

INFLUENCE OF SPECIALIZED WEB COMMUNITIES ON THE FUNCTIONING OF EDUCATIONAL INSTITUTIONS

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Introduction. Formulation of the problem and its relevance

Nowadays the Internet has become an integral part of society, a favorable environment for the development of many social processes. The problem of the impact of the global computer network to various aspects of society is very relevant and discussed by experts of different disciplines.

The rapid development of the Internet has led to the flow of modern life in the Web space. To date, the basic process of communication in today's youth is Web communities (social networks, specialized forums). Here members share their thoughts, emotions, or fall under the influence of foreign ideas, support or reject a position. This communication plays a significant role in the lives of users and analysis of the results can be used by various institutions, including schools for the planning of educational services, including the information needs of members of Web communities.

It is known [16], virtual communities form a fundamental part of today web space. On the one hand, companies and enterprises, such communities tend to play a big difference in terms of idea generation, customer support, problem solving, etc. On the other hand, their management and organization can be very expensive and time consuming, and therefore, their owners and managers interested in the fact that these communities continue to thrive, and to their users to remain active and productive.

The Internet can be used efficiently in education technology Web 2.0, features which are chronological organization of information, the availability of archives to access previous messages, as well as interactivity (receiving feedback through comments from consumers of educational services and, as a consequence, direct them reaction universities).

Analysis of recent research

Areas of study web communities are diverse, as are interlaced in itself all aspects of society.

In the current research [1-3, 13, 15, 17] scholars consider the communication process (K.Miller); forming web communities and processing of content (H.Rheingold); development of methods and means of personalization of content in the WWW (Berezko EL).

Methods for building an information society, social networks on the WWW gender and age differences in language Internet communication explore in their works Peleshchyshyn AM and Fedushko SS [8-10, 12].

With a unique source of information web forums as the most popular type of web community plays an important role in the communication of teachers and students in the education system [4]

Despite the fact that these areas of research have begun to develop relatively recently, they are important and relevant in assessing the impact of web-based communities functioning of educational institutions.

Aims and objectives of forming articles

Purpose - to examine the impact of web-based communities on the functioning of educational institutions.

To achieve this goal were mooring the following tasks:

- Analyze the features of the architecture and operation of web-based communities;
- Classify members of virtual communities;
- To investigate the impact of process web communities on the functioning of educational institutions, namely universities.

Virtual community: definitions and its architecture

Virtual Community (Web community) - a community in which members communicate with each other using Web technologies in the Internet.

The term "virtual community" in 1993, introduced by Howard Rheingold - American scholar of social relations in the network - the book «Virtual Community», which discusses various examples of communication between members of social groups based on electronic mailing lists, multiplayer communities and more.

According to Rheingold, virtual communities are social associations that grow from the web, when a group of people supporting a bucket discussions long enough, in order to form a network of personal relationships in cyberspace. [6]

The most popular types of web communities are: forums, social networks, personal and collective blogs multimedia web community, market your community, promotional web community, wiki-community, educational Web community.

The main elements of virtual communities is its members and content. (Fig.1)

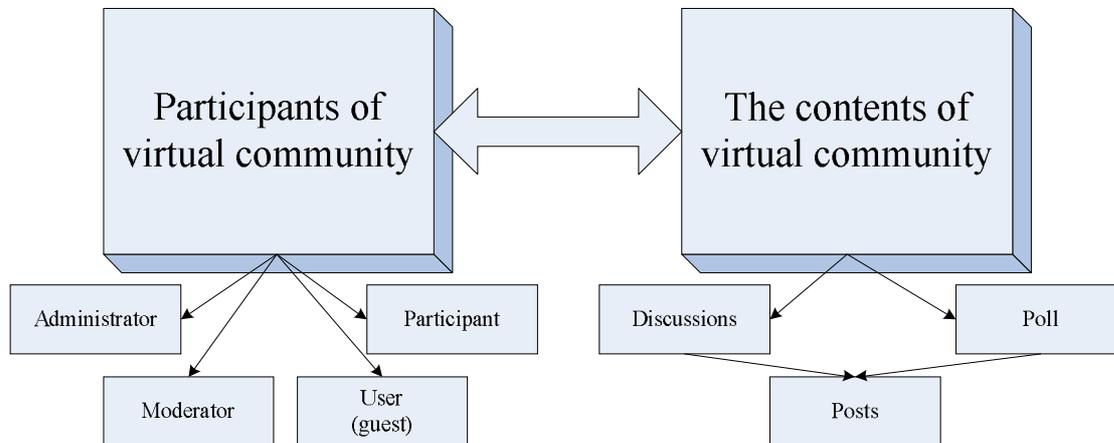


Fig. 1. Architecture of web communities

Participants in virtual communities are Internet users that interact in the community, interact within the community, thus creating the content.

To the **content** include: discussion, participants discussed the result web community specific topics, polls, discussions both with the ability to vote for a certain thought, person, object call all registered participants; posts - messages that participants created a web forum as a result of surveys and discussions.

Classification of content specialized educational virtual communities

Diversity of specialized virtual communities led to the diversity of their information content. Analyzing specialized educational web community, such as educational forums, the following types of them:

1. forums for entrants
2. forums for students and university teachers
3. other specialized educational forums

Each forum has its own content, which to some extent overlaps with possible information content of other educational web communities, but has its own unique personality traits and topics to discuss.

Forums for entrants. Strengthening online forums for students is relatively new and complex concept that depends on the registration and evolution patterns.

Feature of such specialized forums is that its participants (potential entrants) are active only for some time from the beginning of registration and your data prior to obtaining the necessary information. Therefore, forum topics quickly lose their relevance. As a result of discussions, the user receives a response and fast decide.

The priorities for discussion at these forums have a question relating to selecting the professional development of potential entrants, namely:

- Ratings universities of Ukraine;
- Admission to the current year;
- Entrance Exams in high school and EIT;
- Selecting majors in universities;
- Logistical accommodation for non-resident citizens
- Education for foreign citizens.

Analysis of the content of such specialized web forums for students can be the basis for career guidance to any higher education institution, as timely obtain the necessary information from representatives of universities can assist in rapid decision Applicants regarding this educational institution.

Forums for students is also an important part of communication in education. These forums can be created as an initiative of the departments of the University, and the initiative of university students. Topics such index is sufficiently long in time.

Among the thematic content of forums for students include the following directions: to find relevant information, e-books, information on recreation in their free time, discussing various representatives of the interests of students, experience of training in various specialties of high school and thought about the teaching style of teachers of certain subjects of the educational institution, the reaction to the events of political, economic, social and cultural life. Therefore, analyzing the posts on these forums, you can predict the behavior of a large part of the student not only to events in life, but the reaction on vnutriuniversytetskoho life.

Other specialized educational forums are less important for the educational institutions in the planning and delivery of education services because it relates only to the development of education and personal professional development of each member of this forum. Current issues such forums is to exchange experience in teaching certain subjects or carrying out special events (forums teachers) discuss political and economic situation in the territory of the country; discuss the prospects and development of education in Ukraine.

Web forums are an integral part of distance education. Web forum as the best platform for creating learning communities, provides:

1. structuring of information that facilitates the students find and access information;
2. zberezhnist information that new students have the opportunity to learn from previous experience, and the teacher denied the need to answer the questions that gave a response in previous cycles;
3. equality of distance learning in initiating the debate to discuss issues of interest to them.

Thus, web forums are a great social media interaction in the World Wide Web. Analysis of user behavior in specialized forums for students not only helps researchers understand the many social problems of human behavior, but to create favorable conditions for the evolution of a potential entrant to the student for higher education. Analysis of the content of forums for students can be the basis for improving the ranking of universities and improvement of scientific, cognitive and organizational work with students.

Member ranking web community

Educational web communities have their own hierarchy, which allows them to be effective. Classification of participants in any specialized virtual community depends on the function they fulfill in the community [7]. This includes roles such as admin, moderator, member.

Administrator - is a major participant in the forum. Token 'admin' is derived from the Latin. 'Administro' - 'assist, supervise, manage'. It can be a co-creator or owner or designated leader board. When creating an educational forum is an initiative of the institution, the duties of an administrator perform an official representative of this educational institution. Otherwise, perform administrative duties owner forum - a participant who is interested in the active work of the community. Actions Administrator nothing and no one is limited. The administrator has open access to all information on the forum. Its function - to monitor the work of the Forum, the actions of the moderators and participants. Given the characteristics of the functioning of educational web forums administrator may participate in the discussions, namely, when post is according to experts, and may be "invisible". One of its main communicative functions - a relationship with participants and moderators: he answers questions from users of the forum, regulates disputes between moderators and participants, establishes rules for communicating on the forum have the right to change the function and any data about other users. Web forum can have multiple administrators. Often, it depends on the activity of participants and their number of posts.

Moderator - is web editor forum. Token 'moderator' is derived from the Latin. 'Moderor' - 'restrain, keep under, limit, regulate'. The main task of the moderator is monitoring compliance with the rules in force in the education forum. Educational Forum moderator may be representative of the institution or department. If the forum is not an official web community educational institutions, it moderates participant who is interested in his work (eg, Student Government Representative). Moderators have access to the most specialized information forum. From the perspective of communicative moderator should: editorial message users that do not correspond to forum members rewards and punishments for compliance / non-compliance with the rules of the forum, keeping the conversation between the parties. Typically, there are a few forum moderators. On the other hand, threads from a small number of participants and moderators can not be. Its features can perform administrator.

Member - it's an ordinary user forum. There are two types of members: registered and non-registered members. Registered users (contributors) is obliged to observe the rules of the forum. He has access to the most specialized materials. Unlisted member (guest) is not required to follow the rules of the forum, but consequently, it has access to a limited number of inside information. Participants in

educational forums may not only representatives of educational institutions (eg teachers and students), but contributors who are interested in the prospects and development of educational services, and share their experiences on their implementation.

Thus, the main role in a virtual community is given administrator. Administrators manage and moderate the community help moderators. Members (contributors) and users (guests), the rules establishing the administrators and moderators.

Classification of participants in web communities based on personalization of the data.

Application form Web communities involves specifying the necessary data about the participant to identify it in the community. In Fig. 2 shows the classification of participants in educational web communities based on personalization of the data.

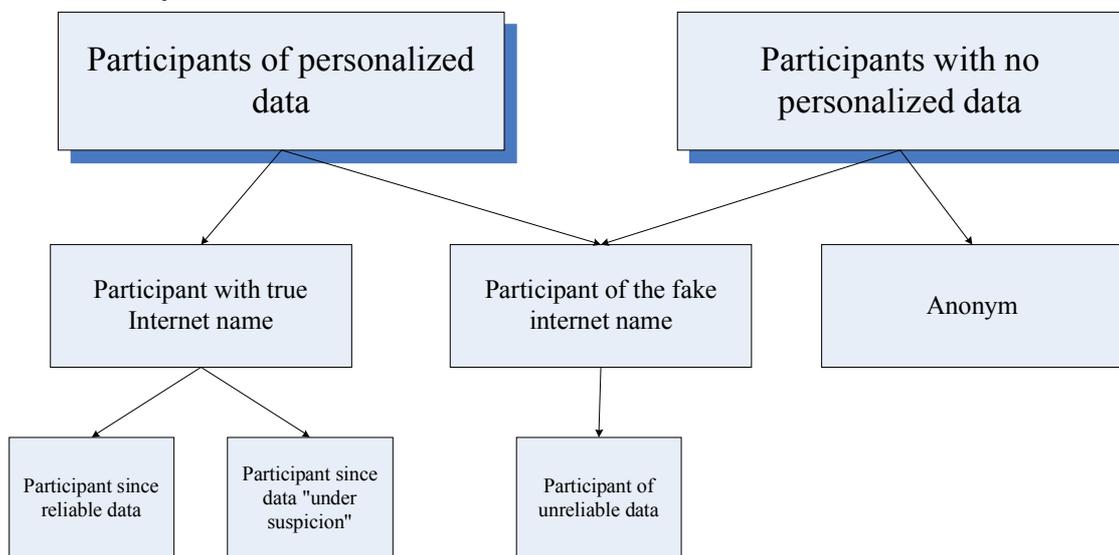


Fig.2. Classification of participants in web communities based on personalization of the data

All participants in virtual learning communities can be divided into two categories:

1. **participants with personalized data;**
2. **participants with no personalized data.**

During registration, a virtual community is a must specify Internet name. It can be both true, ie Internet name identical passport data and false - the user chose to register genuine internet name, but it fits the template "First and last name ' I'.

Analysis of registration and personal data of users [9], which is the algorithm of registration and validation data on website virtual learning community, allows to identify the extent of the accuracy of personal profile specialized web communities, to provide members with reliable and unreliable data.

Tracing trends can be argued that anonymity imaginary security network users disappearing as users transfer their reality on the Internet. Therefore, participants with real internet name can classify the reliability of submitted data:

- **Participants of reliable data** - personal information provided in your user profile, reliable and communicative behavior website meets all community guidelines.

- **Participants with data "under suspicion"** - not all personal user data correspond to reality. This user has partially or completely ignored the request to change incorrect information.

Typically, members of the fake internet name give false information, that is psevdouchasnykamy. These personal profile of the user completely false, the participant gives an educational web community.

For participants not personalized to include participants from fake online name (of whom mentioned earlier) and anonymous.

The main advantages of online communication can be attributed anonymity of participants in the conversation with other people, whom he attracts. The anonymity of the web allows you to freely express their opinions, share interesting information, advice, without fear of censure friends. On the other hand anonymity on educational forums allows impunity compromising not only education, but also their faculty and direct participants of the educational process - successful colleagues, Student Government, and so on.

For the analysis of the content of educational virtual communities valuable topics, comments and opinions of Posters personalized data, as it allows you to gain experience in the provision of education, participants learn about specific events and to develop an effective set of measures for higher education,

the purpose of which - the popularity establishment and management of the demand for higher education services.

One of the most effective methods of influence on decision making is the orientation of the target audience.

Targeting (born target) - an advertising mechanism that allows you to select from all the available audience only the part that meets specified criteria (target audience), and display advertising for her.

This mechanism should be used for planning of educational services, as it allows to localize the target audience and give it the necessary information regarding the university.

Some web communities such as social networks contain a huge amount of data about users, because users voluntarily indicate them in their profile (eg, social network Vkontakte) (Fig. 3)

День народження:	7 серпня 1987 р.
Рідне місто:	Дрогобич
Сімейний стан:	неодружений
Мова:	Українська
Приховати детальну інформацію	
Контактна інформація	
Місто:	Дрогобич
Моб. телефон:	Nokia 6500 s-1
Веб-сайт:	http:// vkontakte.ru/app638461_27454167
Освіта	
ВНЗ:	ДГПУ ім. Франка '09
Факультет:	Інститут Фізики, математики та інформатики
Форма навчання:	Денне відділення
Статус:	Випускник (спеціаліст)
Школа:	№ 2 Дрогобич, 1994-2004
Життєва позиція	
Світогляд:	Християнин
Головне в житті:	Сім'я і діти
Головне в людях:	Доброта і чесність
Ставл. до ладіння:	Негативне
Ставл. до алкоголю:	Негативне
Особиста інформація	
Інтереси:	Реалізувати все задумане мною у цьому житті =)
Улюблені телешоу:	Футбольний вікенд та 95 квартал
Улюблені книги:	Біблія
Улюблені ігри:	Heroes of Might and Magic V - Tribes of the East
Улюблені цитати:	Ми достатньо релігійні, щоб ненавидіти, але не достатньо, щоб любити одні одних

Fig.3. Example of data provided by the user in the social network Vkontakte

This example shows that the sections contact information, education, interests can be Useful for school.

There are the following types of targeting:

- **The geographical location** - a demonstration of information about services education only to those users who are within a certain area, for example, information for rural youth for applicants from other areas.

- **Demographic** - the opportunity to target by gender, age and marital status. For example, the announcement of admission to universities demonstrated only participants who have reached 16-17 years, and the involvement of the Small Academy of Sciences may apply to younger participants.

- **Interest** - this mechanism operates effectively impact on participants specialized web forum or topic groups in social networks. The combined some interest, they create the target audience. What gives them the opportunity to provide information about different sports and activities kilturni universities.

- **By education and activity** - the setting of this section, you can specify universities, schools and the profession of a certain segment of society. An extremely effective tool for announcing various events and conferences to promote education services within specific departments and institutions to certain educational areas.

One of the most promising areas is **mental targeting** (sotsiootsinka) - on the basis of information about the psychological quality (psycho, social type) showing the user relevant information.

Thus, the participation of individuals in educational web communities affects their formation and worldview determines the character of their relationship to the operation of schools. On the one hand, participation in educational web communities will help increase awareness among the population, expanding horizons and deepen professional knowledge. On the other hand, educational Web community are bases for marginal concentrations of various elements, whose activity affects the social environment as the Internet, and the educational services of higher education institutions.

Conclusion

This paper analyzes the architecture of virtual community, the classification of the content of specialized educational web communities (for example, a web forum), and consequently the classification of members of these communities based personalization data.

So, one of the hot topics today is the study of the influence of virtual communities on the functioning of educational institutions and the possibility of using the results for the planning of educational institutions.

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