ONLINECAMPUS: COLLEGE INFORMATION-BASED MOBILE APPLICATION

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BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

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Chapter I

INTRODUCTION

Background of the Study

As an integral part of students' daily lives, mobile technology has changed how they communicate, gather information, allocate time and attention, and potentially how they learn. Learners are no longer limited to the classroom's geographical boundaries, for example; they can now record raw observations and analyze data on location. Furthermore, mobile technology platforms let school facilitators discuss issues with their colleagues and students in the field. The ever-growing mobile landscape thus represents new opportunities for learners both inside and outside the school campus (Sue Bauer, June 2015).

Using technology in the classroom gives teachers and other faculty members the opportunity to develop their student's digital citizenship skills. It's one thing to use mobile devices, it's a completely other thing to know how to use them correctly and responsibly. Integrating technology in education helps students stay engaged. Most students today have been using mobile devices like tablets and smartphones to play and learn since they could crawl. So it only seems logical to align today's classrooms with the way that your students want and are used to learning (Danny Mareco, July 2017).

Sometimes, the things done and achieved by mobile is mind boggling. The classroom activities can be made up-to-date. No need to wait for someone who comes with announcements or display in the notice board. Teacher will get notification if any new activity or announcement is posted using the mobile app feature(Charlie Robinson, (March, 2015).

Current trends suggest that access to social media increases along with growing mobile device ownership. And this increase may benefit students. Social media can be an effective tool in school campus, facilitating interaction between students and instructors, improving communication, promoting social and peer learning, and increasing collaboration. It enables students to build connections with instructors, peers, and campus community - interactions that improve retention rates. Students want to become better at using social media for school purposes (Tara Coffin, June 2015).

Today’s modern students take technology into consideration when deciding which college is right for them, and expect a more universal, connected experience inside and outside of the classroom, said Ellucian vice president of user experience. Just like any other mobile application or service they have grown up with, students demand a personalized experience that will help them adjust to their new surroundings, optimize their life on campus and connect more deeply with their school experience. (Mariana Cavalcanti, October 2017).

Technology plays an increasingly important role in school campus. In classrooms around the world, teachers are adapting and incorporating devices into the exchange of information with students. Mobile technologies, in particular, are dramatically influencing how and when students get information. Almost every student now possesses a smartphone, and students are increasingly linked to technology at home. Recognising this clear shift toward digital, teachers are engaging students in more meaningful ways by using technology, including mobile devices, as information sharing tools. Many of today’s students have never known a world without technology, and they have little patience or aptitude for a learning environment without it. This trend is not exclusive to the field of education. In just a decade, today’s learners – from elementary to high school – will enter the workforce as skilled and digitally-driven professionals. The devices favored by students today will inform how businesses come to work and communicate tomorrow. (Ben Rossi, September 2015).

Technologies like social networking media has become the revolution of century such as the well known mobile application called Facebook for its rich functionality. It gives us opportunity to communicate with our family, friends, and co-workers and even in our classmates and instructors. Students can stay in touch whenever and wherever they are. Businesses, Institutes, and the Governments have noticed the value of social networks in our lives, and they are using different techniques to incorporate their services and products online. Many organizations use it for their awareness campaign and share their ideas and findings. With these, people can be updated with the latest news, products, etc.

Social media is a big source information. People have developed the habit of sharing their knowledge and finding via social media. Since the arrival of mobile applications, they have been widely used by people of all ages all around the world. Mobile devices equipped with internet connections have created new form of sharing information.

The researcher’s observation in the college of information technology, upon making announcements, school facilitators would have to go in every classrooms to give announcements. Bulletin boards are not that effective because most of the students are busy and does not have enough time checking it. The downside of this is that not everyone may receive the news. Not every student is guaranteed to be present at the time there is announcements. This costs not just the time and energy of school facilitators but they also intervene upon lectures in classes. Newly transferred students usually gets trouble in getting familiar in the school, this gives them a hard time in doing things in school.

While applying for a college, a potential student is bombarded with Facebook interactions, emails, Tweets, and text messages. But once the student arrives on campus, the communication hype stops.Sometimes, higher education institutions slack with their internal communication efforts. When this happens, the campus communications team must reassess their responsibility and strategies to keep the student body, faculty and staff informed.

Campus communications teams can sometimes revert back to old fashioned communication methods to get a message out. These include,Email blasts for campus news. This method fails because those emails typically land in the junk folder. Because of this, commuters frequently miss or receive wrong information about campus activities. Small mailboxes in place of faculty offices. This promotes a non-interactive connection with students and other members of campus, and isolates faculty from campus events. Printing out paper flyers and tacking them onto bulletin boards. Students, faculty and staff are often too busy to stop and look at these bulletin boards, and the messages are overlooked.

The everyday use of technology in the business and social environment provides for a "pedagogical shift." As the transformation begins in schools and classrooms across the nation, many postsecondary faculty are encouraged to integrate new technology through instructional strategies in an effort to help students achieve course learning outcomes. As students arrive on campus, they come "with the expectation that technology will play a major role in their education, and as consumers they demand the same service quality that they demand elsewhere: lower costs, better service, higher quality, and a mix of products that satisfy their definition of a good education. (Jessica Miller, 2014).

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What’s not working

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Nowadays, school incorporates Learning Management System as an innovation. This makes an appearance quite frequently in eLearning articles, tip sheets, and beginners guides. As such, it is important to get good grasp on what a Learning Management System entails and the benefits it brings. The role of LMS varies depending on the organizations objectives, online training strategy, and desired outcomes. However, the most common use for LMS software is to deploy and track online training initiatives. Typically, assets uploaded to the LMS, which makes them easily accessible for remote learners. In some cases the LMS may even have the built-in-eLearning authoring tools that allow you to develop online training materials without additional third-party software.

Edmodo is one example of Learning Management System site that combines a secure social network platform with the functionalities of learning management system. The site allows teachers and students to collaborate on assignments, share resources, can also privately share their learning resources with colleagues in their internal network. An interesting feature called insights measures the mood of the classroom based on positive or negative reaction responses by students working in Edmodo.

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Purpose of the Study   
 The purpose of the proposed project ONLINECAMPUS: CENTRALIZED COLLEGE INFORMATION-BASED MOBILE APPLICATION is to design and develop a mobile application which is school based social media application that will help the following:  
 Students. Student will be informed in any school and college events online. They will be notified if they have the specific skills and talents that the college will be needing in a certain event. Students can also have the copy of the subject list open online on enrollment day.   
 Instructors/Faculty. This study will help instructors to organize their students in the college by keeping them updated on the current event and announcements faster and reliable. This will also help instructors to sort out the skills and talents of their students based on what the college need in choosing for students to participate in the events and talent competitions.  
 Students Officers. This study will greatly help student officers in organizing and informing the students about school activities since most likely they are the one in charge of organizing and selecting fellow students who will participate and compete in the events and competitions. This will also help them to monitor and check the skills and talents of the students. This study help them in notifying and contacting students who are willing to joined in school activities.

Dean. This study will help the dean to announce and give information to the faculty and the students in the college about the college and university events,seminars and competitions online.   
  
Objective of the Study  
 The main objective of of the project called “ONLINECAMPUS: Centralized school-based mobile Application” is to develop and design a mobile application that will help students and faculty in organizing event and activities and to inform them in any school related activities. Also to help quickly disseminate information to the students in the college.

Specially, this study aimed to:

1.Identify the architecture framework for the proposed mobile application.

2.Identify and design the features and specifications of the mobile application.  
 3.And to determine the extent of usability of the proposed mobile application.

Definition of Terms

The following are the terms use and shown in the study:

Online. Online is the status when a person is connected to the internet through mobile, desktop or laptop computers.

Review. Review an evaluation of a publication, service, or company.

Social Networking. Social Networking is the use of mobile or web application to interact with other users by sharing text posts, images and videos.It also allows other users to comment or share posts made by other users.

Social Media. Social Media is a websites and mobile applications that enable users to create and share content or to participate in social networking.

Student Officers. Student Officers are union of students where they are given the authority to lead, support, accompany and organize other students on competition and on other academic events in the university. They organized school activities in the school.

Technology. Technology is the application of scientific knowledge for practical uses, especially in the I.T. industry.

Website. Website is an internet page that is used for e-commerce, blogs, information, online community,

Photo sharing, resume, portfolio, catalogue and brochure, business directory and bio.

Virtual Bulletin Board - Virtual Bulletin Board is an online application that let users easily place virtual post-it notes on a virtual corkboard or bulletin board, and allow users to post text, images, and/or videos on them.

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