TCET Connect - Social Networking Site for College

Anil Vasoya, Aditya Yadav, Samkit Sheth, Vivek Mishra

Department of I.T,
Thakur College of Engineering and Technology

Abstract— **Despite the widespread use of social media by students and its increased use by instructors, very little empirical evidence is available concerning the impact of social media use on student learning and engagement. This paper presents a comprehensive review of how social networking sites have a influence on students' life. The micro blogging and social networking platform are most amenable to ongoing, public dialogue – for educationally relevant purposes can impact college student engagement and grades. This study provides experimental evidence that social networking site can be used as an educational tool to help engage students and to mobilize faculty into a more active and participatory role.**

Keywords— **learning communities, media in education , social media, teaching/learning strategies.**

I. INTRODUCTION

Social networking has become one of the most important parts of our daily life as it enables us to communicate with a lot of people. Social networking sites are created to assist in online networking. These sites are generally communities created to support a common theme.

A social networking service is a platform to build social networks or social relations among people who, for example, share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his social links, and a variety of additional services. Social networking is web-based services that allow individuals to create a public profile, to create a list of users with whom to share connection, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as, mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centred service whereas online community services are group-centred. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. The primary function of social networking sites is to provide ways for an individual to make connections with others.

Some common connections include (but are by no means limited to):

➢ Sharing interests and goals with current friends
➢ Maintaining contact with friends in different cities, states, and even countries.
➢ Finding old friends and former classmates
➢ Furthering professional development Debating or advocating for political, environmental, ethical, and religious issues
➢ Different social networking sites fill one or more niches to promote connection.

For example, Linkedin promotes professional development and SparkPeople creates a community dedicated to healthy living; furthermore, a site like Ning allows members to create user-designed social networks based on varying topics of interest. These sites can be a way for individuals to connect with people that they may not have had access to before. In the context of education, social networking sites offer a student the opportunity to network with other students, educators, administrators, alumni, both within and outside his current institution. Further Skype can be used for online classes. [1]

II. PROBLEM DEFINITION

The project is to develop a social networking site for college which will be easily accessible to all students, teachers and faculty members of the college. The students and faculty are afraid to share their private data in current social networking site because of hacking and misuse of their personal data. So solution to this problem is we'll be referring to college database and will be creating account for all student and faculty member. This will help in ensuring privacy and security of all data as no one will be able to create the account by its own. The other feature of this social networking site is Forum where one can ask questions/queries and can answer it. A healthy discussion can be easily achieved as everyone will be able to access it.

Rating feature will help user to figure out that which answers to refer for. There will be eBook section where teachers can upload the book and any one can download it. This will ensure data sharing.

III. LITERATURE SURVEY

Social networking sites are most popular for sharing information between friends, relatives, teachers.etc. In present trend social networking websites has created new source of communication using chat, messaging, text sharing.etc.

Features in Social Networking site:

- Users can find friends, send friend requests and add friends based on their priority.
- Post comments, share images in private and public mode.
- Chat with friend's online mode and offline mode.
- Users can edit profile, update profile and upload images to profile.
- Website owners can advertise their sites or products using this social networking site.
- Secured user login with advanced features

A.   Study on Facebook

The Facebook is a social network catered to College and High School communities. Among online social networks, FB stands out for two reasons: its success, both in terms of membership and quality of information available on it; and the fact that, unlike other networks catered to young users, the information is uniquely and personally identified. Accordingly, FB is of interest to researchers in two respects: 1) as a 9-million and counting users phenomenon in itself - the behavior of its users, the gains as well as the risks they face; 2) as a quite unique experiment in information revelation, a source of highly valuable information about privacy attitude and privacy behavior among young individuals. College-oriented social networking sites are based "on a shared real space"

B.   Study on SpartanConnect

SpartanConnect is a social media site that was created to enhance feelings of connection between students and their on-campus residential "neighborhoods" at Michigan State University. A neighborhood is a geographically defined cluster of residence halls. Students in one such cluster, which houses over 3000 students in three different residence halls, were given access to SpartanConnect the summer before they started at the University. The site allows students to log in with their university system ID and password, which they also use for email, registration, and other tasks. No content was visible to those who were not logged into the site, and messages to students highlighted the private, focused nature of the user base. The site enabled users to create simple personal profiles that include a photograph and information regarding their residence hall, hometown, year in school, and academic major. The service itself is branded as a university site and has an official university domain name reinforcing its status as an officially sanctioned system.

IV. SOCIAL MEDIA IN HIGHER EDUCATION

Social media are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing. These technologies have attracted the interest of higher education faculty members looking for ways to engage and motivate their students to be more active learners. The government of Rajasthan, one of the largest states in India, is building out extensive infrastructure for Information and Communication Technology resources and training, with the collaboration of multiple international agencies including the World Economic Forum. And next month, the state's information technology department plans on launching its own education social network: like Facebook, for learning. According to coverage in The Economic Times of India and elsewhere, the site will include all the standard features of social networking (photos, games) but will be focused primarily on educational collaboration and will include topic experts jumping in to answer questions raised by users.

A.   Student involvement theory

The theory of college student involvement has five tenets that can be used to gauge the level of involvement.

Involvement Requires Physical and Psychological Energy in a particular experience:

This tenet states that "involvement requires the investment of psychological and physical energy". By this definition, evidence Abounds that students are highly involved with social networking site.

Involvement Occurs Along a Continuum: This tenet says that "students will invest varying amounts of energy" in different areas. Instant messaging systems and social networking site allow not only more connections but also more options for communication.

Involvement Has Both Quantitative and Qualitative Features: This point references the fact that students invest various amounts of time in an activity and that student involvement can be measured using qualitative and quantitative measures.

Development Is Proportional to Quantity and Quality of Involvement: This tenet states that students will develop in proportion to the amount of time spent and nature of their involvement in an activity

Educational Effectiveness Is Related to Capacity to Increase Involvement: It says that programs and services should be evaluated in terms of their ability to induce greater student involvement. [3]

B.   Student engagement

There are seven principles for good practice in undergraduate education, all of which are related to student engagement. They are:

- Student/faculty contact
- Cooperation among students
- Active learning
- Prompt feedback
- Emphasizing time on task
- Communicating high
- Expectations; and
- Respecting diversity.[2]

C.   Impact of social networking site on education system

The use of SNSs allows educators to enhance the prescribed curriculum. When learning experiences are infused into a website, students utilize everyday for fun; students realize that learning can and should be a part of everyday life. It does not have to be separate and unattached. Informal learning consists of the learner setting the goals and objectives.

Social networking services foster learning through what Jenkins (2006) describes as a "Participatory Culture." A participatory culture consists of a space that allows engagement, sharing, mentoring, and an opportunity for social interaction. Participants of social network services avail of this opportunity. Informal learning, in the forms of participatory and social learning online, is an excellent tool for teachers to sneak in material and ideas that students will identify with and therefore, in a secondary manner, students will learn skills that would normally be taught in a formal setting in the more interesting and engaging environment of social learning. Sites like Twitter provide students with the opportunity to converse and collaborate with others in real time. Social networking services provide a virtual "space" for learners. James Gee (2004) suggests, "Affinity spaces instantiate participation, collaboration, distribution, and dispersion of expertise and relatedness. Registered users share and search for knowledge which contributes to informal learning." [4]

D.   Engagement of social networking site

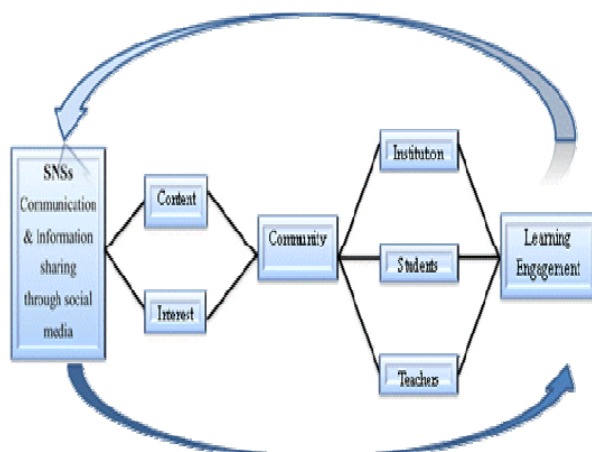Social networking sites are multifaceted tool with exciting prospects for student affairs professionals.

Fig 1: SNS and learning engagement

A positive correlation is found between academic engagement of students and use of social networking sites. Social networking sites enable continuous flow of information from varied sources which gets updated with every step in the flow. Based on individuals' interest communities are formed in these sites thus letting to explore more about those areas. Continuous

interactions with people of same interests give people direction to learn and enhance knowledge. This technique can be implemented at institutional level to make students and faculty highly engaged in the learning process.

V. STUDENTS AND SOCIAL NETWORKING SITE

Academic performance is how students deal with their studies and how they cope with or accomplish different tasks given to them by their teachers. It was indicated that friendship networks often necessitates access to information and knowledge directly and indirectly and the friendship network effect on students' academic performance has been confirmed. Involvement of a student in these forms of activities such as making friends on social networks should be seen as a way of having access to up to date information that is relevant and can be channelled towards improving his academic performance. It depends on the ability and willingness of the concerned individual to be able to harness that opportunity to cope with academic related stress. Friendship network often necessitate access to information and knowledge directly and indirectly and the friendship network effect on students' academic performance has been has been confirmed. Harnessing properly the opportunities that are bound through this networks tend to help the students lots in a positive manner and can be channelled into helping others.[3]

A.   Features of TCET Connect

➢ Collaboration for educands:
SNSs have increased the rate and quality of collaboration for student. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups. With the increased focus on technology in education and business, this will help them build skills that will aid them through their lives.

➢ Development of creativity:
The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine knowledge and develop their urge to learn.

➢ Ease of Communication:
It allows user a fast and free resource for communicating with faculty and experts for topic. Announce special events and more by simply typing our message and posting it to our page or profile.

➢ Self realization:
It enhances the vocabulary, grammar, expression herself/himself in proper manner with the condition of "No Short Cut Way" or no "self made –Abbreviations". The ease with which a student can customize their profile makes them more aware of basic aspect of design and layout

that are not often taught in schools. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained customizing the layout and the designs of social networking profiles.

➢ Understanding students:
Faculty can know what skills students are learning and what experiences they're being exposed to, they can help foster and extend those skills. As educators, they can better interact with students knowing where the students are coming from and what they're interested in so can build on that in their teaching. By understanding how students may be positively using these networking technologies in their daily lives and where the as yet unrecognized educational opportunities are, they can help make schools even more relevant, connected and meaningful to kids."

➢ Collaboration
With the unprecedented possibility to interact and connect on a non-physical level, individuals now have the ability to collaborate and develop without worrying about physical boundaries of time or space. This newly enabled collaborative knowledge is challenging the authoritarian model of knowledge. While knowledge used to be the domain of experts, it has now been handed over to anyone with access to the Internet. The increase in participation in the creation of knowledge has had positive impacts on formal and informal education.[5]

➢ Self Education and Anonymity:
Social networking has led to the development of "self educating" communities. People are able to converse with others who share the same interests as themselves. These sites are usually based around a singular topic. People can discuss their problems and ideas regarding these topics and they can gain information from other peoples' knowledge.[6]

VI. PROPOSED WORK

Our social networking site named TCET Connect; will concentrate on knowledge sharing. It will allow students to put queries on the discussion forum as well as answer the queries. It will develop a competitive environment for students. The site will be more secure as only the college students will be able to login. This is because the data will be copied from college database directly. This will ensure that the site is not misused for other purpose. The site will be more disciplined since groups created will be looked upon by the faculty in charge of that group. This faculty has special privileges of black listing particular student, adding members to that group and terminating the group. The hierarchy will be maintained like students activity will be looked on by teachers, teachers will be looked on by HOD and so on. Teachers will be able to upload a book in a special e-book section. These books

will be available for students to download. Also they can assign a task on that site which will be visible to respective students. Students can query teachers by sending messages or putting them on the discussion forum. Students can interact with other students in the university. This will enable sharing of knowledge across the colleges. There will be experts assigned for particular subject based on their experience and knowledge in that field. Students can contact them by sending messages and thus gain in depth knowledge in that subject. Experts can notify students of any upcoming events or findings in their area. Thus in short it is an effort to transcend traditional classroom activities and make students and faculty more engaged in learning process.

CONCLUSION

Our site TCET Connect will try to divert young minds to do something more productive. Since it also allows faculty to keep an eye on the discussion it will be more disciplined and guide the users towards their development. The potential of social networking lies within transparency and the ability to create awareness between students – potentially across institutions. Therefore, from this point of view, social networking should be considered a supplement to other tools.

ACKNOWLEDGMENT

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