

# Integration of a SocialMedia Platform into University Information Architecture

Christian Neumann, Ontje Helmich, Michael A. Herzog

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# Agenda

- Who we are
- One Shop Concept + Demo
- Research Methodology
- Concept
- Technical Solution
- Data Security and Privacy
- Discussion

# Who we are

- Research group **SPiRIT**
- Interdisciplinary facility of the **Institute of Management** and the **Institute of Electrical Engineering** of the **Magdeburg-Stendal University of Applied Sciences**
- Current projects: ROSI-3D and karriereLEBEN
- Staff: Michael A. Herzog, Olaf Friedewald, Christian Neumann, Jörn Papenbroock, Benjamin Hatscher, Ontje Helmich, Johannes Stolz, Eric Schmieder, Alexander Konrad, Robin Krause
- Web: <http://spirit.hs-magdeburg.de>



# Project karriereLEBEN

- Winners of the university competition „Karrierewege“
- Funded by Hochschulinitiative Neue Bundesländer (University Initiative New Federal States)



Bundesministerium  
für Bildung  
und Forschung



Hochschulinitiative  
Neue Bundesländer



# One Shop

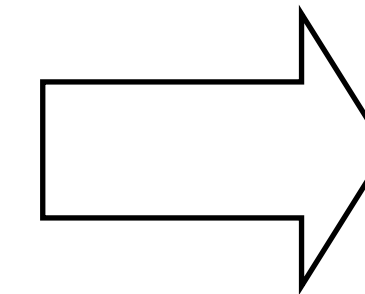
QISPOS



LSF



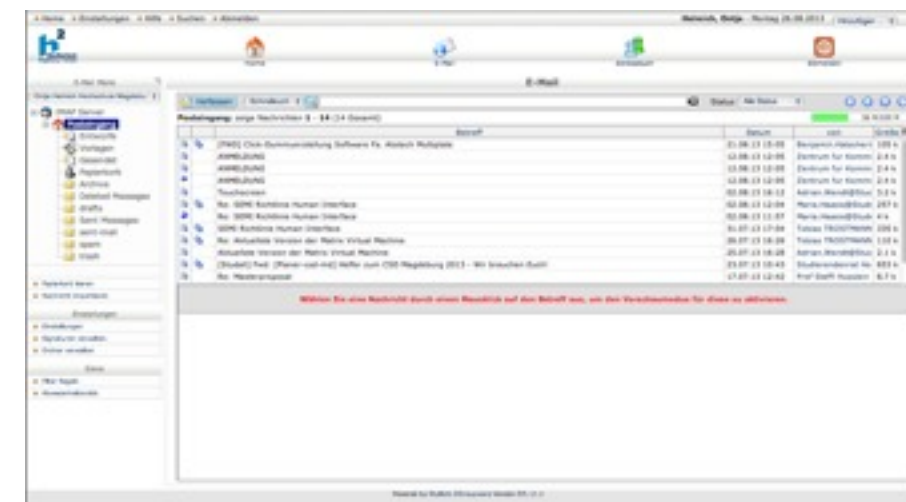
Moodle



Job portal



Webmail



Mensa



different services, different views, multiple logins

one portal, one view, one login

# Demo



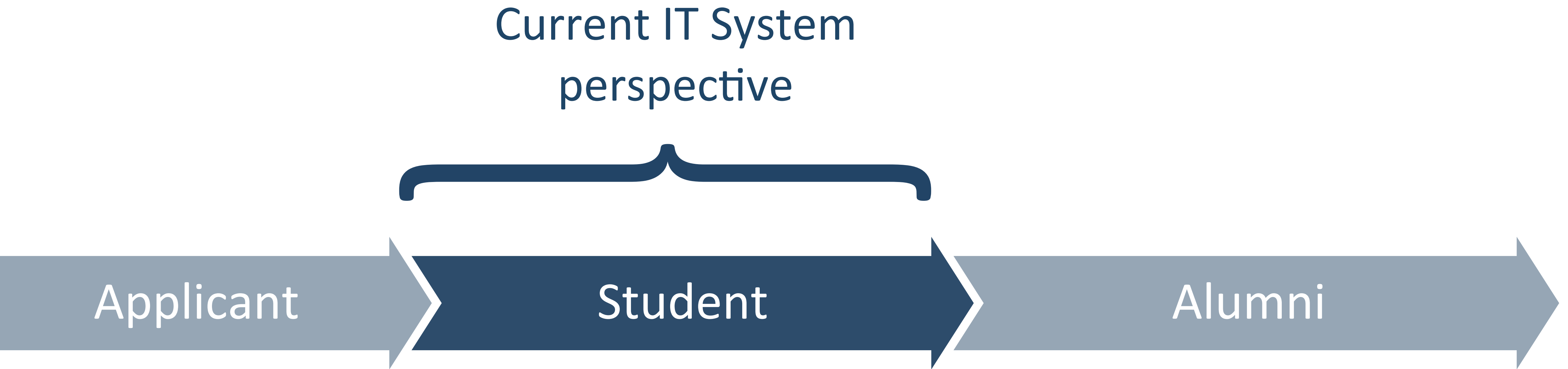
# Research Methodology

## Design-based Research approach

### 3 QUESTIONS

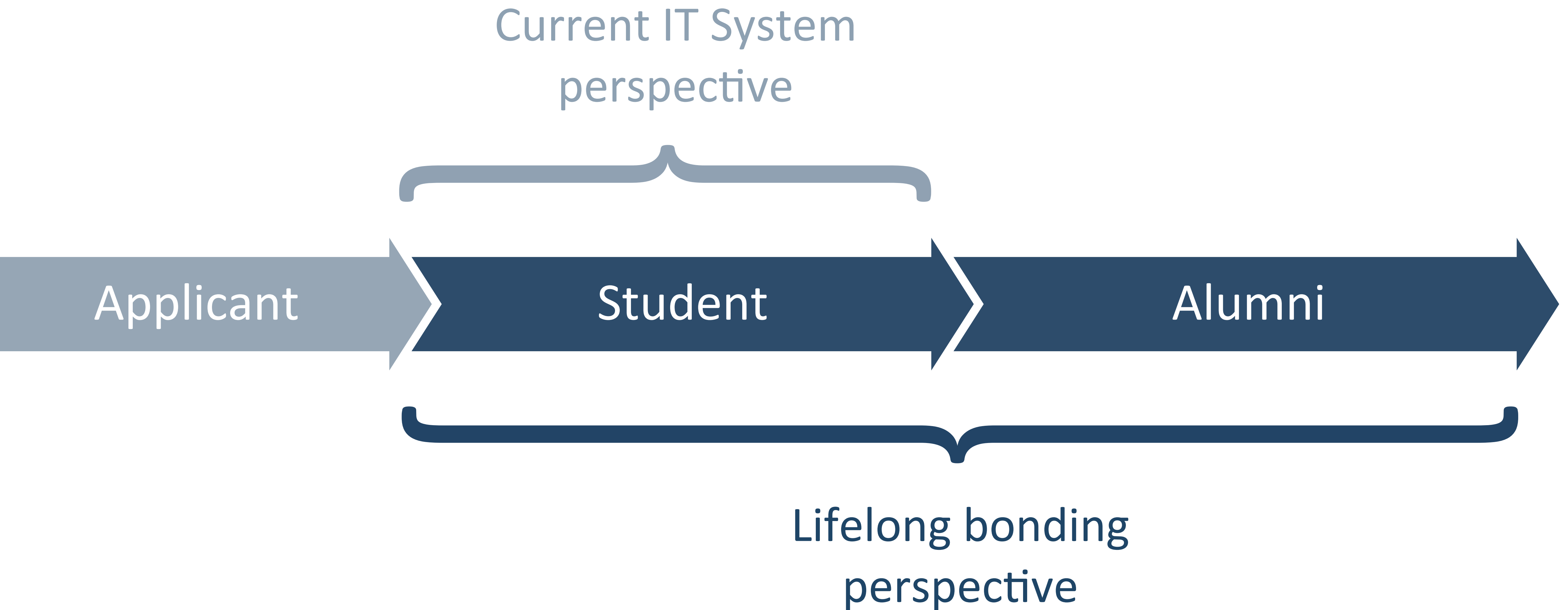
- How can lifelong bonding and identification with university be archived?
- How can we keep contact to our alumni?
- How can we raise funds?

# Lifecycle

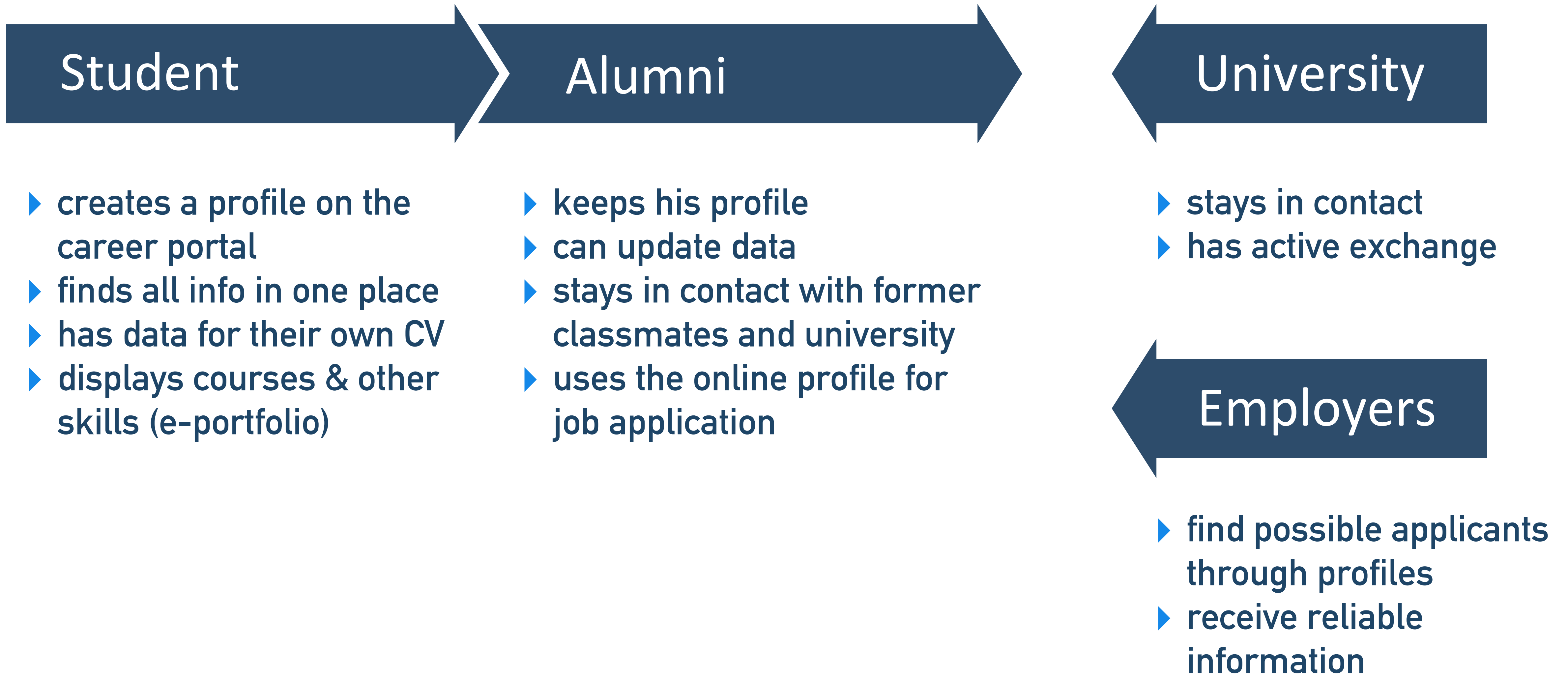




# Lifecycle



# Concept





# Functions

Widget	Student	Advanced student	Alumni	Friend	Professor Lecturer	Staff
Salary barometer		X	X			
GeoAlumniFinder		(X)	X	Pro	X	
Cafeteria plan	X	X			X	X
Class schedule	X	X			X	
Credit progress	X	X				
Mail / messages	X	X	X		X	X
Jobs		X	X			
Internships	X					
CustomRSS feed	X	X	X	X	X	X
Classifieds	X	X	Pro	Pro	X	X
News	X	X	X	X	X	X
Community	X	X	X	X	X	X
Library Loan	X	X	?	?	X	?

# Fundraising

- Students / Staff all services are for free
- Alumni / Friends can buy extra services
- Friends can buy message channel to students and alumni
- Supporter's Hall of Fame for donators

My Contribution

Pos	Förderer	Status	Punkte
1.	Heinz Gerhardt	Friend	1.356
2.	Otto Meyer	Friend	1.286
3.	Gudrun Schulze	Alum	1.241
4.	Brunhilde Müller	Friend	1.171
5.	Alfred Meier	Alum	1.019

1 1.853  
Pos: 936  
536 Punkte  
Unterstützungspunkte sammeln...



# Service oriented architecture (SOA)



Data



Social Media functions



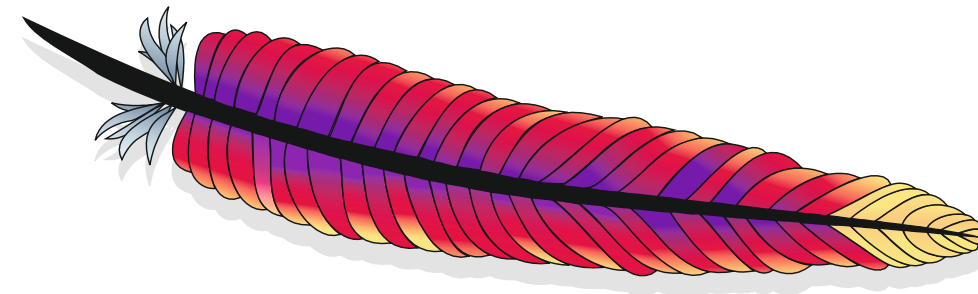
# Why use Social Media?

- Most university services have no or limited communication channels
- Our Prototype
  - Users have own profile
  - User can customized information on his online desktop
  - Multiple channels to communicate (blogs, mail, messages, status updates, forums)
  - User can find all other students, alumni or staff via lists or search functions

# Technical Solution

ubuntu 

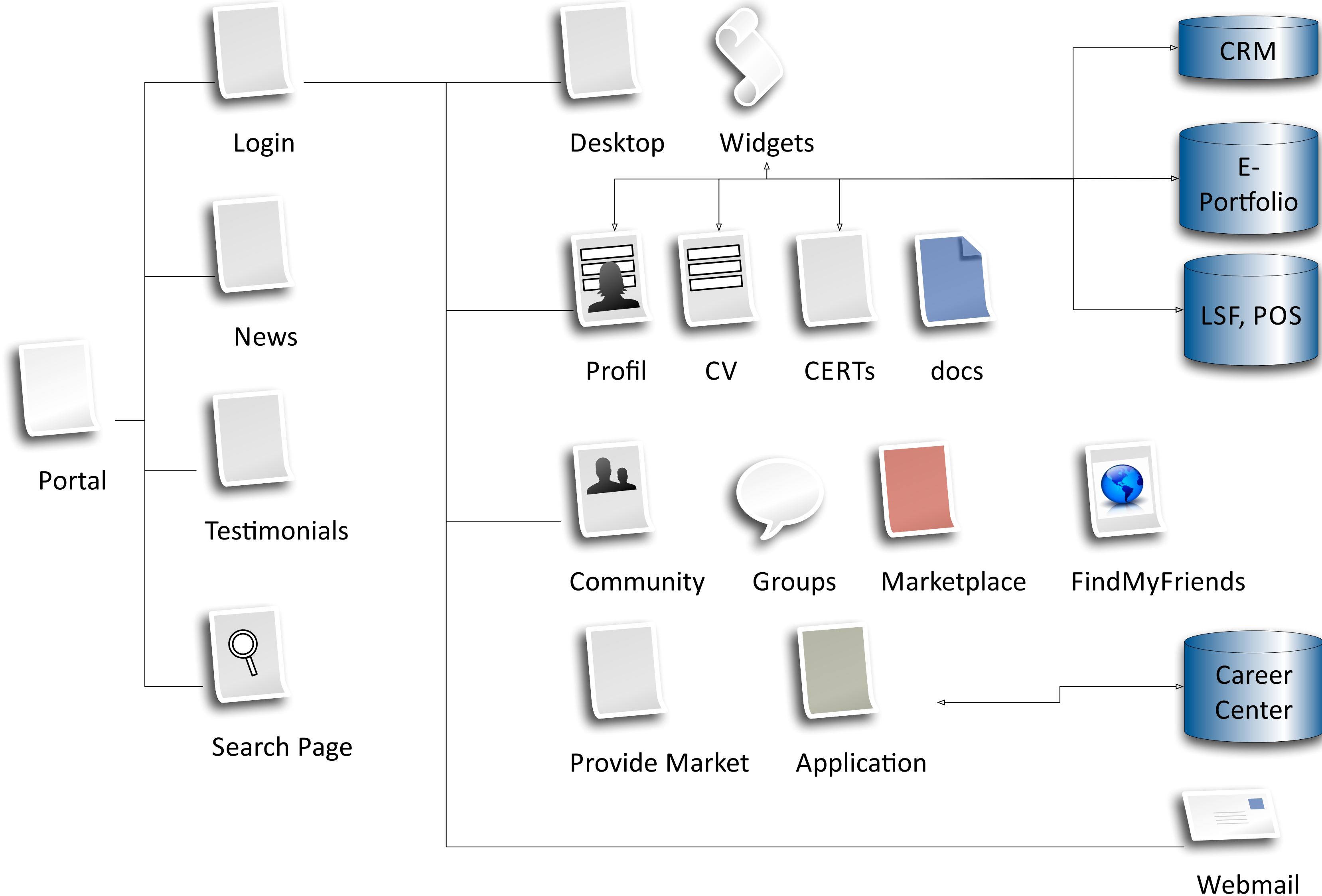
elgg 



MySQL 

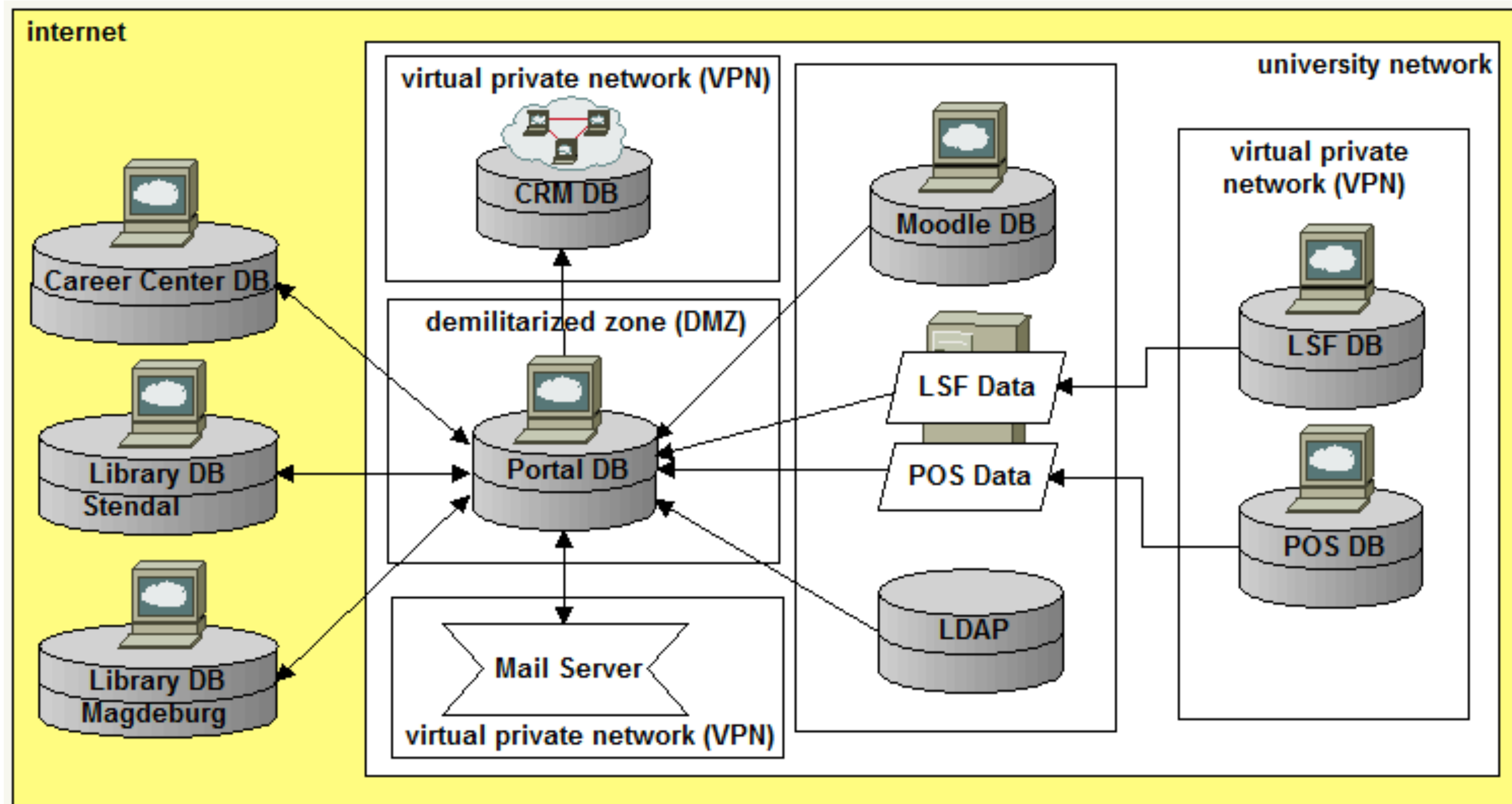
# Portal Structure

- Students
- Faculty
- Staff
- Alumni
- Friends





# Authentication



# Data Security & Privacy Protection

- Encryption SSL connection
- Visibility settings of contents
  - Private
  - Friends
  - Logged in users
  - Public
  - Customized groups

**Berufserfahrung**

Section Title  
Berufserfahrung

Section  
Access  Public

**Save** **Advanced**

**Wissenschaftlicher Mitarbeiter**  
Hochschule Magdeburg-Stendal  
2013-08-01 - present ||

Wissenschaftlicher Mitarbeiter der  
Forschungsgruppe SPiRIT

**Wissenschaftliche Hilfskraft**  
Hochschule Magdeburg-Stendal  
2012-09-10 - 2013-08-31 ||

# Thank you for your attention.

We welcome your questions,  
suggestions, comments!