

## Use of Web 2.0 to Support Human Capital Creation: A Case of Indigenous Knowledge in Rural of Thailand

Lanthom Jonjoubsong<sup>1</sup>, Nathaporn Thammabunwarit<sup>2</sup> and Kitti Lertkamolruk<sup>3</sup>

<sup>1,2,3</sup>Department of Business Computer, Faculty of Business Administration  
Huachiew Chalermprakiet University  
lanthomj@yahoo.com

### Abstract

Indigenous knowledge (IK) has values for local in strengthening food, health and economic security, and sustainable society and ecological systems. It would be human capital for local communities, especially the young generation before they have been far from communities, in order to effectively utilize it. IK has specific characteristics. It is transferred and created based on oral transmission and informal methods within local environments and cultures. IK human capital creation for the young generation would be based on learning styles of the young generation known as the Net generation. This study aimed to apply Web 2.0 services to support IK human capital creation for the young generation in rural of Thailand. This study was conducted with action research at Baan Yangdaeng school in Sanamchaikate district of Chacheonsao province in the east-central region of Thailand. An action team chose four Web 2.0 services—blog, social network with Facebook, and multi-media sharing with Youtube and Flickr to support IK human capital creation processes. The study used the knowledge of indigenous vegetable as the IK for study. The study found that students were interested to use social network with Facebook, and multi-media sharing with Youtube to learning and sharing. All the services would support both direct and indirect IK human capital creation processes.

**Keywords:** *Human capital, Human capital creation, Indigenous knowledge, Web 2.0*