Grapido: Social media and building a connected college

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Abstract

Social networking platforms and social media has become the important part of every field nowadays. Addressing the drawbacks of present social media platforms in connecting similar skilled people, this paper represents an overview of the best use of social networking sites and highlights the importance of using these applications as a medium of connection with likeminded individuals around you, work together to nurture your skills and follow your passion to achieve common goals and milestones. This highlights on the need of a platform where you can showcase your talent and learn from others at the same time.

Keywords

Social media, user behavior, likeminded individuals, education, technology.

Introduction

Social networking platforms have marked great milestones in the field of learning and interactivity. Younger generations using digital mediums use social media platforms to exchange their thoughts, knowledge and feelings. Hence by doing these, educational landscape is highly influenced. Around 64% of college going students uses and posts on social media platform during their schooling hours. Students are learning and adapting to use
of new technologies and enhancing their skills, therefore, experiencing the life through more than just assignments and textbooks.

a. **Objective**

The objective of this research is to enhance the usage of social media in the benefit of college students and similar communities, connect them likeminded individuals and providing a platform where they can contribute and learn from others at the same time. The research examines usage of social media platforms, illustrating how people use particular social media platforms and how a better platform can help them in approaching their “project partners” or “team mates”. Each platform provides various features and differs in terms of functioning to some extent. Therefore a suitable platform is required that aims at connecting people that helps in enhancing the skills and adding benefits in terms of career and knowledge acquisition.

b. **Problem Identification & Definition**

Many college students using social networking platforms are overwhelmed by vast knowledge available in the field of education. Problem starts with the limitations of social media in assisting students to search, find, and reach out to the ones having similar interests in some fields. Hence it becomes difficult in finding project partners or team mates to work upon a particular project or on same technology. This requires need to recognize a platform that serves the purpose.

**Related Work**

Basically, social media networking sites is used as a business tool for all the people. According to the Vom Brocke (2011), an application makes a way of interaction between users and technology. Social networking sites helps user to learn new skills with specialized persons.

Bruno et al. (2011) explain that the social application can be used as very valuable features. It provides the knowledge, experience and information about upcoming technologies. With the help of these features it is possible to achieve integration and effectiveness of the software.
According to these authors, the Social media[1] is the way to provide the motivation to participate the college students to help them to make projects, develop new ideas in the IT industry and supports the nation to be developed. Students also aware about new technologies and researches which will help them in future. It encourages the student’s participation in the educational field.

There were many hypotheses on this topic. The first was the use of the social media application by the people towards their education field. The results shows the positive attitude towards the use of the social networking sites in their education field and therefore thus hypothesis was highly supportive. On the other hand, it was found that students mostly used the social application websites for their work and for their interaction. Teachers also connect the students through these sites and perform their work to provide knowledge and thus this hypothesis 2 was also supportive. The attitude of the people towards social sites was positive and eager intention to use it. They used it very efficiently and in good manner to learn various things related to them and thus this hypothesis was also supportive. So we can conclude that fresh minds use the social media application very frequently.

**POPULAR SOCIAL MEDIA SITES[2] WHICH ARE ALREADY EXISTING:**

**Facebook**

Facebook is the wider used social media application founded by Mark Zuckerberg. This is the application which has maximum users and most popular site. Users can find their own interest people and connect them, chats with them. Users were known about the events occurred by the organization which they had followed and liked. But on the other side, any fake news may occurred in Facebook by any organization but it is restricted in our application.

**Twitter**

Twitter is the social networking application on which chats with different people can be performed and users can connect each other. They were discussed in groups and share their ideas. But in the same manner it was not restricted with the fake news by any people or community but Grapido restricts it. Any business idea can be reached to every people who make their profile on it. It helps them to share the ideas with other people and share their
ideas with other people but this application makes a group of same skilled people and shares their ideas with their surroundings skilled people.

**YouTube**

This application is nowadays a wider used in these times. With the help of this application user can connect with various people according to their interest. But it also contain some fake news which is inappropriate for the users but Grapido application inhibits this feature and provide the user to learn best out of best technology.

**LinkedIn**

This is one of the biggest social media application used by the users. This is totally used for the official purposes and connected many people from various places and of different skills. Any domain people can connect through it and also fresh minds share their ideas and thoughts in front of the company officials and chances to get the job. This all would increase the it’s use and is the most frequently application used till now.

Employers most frequently used LinkedIn over Facebook and Twitter in the hiring process[2] for their industry. LinkedIn is ranked the 22nd among most visited website in the world by the IT industry people. It is used in more than 200 countries now and due to this its demand is always high.

**Proposed Methodology**

The research highlights on the need of spatially optimized growth-oriented social media platform to help you connect with likeminded individuals around you. The system includes a mobile application that serves the purpose, including several modules: project, events, networks and feeds.

**Implementation and results**

Grapido, a social media platform to help you connect with likeminded individuals around you, work together to nurture your skills and follow your passion to achieve common goals and milestones. It is a platform where you can showcase your talent and learn from others at
the same time. It deals with a bundle of opportunities at your fingertips giving wings to your dreams. This application invites you to be a part of this huge family of talented individuals such as artists, writers, singers, dancers, programmers, scientists etc. Grapido allows us to connect with the people of similar brains and interests for any professional as well as for any unprofessional aspect.

a. Modules Description

Projects: Do you have an idea in mind on which you aspire to work but lack the skills? Create a project and let people join in and help you out. Are you really good at something and helping people makes you happy? Find projects that seek your expertise and join them in their venture.

Networks: Stay connected with people around you, your friends, colleagues and family. Discuss ideas and enrich your knowledge by exposing yourselves to different perspectives and opinions.

Feeds: Post your plans for the future and accomplishments from the past to showcase your talent and skills. Follow people you admire to watch their success stories and support them.

Events: Be updated about the latest events happening nearby. Let it be a marathon, fest, concert or a coding competition, you must not miss an opportunity to showcase your talent and at the same time enjoy your life and make memories.

b. System Design
Use Case Diagrams

- **Project Module**

- **Networks Module**
- Feeds Module

![Feeds Module Diagram]

- Events Module

![Events Module Diagram]
c. Tools and techniques

- Ionic Framework
- Node.JS
- MongoDB
- Google Cloud Platform
- Filezilla
- HTML
- CSS
- JavaScript

d. Screenshots

- Projects Section

Shows project’s post, providing other facilities like adding, sharing, searching and filtering of projects.
• **Networks Section**

Shows network’s post, providing features for adding, sharing, inviting searching and filtering of networks.

• **Events Section**

Allows you to post about ongoing or future events. Keeps you up-to-date with your surrounding.
• **Feeds Section**

Allows you to post something about your accomplishment or interest. People can follow you and like, comment your post.

![Feeds Section Image]

• **Profile Section**

Displays profile of users inside the application including us.

![Profile Section Image]
Conclusions

The findings and implications explained in this research enable the students to use social media with more purpose and to create effective strategy in order to engage themselves. With the growth of mobile application and social interaction, students can connect themselves with like-minded individuals around them, to achieve common goals. They can showcase their talent and learn from others at the same time. Hence, helping student to grow and develop their skills.

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