

***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

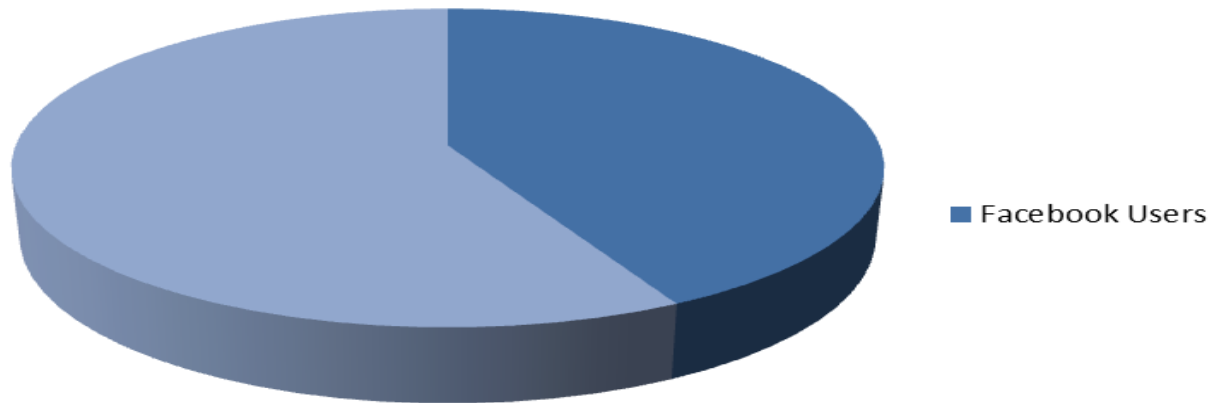
- Elements such as controls, job management, defined and well managed processes, performance and integrity criteria, and identification of records
- Competence, such as knowledge, skills, experience, and qualifications
- Soft elements, such as personnel integrity, confidence, organizational culture,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

iKnow Quality Control

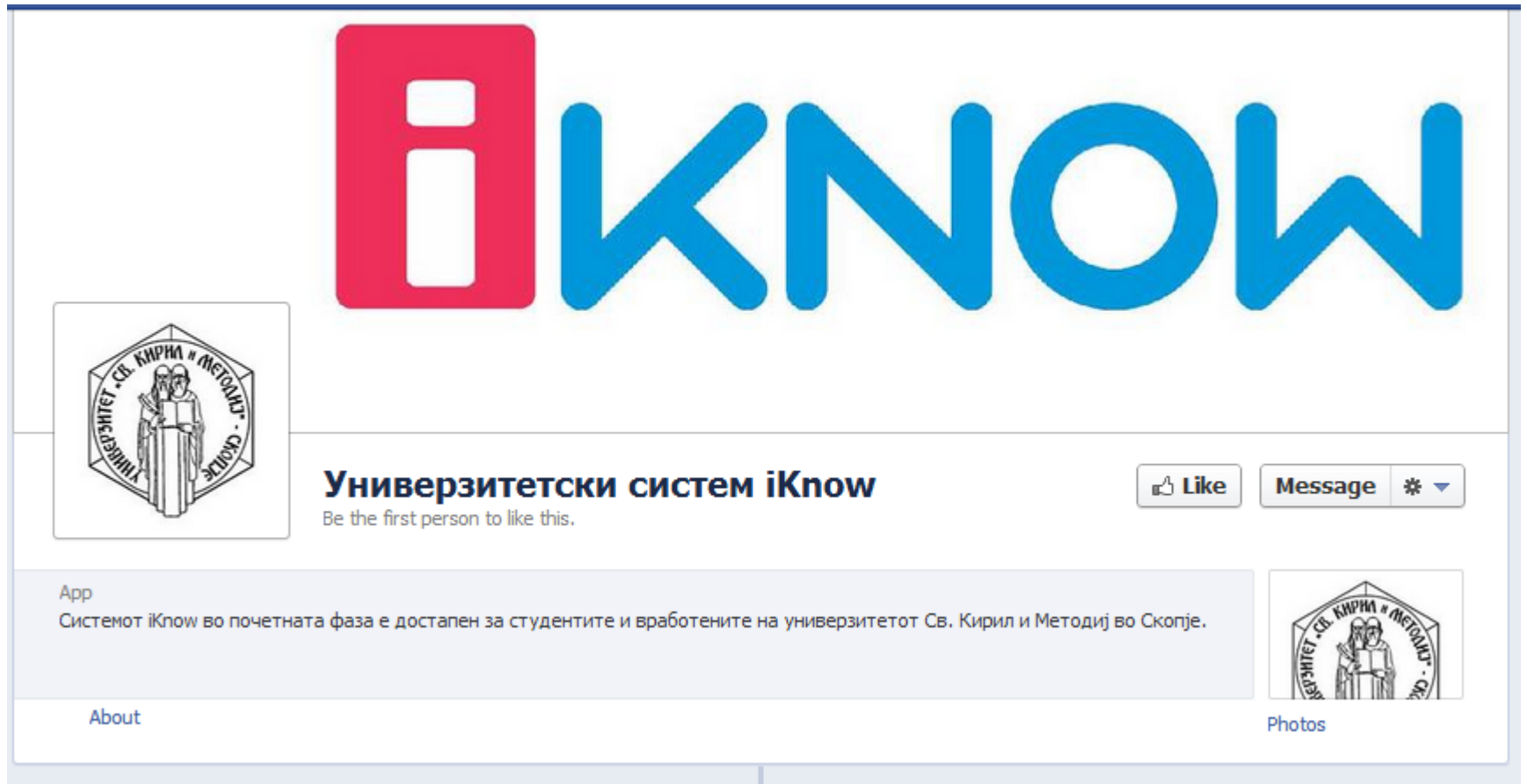
- **Last delivery** - external quality audit, including referee reports surveys with user satisfaction and feedback analysis
- Surveys addressing student focus groups by sophisticated innovative approach – **social media** and other knowledge management techniques that include investigation of public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

Using FB for QC - reasons

- > 800 million active users
 - 42.3% of the population of Macedonia is using Facebook



Using FB for QC



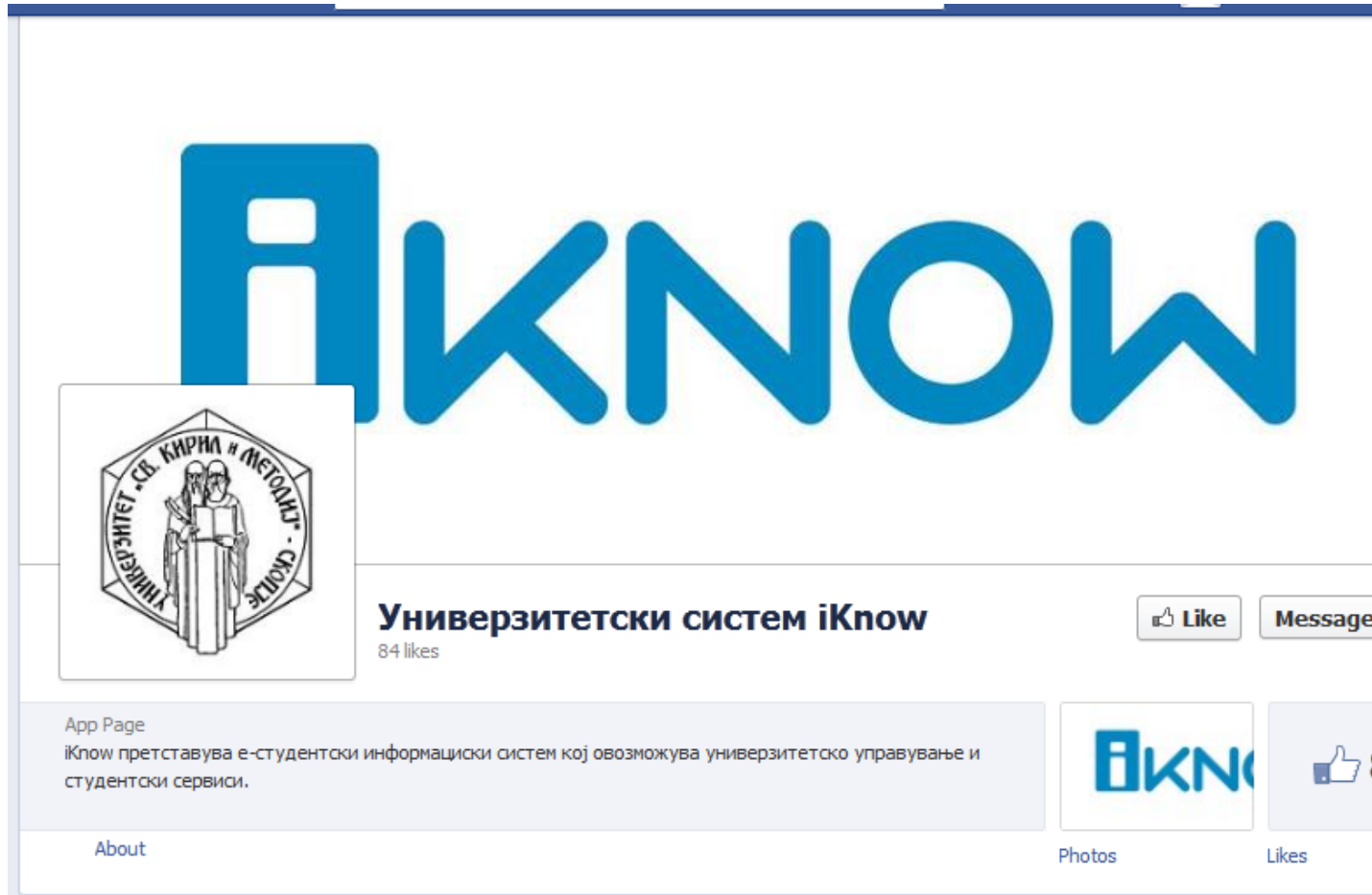
Универзитетски систем iKnow
Be the first person to like this.

Like Message

App
Системот iKnow во почетната фаза е достапен за студентите и вработените на универзитетот Св. Кирил и Методиј во Скопје.

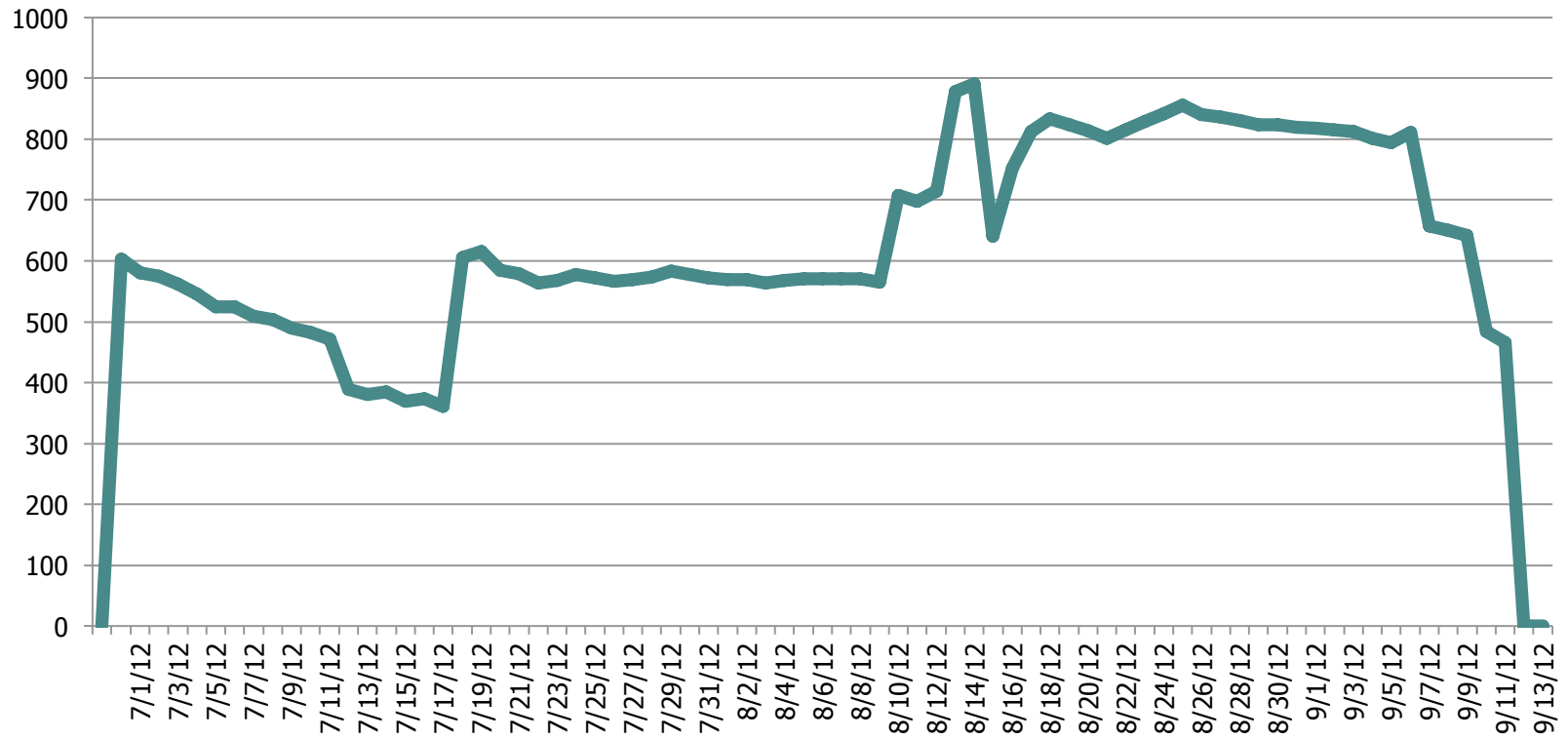
About Photos

Using FB for QC - rebrended

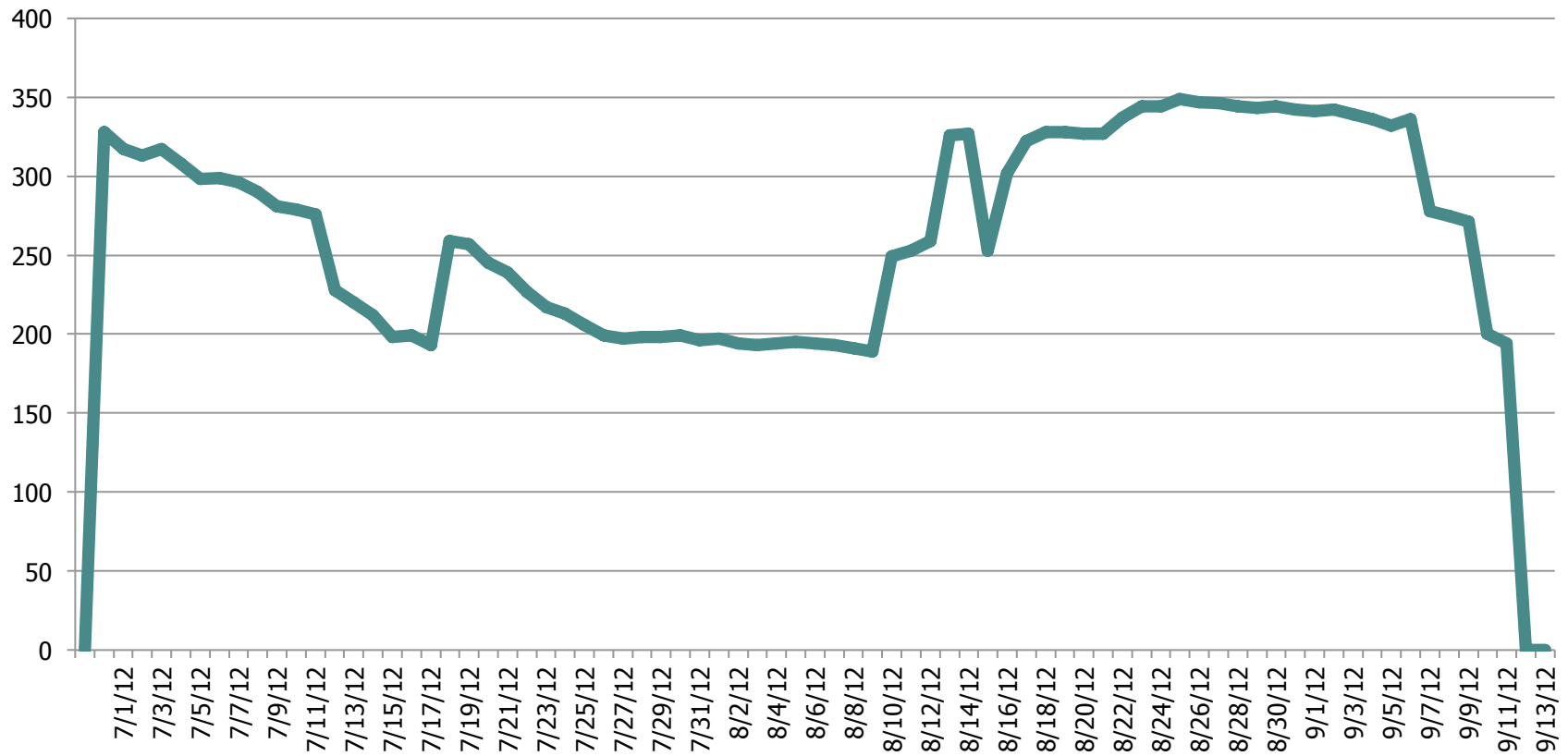


The screenshot shows a Facebook page for 'Универзитетски систем iKnow'. The page features a large blue 'iKNOW' logo at the top. Below the logo is the university's profile picture, a circular emblem with the text 'УНИВЕРЗИТЕТ "СВ. КИРИЛ И МЕТОДИЈ" - СКОПЈЕ' and an illustration of two figures. The page name is 'Универзитетски систем iKnow' with 84 likes. There are 'Like' and 'Message' buttons. A description in Macedonian states: 'iKnow претставува е-студентски информациски систем кој овозможува универзитетско управување и студентски сервиси.' Below the description is an 'About' link. On the right, there are 'Photos' and 'Likes' tabs, with a small 'iKNOW' logo and a thumbs-up icon visible.

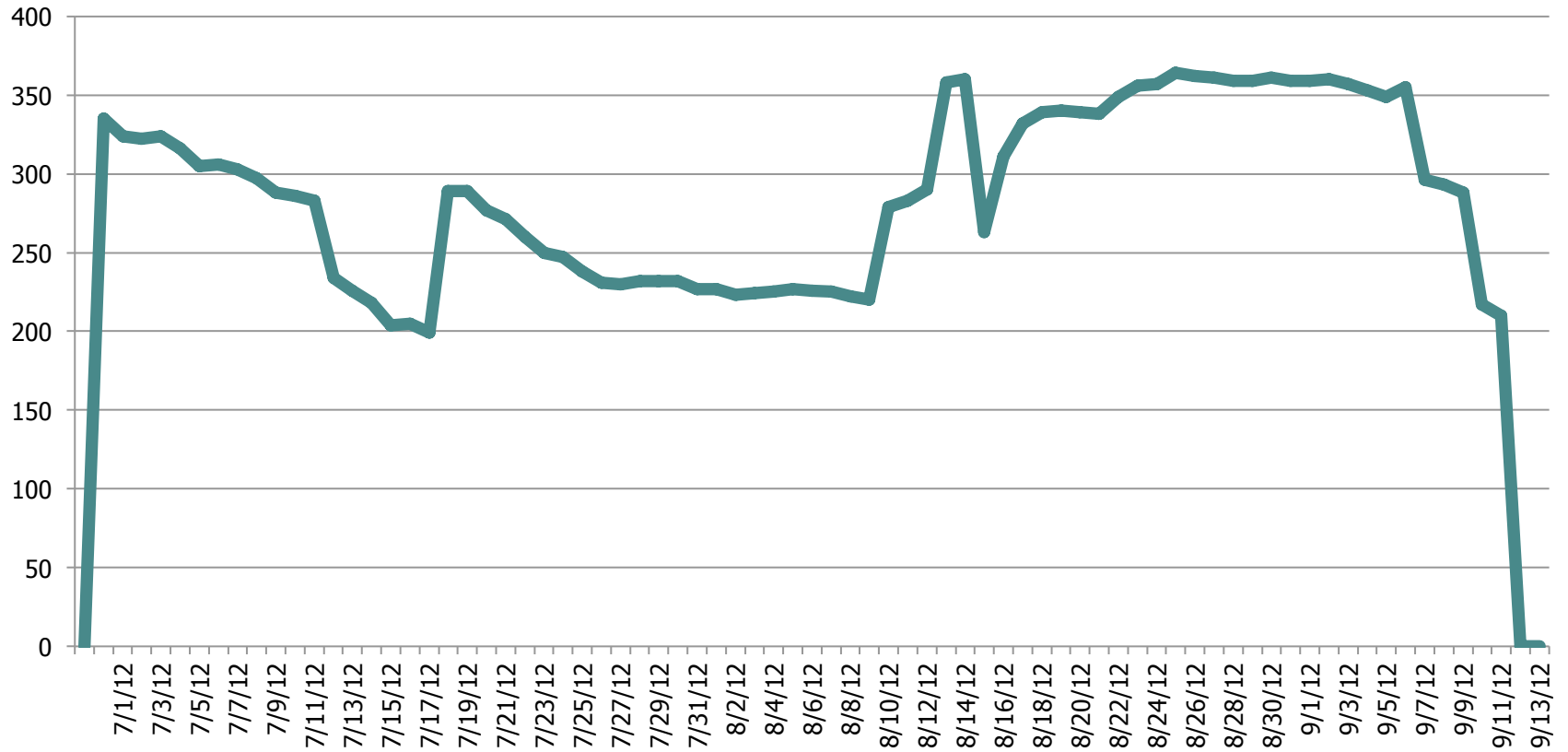
Impressions



Viral Reach



Reach



Conclusion

- The page become more popular during the enrollment period
- Some messages about the enrolment process and tickets

Questions?

