

Analysis of University Entrants Forum Information Content

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Abstract – This article dwells upon the fact that in the result of transition to information society Web 2.0 became popular and developed in WWW extending into all life areas and human activity. Among one of the popular services Web 2.0 are educational web-community, studies of which nowadays are topical.

Key words – Web 2.0, virtual educational community, web-forum, information content.

I. Introduction

With the rapid development of Internet and WWW Web 2.0 services became an integral part of information society. Nowadays analysis of their impact on different spheres of society activity including educational is topical and has become the research subject of many scientists. One of the most popular educational Web Services is a web-forum for university entrants. Potential students get the information that they need during communication in the virtual world. This information affects the decision-making process such as entry into a particular university or study field choices.

Virtual community is one of the foundations of the successful creation of the Information Society. Information society was defined by the United Nations as modern priority key point of humanity development.

Educational Web-forums are unique sources of information, large amounts accumulation of important, valuable information and knowledge, boost of various commercial, public projects and topicality indicator of higher educational institutions basic life processes.

II. The structure and characteristics of university entrants forum information content

Subject themes of the specialized web-forum for university entrants as well as of the all web-forums are generated by their content and are reflected in the activity of WWW users who search for such information and use it being interested[3]. The peculiarity is that the audience of educational web-community directly fills this web-forum with information thus independently forming, specifying and changing its subject theme. The content of specialized web-forums for university entrants is structured, stored for a long time and presented in a comfortable manner.

Taking into consideration the previous studies [2-4] information content of educational virtual communities is composed of sections that are formed from discussions that are formed of messages. The structure of educational

virtual communities information content (based on web-forum for students) – a tree with nodes of two types: subject themes sections and discussions.

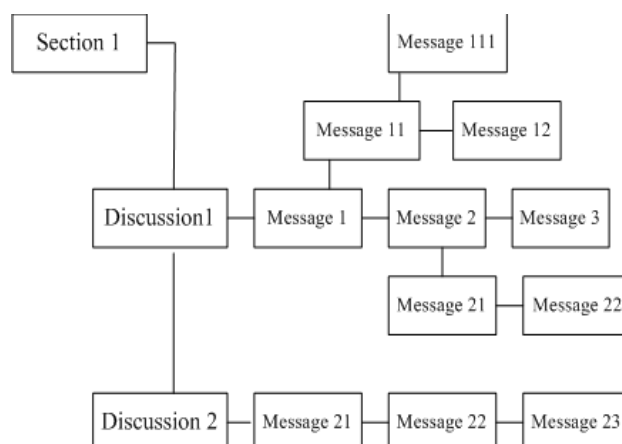


Fig. 1. The structure of university entrant information content forum

The structure of web-forum can be changed during its existence.

A characteristic feature of educational web- communities information content is transience of content information, for example, of web-forums for university entrants, because the topicality of such information decreases with the increasing time of its forum exposure. This is due to the annual change in the rules of admission to the university, the living conditions of potential students and others.

According to research of university entrants forums during admission campaign in 2013 (for example, <http://vstup.lp.edu.ua>), the most relevant information sections which are needed for potential students are the following:

- entrance test (56 Messages)
- specializations (67 Messages)
- entrance rules (271 Messages)
- documents admission (156 Messages).

Active users of this forum for university entrants were the future representatives of such specializations as computer sciences, software engineering, management, law, architecture and foreign language, which is consistent with the requirements of the Information Society. Representatives from other specializations were more conservative in obtaining the necessary information.

Analyzing the content of specialized educational web-forums (fig. 2) such as forums for university entrants, we can assume, that it contains two integral parts: social and cognitive components. Their combination allows applicants to decide on entry into a particular university or select the desired speciality.

Taking into consideration the socio-economic situation of the state, the social component is directly involved in making any decisions in all areas of society. The social component of specialized educational web- forum for university entrants provides information on the number of privileged and budget places in the selected universities, list of documents required to confirm social status and benefits of study, accommodations for non-resident students, and others.

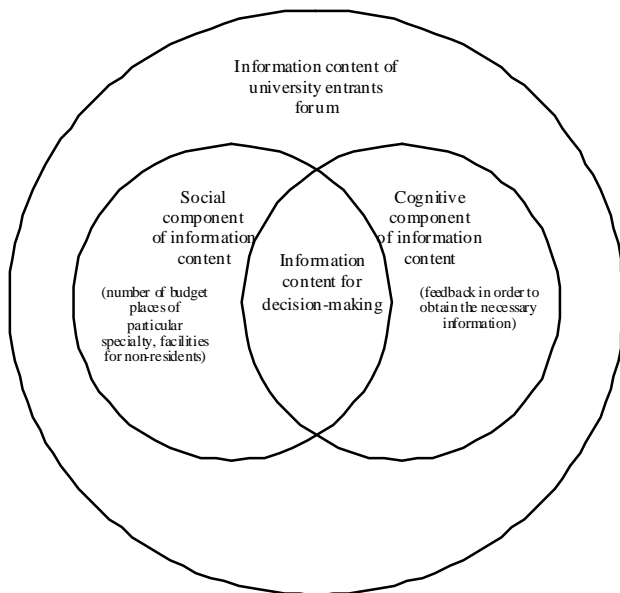


Fig. 2. The components of university entrants information content

Cognitive component of specialized educational web-forum for university entrants information content provides feedback of university with entrant. This communication may be done in the following ways:

- "university entrant - university entrant" – situation when a potential student receives the information from the "colleagues", who already owns it;
- "student - university entrant" – situation when an applicant receives the information in the result of dialogue with real student of the university, who by using his/her own experience may suggest and, thus, in some way affects the entrant decision in solving problem to obtain a specific information;
- "moderator - university entrant" - situation when a potential student receives the information from the representative of the university, who moderates the forum.

Most reliable is the latest type of feedback as a representative of university has accurate and truthful information, while the entrant or student may give inaccurate or outdated information.

Conclusion

It is obvious that the information content is the basic one for the formation and development of university entrants virtual forum. It makes the users more active. It is important to notice that in order to maintain the activity of such web-community topicality and constant updateness of its information content are an essential factor.

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