

***Innovation and Knowledge Management towards
eStudent Information System – iKnow***

***Using FaceBook for quality control of
iKnow project***

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Objective

- The general objective is to perform quality control of the iKnow system using Facebook.
- To improve student's processes and experience with their help.

Quality Control (QC)

- process by which entities review the quality of all factors involved in production
- procedure or set of procedures intended to ensure that a manufactured product or performed service adheres to a defined set of quality criteria or meets the requirements of the client or customer

Quality Control aspects

- Elements such as controls, job management, defined and well managed processes, performance and integrity criteria, and identification of records
- Competence, such as knowledge, skills, experience, and qualifications
- Soft elements, such as personnel integrity, confidence, organizational culture, motivation, team spirit, and quality relationships.

iKnow Quality Control

- **First delivery** - development of quality plan with methodology and identification of key performance indicators
 - deliveries will be measured in an objective, quantifiable and qualitative way
 - goal - to define adjustment mechanisms
 - monitoring of activities: quality of deliveries, quality of dissemination and sustainability strategies and action plans, evaluation of feedback

iKnow Quality Control

- **Second delivery** - internal evaluation of packages
- Five stakeholder levels will realize internal review:
 - administration,
 - professors,
 - university management,
 - Ministry of education, and
 - students

iKnow Quality Control

- **Last delivery** - external quality audit, including referee reports surveys with user satisfaction and feedback analysis
- Surveys addressing student focus groups by sophisticated innovative approach – **social media** and other knowledge management techniques that include investigation of public opinion and opinion of government representatives

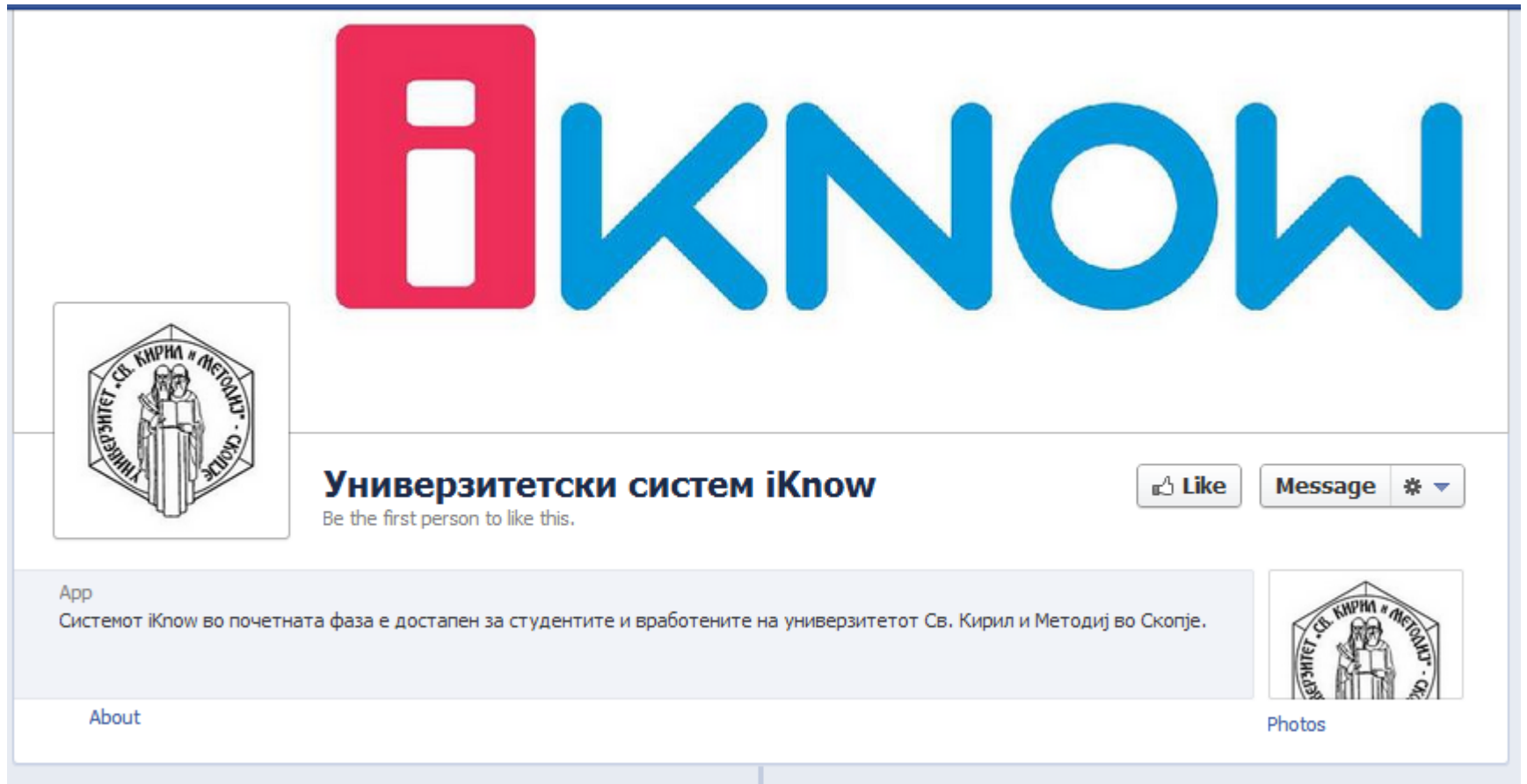
Using FB for QC - reasons

- 800 million active users
- Most of the students are Facebook users
 - Natural environment to post feedbacks
 - Spend a lot of time on FB
 - Previous experience (ours & student' s)
 - Statistics

Using FB for QC

- Create page on FB for the iKnow system
- Inform students about any changes
- Answer student questions
- Receive feedback on old and new functionalities
- Inform students about upcoming events

Using FB for QC



The image shows a Facebook profile page for 'Универзитетски систем iKnow'. The profile picture is the logo of the University of Ss. Cyril and Methodius in Skopje, which depicts two figures holding a book. The cover photo features the text 'iKNOW' in large, bold letters, with the 'i' in red and 'KNOW' in blue. Below the name, there are buttons for 'Like', 'Message', and a dropdown menu. A section titled 'App' contains the text: 'Системот iKnow во почетната фаза е достапен за студентите и вработените на универзитетот Св. Кирил и Методиј во Скопје.' Below this, there are links for 'About' and 'Photos'.

The first 24 H...

- We published an announcement about the page on three 1st year courses
- 5 minutes later - 5 users joined the page
- 10 minutes later - 10 users joined the page
- ...
- 24 hours later – 55 users joined the page

Conclusion

- Facebook is omnipresent
- Out students use FB in many activities
- Fast feedback

Questions?

