isan culture has been inherited from the past for at least 3000 years. There are also several attraction sites that the UNESCO has officially certified as the world's cultural and natural heritage sites where many ethics have been living together with different characteristics and cultures which are far different from the other part in the world (Thai World Heritage Information Center, 2014). Nowadays, Isan art and culture are being intruded by modern technology and cross-cultural exchange so Isan way of life and local wisdom are in risk of being vanished. Besides, new media from the modern society that is mainly getting the attention from local children and youth, so Isan local art and culture inherited from the past is unfortunately vanishing and a few of the new generations wants to keep on this ancient cultural heritage.

On the contrary, the survey on Thai tourist's behavior in 2013 indicated the number of Thai people who traveled domestically was 57.8% higher from 50% in the past 3 - 4 years, and it also found that the most visited region was Isan where the traveling rate was totally 22.2 million times and its annual revenue was 47,900 million baht per year (Tourism Authority of Thailand, 2013). Undoubtedly, there are several reasons to support the survey e.g. Isan has many

historical sites and ancient buildings including the world's heritage site at Baan Chiang in Udonthani province, Pimai Historical Park, Panomrung Historical Park, Sirindhorn Museum (Phu Kumkhao); more attractive natural attractions e.g. Khao Yai National Park, Phu Kradung National Park, Phu Pha Teb National Park; nostalgic and cultural tourism at the local communities which is currently popular amongst the tourists e.g. Amphoe Chiang Karn in Loei province; and a variety of local traditions and festivals e.g. Phi Takhon Festival, Bang Fai Festival, Candle Parade Festival (in the Buddhist Lent period), etc.

At the present time, the new-gen tourists apparently prefer using the internet while social network, social media, smart phone, and tablet are the useful device for searching for the information, giving ideas and comments, and sharing the information about different travelling routes on the online community (Kritsanaprakornkit, 2013). For this reason, this project purposively proposes the guideline to promote the Isan cultural tourism that is more consistent with the tourist's today behavior and develops the application on tablet so that the tourists can learn, appreciate, and enjoy Isan art and culture.

Hopefully, this application aims to encourage more tourists to visit Isan and see local art and culture in the future and to participate in conserving and maintaining Isan culture to last longer. The application's detail is discussed below.

Cultural tourism is a type of tourism that motivate tourists to learn history, way of life, local wisdom, art, and culture in different regions or from different ethnic groups whose characteristics are different from each other, so that they can understand more those regions and share and exchange knowledge and mutual respect with the local people (Timothy, 2011). In general, cultural tourism is directly associated with history and historical trail, archeology and museums, ancient architecture, art, handicraft, religions, sports, music, performance, movies, language, costumes, way of life, costumes, foods, traditions, norms, festivals, and local wisdom technology which are performed differently in each specific local community (McKercher & Hilary, 2002). Today, the tourists are more interested in cultural tourism which can be linked to creative tourism (Rizki et al., 2009), namely, they prefer to participate, learn, and do various activities about art and culture of different local communities e.g. designing the patterns on potteries, weaving cloth by themselves, etc. These activities give the tourist not only their self-impression but also new experience in tourism.

Furthermore, due to the advancement of computer technology, many organizations working on or concerned with the world's cultural heritage in each country e.g. museums, libraries, historical parks, the world's heritage sites, etc (Valcic & Domsic, 2011). That is, computer technology has been gradually applied to record the cultural data including documents, printed matter, movies, 3D photo, etc. These data formats have been switched from analog to digital data (digitization) so that the data can be stored for a longer period and conveniently distributed, studied, and searched.

Moreover, computer technology is not only used for data recording but it is being utilized in many exhibitions and interpretations in different format (Buhalis, 2013); for example, the Fryderyk Chopin Museum in Poland use computer technology to create the touch-screen presentation and the sensor system to detect the movement to play Chopin's music (Fryderyk Chopin Museum, 2014). For these reasons, there is a strong tendency that computer technology is being used more and more for the interpretation of cultural tourism since it offers the tourists with fun, challenge, and new experience that encourage them to learn quickly.

At a mean time, the tourists currently prefer using the application software on their mobile phones and tablets (Zhao, 2007) but most of the applications both created by the governmental and private sectors has been designed to help the user to search for the tourist attraction, accommodation, restaurant, reservation procedure, estimated budget, and planning

Differently, this project presents the unique art and culture of Isan via the application software that has been thoughtfully adapted and designed to suitably interpret the actual definition of cultural tourism with fun and enjoyment. And this project purposively aims to promote the cultural tourism that is more consistent with the tourist's today behavior whilst it helps encourage the tourists to recognize the significance of conservation and to participate in maintaining the cultural heritage.

3 GUIDELINE TO PROMOTE CULTURAL TOURISM

In details, this project analyzed, designed, and selected the useful information as the model that clearly present Isan art and culture and developed the application called "ISAN Village" or "Lor Berg Moon Mang ISAN" (Isan language) which is convenient for use and suitably serves the tourist's behavior today. The whole procedure is discussed below.

3.1 *Isan art and culture data*

Isan art and culture is likely a fine creation and can be classified into several terms viz., way of life, living, food, belief and tradition, and housing, which are either the tangible or intangible heritages subjected to the UNESCO's regulation (George, 2010).

In the first step of this project, the researcher team began with surveying, assembling, classifying more than 100 terms of Isan art and culture data before selected the final 9 terms as the Isan culture models i.e. Phaya (local poem), Pla Ra (fermented fish), Yae Khai Mod Daeng (Isan local performance), Huan Isan (Isan House), Bang Fai Festival, Hae Tian Pan Sa (Candle Parade Festival in the Beginning of the Buddhist Lent), Mor Lam (Local singing performance), Pong Lang (Isan local music instrument), and Pha Mai (Silk cloth).

The selection is based on the following criteria.

(1) It should be an Isan art and culture that is being intruded or in risk of being vanished in the near future.

(2) It should be an Isan art and culture that significantly represents Isan local identity and local wisdom.

(3) It should be an Isan art and culture that is joyful presenting Isan people's characteristic.

In addition, the selection of these Isan art and culture models is consistent with the ICOMOS charter which is an international agreement on the cultural tourism. The concept of Matheson & Wall (1982), (Cooper et al., 2008) suggested the types of the tourist-attracting culture, was applied in this selection and classification as well. The detail is presented in Table 1.

Table 1: Isan Art and Culture Data Classified by the Types of Tourist-Attracting Culture

| The Tourist Attracting Culture | Isan Art and Culture Data |
|--|---|
| 1. Non-living culture, architecture, art of local handcraft | Huan Isan. The local housing style that is suitable for the climate and geographical context of Isan region. |
| | Pha Mai. The handcraft and silk pattern of Isan's local costume |
| | Phaya. The instruction to remind the young to behave properly and do good thing. |
| | Pong Lang. The wooden music instrument that make sound when being knocked. |
| | Pla Ra. Local wisdom to preserve fish meat as the main ingredient in Isan dishes. |
| 2. Living culture, hobbies, way of life | Yae Khai Mod Daeng. A local technique to find the red ant's egg which is a seasonal food in the drought season of Isan region. |
| | Bang Fai Festival. The festival performed to ask the angel to produce the rain in the harvesting period and the joyful Bang Fai contest for Isan people. |
| | Hae Tian Pan Sa. The merit making festival in the beginning of the Buddhist Lent in which the people give the candles to the monk; the candles are carved with marvelous pattern as the present to Lord Buddha. |
| | Mor Lam. The local Isan singing and performance in various occasions in Isan. |
| 3. Historical culture or significant local incident, festival, tradition, norm | |

3.2 The interface analysis and design

The presentation of the 9 terms of Isan art and culture was analyzed and designed following the suggestions from the experts from the concerned areas including history, archeology, Isan art and culture, tourism management, sustainable tourism, information technology, and software developers.

These people co-work on the same purpose which is to provide the tourists or users with enjoyment while they are learning about Isan art and culture. The presentation consists of 3 main formats as follows.

3.2.1 The interactive Isan art and culture data

The Isan art and culture data was selected and designed to interactive in order to motivate the users to learn and have fun actively. The interaction format and data were explained in Table 2.

Table 2: The Interactive Isan Art and Culture Data

| Isan Art and Culture Data | Interaction Format |
|---------------------------|---|
| Huan Isan | The presentation of Isan local architecture in which the users can select to view the structure and each part of Isan house e.g. terrace, kitchen, a hut next to the rice stable, etc. only by touching the desired part on the device's screen. |
| Pha Mai | The presentation of Isan local costume by illustrating the whole procedure step by step from feeding the silk worm to weaving a piece of silk cloth; the users can freely move the loom via the interface to make a pattern on the silk by themselves. |
| Phaya | The presentation of the ancient instruction rhyme which is the local wisdom inherited from generation to generation; it is the thoughtful instruction about how to live for the new generation; the users can select and compose the words to make a completely meaningful rhyme. |
| Pong Lang | The presentation of Isan local music instrument in which the users can play the Pong Lang by touching the screen and the sound will come out; there are different Isan songs and notes provided for the users to select their own favorite |
| Yae Khai Mod Daeng | The presentation of Isan way of life and foods from red ant's eggs which can be made as Isan special dishes; the users can shake the device so that the ants and eggs will fall onto a basket; those who shake fastest will get the recipes. |
| Bang Fai Festival | The presentation of Bang Fai Festival telling the local belief embedded in a joyful and exciting contest; it is a kind of gambling and challenging in which the users can light up the model Bang Fai to go up into the sky via the interface by themselves. |

The screenshots of Isan art and culture data interacting with the user are illustrated in Figure 1 and 2, respectively.

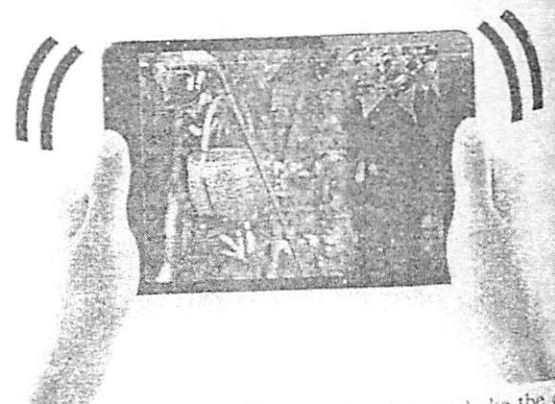


Figure 1. Yae Khai Mod Daeng. User has to shake the device and the ant's egg will fall onto a basket.

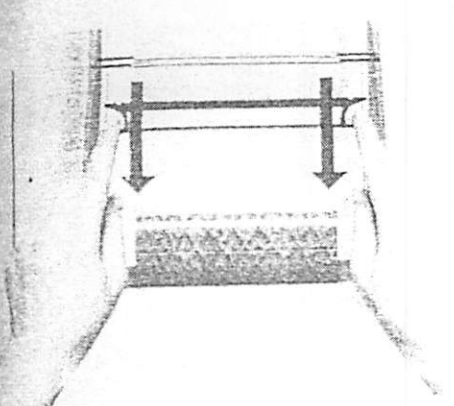


Figure 2. Silk weaving. User drags his finger as a loom (kii) to create a pattern on the silk cloth.

3.2.2 Self-learning information

Art and culture information was design for the user's self learning including Mor Lam, Hae Tian Pan Sa, and Pla Ra. These information were presented together with pictures and texts so that the users can understand about the details. Sample information about Pla Ra which is an Isan local food is illustrated in Figure 3.

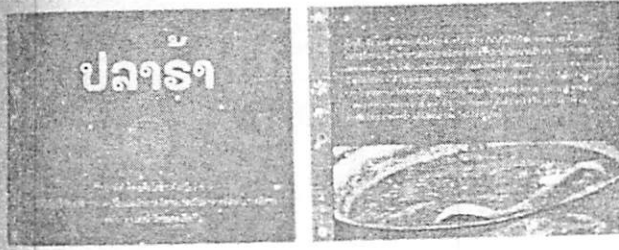


Figure 3. Pla Ra information for the user's self learning.

3.2.3 Isan tourist's attraction database

Isan tourist's attraction database (the northeastern part of Thailand) is the part that the users are able to search for the information about the tourist's attractions in 19 provinces in Isan region. The information basically consists of the attraction's profile, accommodation, restaurant, photos, location on GPS, and the user decision-support system specially suggesting the attraction that is suitable for the user's available budget.

4 RESULTS AND DISCUSSION

ISAN Village application was basically tested with a group of undergraduate students currently attending tourism and hotel management program in Mahasarakham University, Mahasarakham, Thailand. The questionnaire was used as research tools and the data was repeatedly collected 5 times from 292 informants.

These informants consisted of 58 males (19.86%) and 234 females (80.14%)

The analysis score was classified into 5 levels as follows.

- MEAN score from 4.01 - 5.00 = Strongly agree
- MEAN score from 3.01 - 4.00 = Agree
- MEAN score from 2.01 - 3.00 = Moderately agree
- MEAN score from 1.01 - 2.00 = Slightly disagree
- MEAN score from 0.01 - 1.00 = Strongly disagree

The evaluation was made on three main topics viz., 1) Format, Image, and Understandable Instruction; 2) The Data Appropriation and Correction; and 3) The User's Benefit from the Isan Cultural Tourism Promotion Guideline. The explanation is discussed below.

The evaluation's on the informants replying to Topic 1: Format, Image, and Understandable Instruction indicated that: (1) ISAN Village application was displayed with beautiful appearance, giving 4.42 of MEAN and 0.70 of Standard Deviation (S.D.) (2) ISAN Village application was designed to be easy for use and the user can simply search for the required information, giving 4.45 of MEAN and 0.67 of S.D.; and (3) the users were satisfied with the use of ISAN Village application for learning and searching for Isan art and culture data, giving 4.45 of MEAN and 0.76 of S.D.

The evaluation on Topic 2: The Data Appropriation and Correction significantly revealed that: (1) the data provided on ISAN Village application was correct, clear, and appropriate for the users, giving 4.46 of MEAN and 0.71 of S.D.; (2) the data on ISAN Village application was interesting and clearly represents the whole image of Isan art and culture, giving 4.44 of MEAN and 0.72 of S.D.; (3) the interactive application was interesting and enjoyable for the users, giving 4.36 of MEAN and 0.72 of S.D.; and (4) the interactive application actively motivated them to understand more about Isan art and culture, giving 4.35 of MEAN and 0.69 of S.D.

The evaluation on Topic 3: The User's Benefits from the Application indicated that: (1) the users gained more knowledge and better understanding toward Isan art and culture, giving 4.23 of MEAN and 1.28 of S.D.; (2) the application was enjoyable for the users and suitable for learning, giving 4.36 of MEAN and 0.72 of S.D.; (3) the users gained recognition in conservation and want to participate in maintaining the cultural heritage, giving 4.46 of MEAN and 0.76 of S.D.; and (4) the users were encouraged to visit the cultural sites and see the local traditions, giving 4.49 of MEAN and 0.75 of S.D.

The benefits from the guideline to promote cultural tourism via this research project. Making use of information technology to promote Isan cultural tourism provides several benefits as follows

It overcomes the limitations in some specific area and traveling routes. That is, the users or tourists can basically study the art and culture in each local

community via an electronic device before visiting the actual site. Besides, when visiting the targeted site, the application will provide more useful data that motivates them to gain more appreciation in the local art and culture.

It encourages learning and enjoyment which certainly serves the behavior of the tourists who prefer searching for the tourist's attraction on the internet and applications. Additionally, the application was designed to efficiently support a huge number of the users.

It helps the tourists save time and cost. Technically, the data is well-kept in a form of the electronic device; namely, it is one of the methods to preserve the local art and culture which can be used as the database of the historical evidence in the future.

5. CONCLUSION AND FUTURE WORK

This project propose a new guideline to promote cultural tourism and Isan art and culture in Thailand was given as the case study. That is, 9 terms of Isan art and culture were selected and presented to the users in three formats i.e. interactive data, normal data, and tourist' attraction database in order to encourage the users to learn and have fun with a variety of local tourist's attractions at the same time. Moreover, it can be applied in various types of tourism e.g. the community-based tourism, eco-tourism, health tourism, etc. For these reasons, this project purposively aims to promote the cultural tourism that is more consistent with the tourist's today behavior whilst it helps encourage the tourists to recognize the significance of conservation and to participate in maintaining the cultural heritage for the next generation.

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