Forming university's information image based on image information generator

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Abstract—**In spite of the specifics of each university in the complete information image formation a number of main stages are highlighted, namely: the preparatory stages which is carried out an account of organizational structure of university in a projection on information activity, stages of formation what is forming complex plan concrete specific activities by forming the information image, stages of activities what is the basic and finishing's stages of one general cycle of informative activity of institution of higher education. Each stage is time consuming, so important is partial automation to improve the quality intermediate result and the reduction of routine activities. In this paper the stage of planning the entrance of units into generators of an informational image, in other words, development of a specific actions plan of registration and initial steps in the community of the representatives of the unit is suggested.**

Keywords— information image; university; virtual community; image information generator

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I. INTRODUCTION

Information image of university [12] in social web services is mass - available data about university on websites and specialized services that provide the possibility of broad public discussion, modification and creation of new information directly at the location [17].

The process of creating information image in social services on the Internet [11, 16] is researched and three stages are distinguished:

1) Activity of the information source;

2) Activity of the information generator;

3) Image generating activity based on generator's materials. If each stage is carried out without external controlling actions, it is a natural unmanaged process of creating information image in web social services .

However, in practice for large universities such processes are subject to be under control, though, not always with positive intentions regarding the university.

It was established that control on behalf of the university can be maintained at each of the stages, but absolute control aimed at obtaining significant effect should be maintained continuously at all stages.

II. PLANNING THE ENTRANCE OF UNIVERSITY UNITS INTO THE GENERATORS OF AN INFORMATIONAL IMAGE

The stage of an informational image forming is planning the entrance of units into generators of an informational image, in other words, development of a specific actions plan of registration and initial steps in the community of the representatives of the unit.

At this stage should be analyzed predetermined characteristics of generators of virtually all groups [2-7]. On the basis of analysis results should be made a decision on technological [1], informational and communicative aspects [14-15, 13] of activities in a community during the certain time period (in practice 1 month).

This aims at acquiring respect and authority in a community by the representatives and adapting to communicative peculiarities [8, 9, 18] of a community.

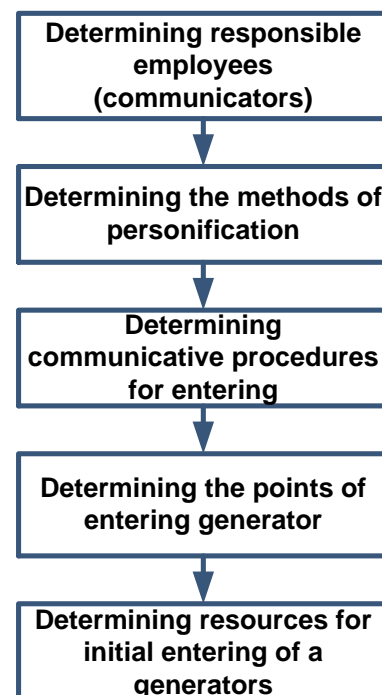The standard sequence of steps at the stage is presented below (see Fig. 1):

Fig. 1. *Planning the entrance in a generator*

Determining responsible employees expects selecting employees, to whom the stylistic of a

conversation in a community is the most close (the characteristics of the group of communities DC is analyzed).

Determining the methods of personification expects choosing e-mail service, which will be used for registration, users names for working in the community, other attributes, such as: signature, avatar etc.

Determining communicative procedures expects preparation of a welcoming message and content of the first messages, where the representative of the office should reveal the aim of their activity in a community and coordinate it with a community.

Determining points of entering generators lies in identification of discussions, in which it is reasonable to publish in a form of comments first representative and informational posts from the unit.

If the entry is planned in form of creation of a new discussion or article (this way is not recommended), the category, title of a discussion, key words, etc.

Determining the resource for initial entry of a generator expects selection of, available in a unit, informational resources that are optimal for publishing in the selected points of entry.

A.   The   stage   of   informational   resource preparation

The last stage before the start of university's active actions in social networks is the stage of informational resource preparation.

Available and registered in a higher education institution (HEI) informational potential undergoes a procedure of technical and stylistic preparation to publication in communities.

Main steps taken at the stages are presented in the Figure 2.

At the stage actions are performed by HEI's units, which are if necessary provided with IT-support.

All steps of this stage are efforts-consuming and calls for considerable human resources as well as applying software.

Initial stylistic processing expects conforming texts and illustrations of the informational potential to the style familiar for the online community. The key actions are:

1) forming announcements and short descriptions;

2) simplifying the layout of the material;

3) minimization of terminology usage;

4) adapting content to real informational demands of community members.

Arranging material into topics lies in dividing texts into small, but meaningful integral parts. The necessity of such division entailed by a tradition

according to which a typical message in an Internet community should not exceed 2-4 thousands symbols.

Besides dividing into parts   elements of the navigation system should be added, for example "see also", "previous", "next", "beginning", "contents" (the final system of navigation is defined when publishing materials).

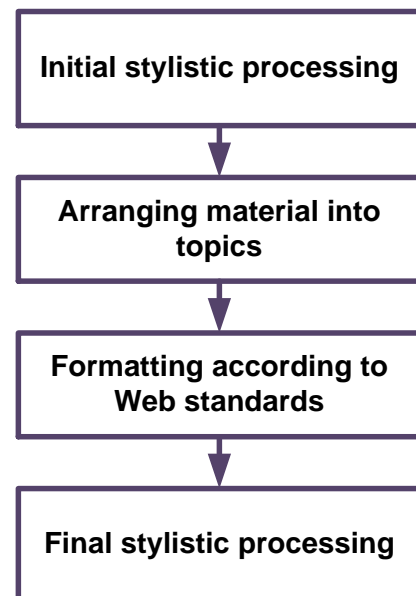It is important to consider a possibility of autonomous publishing of one or a small group of fragments.

Fig. 2. *Informational resource preparation*

Formatting according to Web standards means ensuring the conformity of texts to standards of one of the languages HTML (with a minimal number of tags), WIKI markup and BBCode. It is reasonable to use specialized software in order to solve this problem, but only when it would be customized for a limited set of tags.

Apart from texts, it is necessary to format pictures and videos. It is necessary to arrange them according to the existing multimedia formats and to compress files to acceptable for online usage.

Vector images must be converted to bitmap.

Final stylistic processing is necessary to eliminate mistakes that may occur as a result of text dividing and formatting. For instance it is necessary to correct a beginning and ending of a fragment to make them autonomous, and links to multimedia content etc.

B.   Entering generators, realization of social and informational interfaces system

Entering a generator is the first stage, which involves an active participation of HEI units in online communities. The stage is rather time-restricted (1-2 months), yet it successful fulfillment is critical for the further social and communicative process.

The types of the process of entry outcomes are:

successful – the representatives of a unit are treated positively by other community members. Besides they acquire an air of authority and are capable to satisfy informational demands of a community and in this way to form a positive image of a HEI;

neutral – the representatives of a unit are treated neutrally by other community members, they obtain no authority as specialists, do not evoke a wish to address them with information claims, however they can freely comment and start discussions;

negative - the representatives of a unit are treated negatively, community members criticize the representatives and their materials, any further activity leads to forming of the negative image of a university.

If the results are negative, it is necessary to leave an online community, analyze the causes of the situation and take "time-out" before reentering the community. An administration should refer to a negative outcome as to an emergency, which could be an evidence of insufficient competence of the unit.

The entrance of all units into predefined generators is a realization of the system of social and informational interfaces of a university, by which permanent informational activity and communication of university with Web communities is conducted.

C. Permanent informational activity

The stage of permanent informational activity is the most productive stage in the university informational image forming.

The stage is the most prolonged, as all previous stage are preparatory. At this stage units while communicating in online communities, form an informational image of a university. The stage has the structure of cycle of short-term consecutive steps.

The recommended frequency of the cycle is at least 1 time per week, but frequency increasing is always desirable yet limited by resources and enthusiasm of the unit staff.

Cycle interruption is necessary only in case of emergencies:

- *noticing the direct attack aimed at discrediting a university;*

- *inappropriate actions of an employee, that lead to a negative reaction of a community.*

The first case requires the complex of measures for systematic protection of the HEI informational image. The permanent activity does not enclose this complex. The second calls for permanent activity ceasing and returning to the previous stage of the negative scenario.

The cycle performed by the representative of a unit in a generator is demonstrated in the Figure 3.

Processing new informational claims lies in viewing new post of users, in which the informational

demand is stated explicitly and which is addressed to a HEI representative. Such claim must be considered and the competent answer must be provided.

Leaving addressed claims without response for 2-3 days contribute to a negative informational image.

Analyzing implicitly formulated demands serves for indicating in new posts implicitly formulated demands or claims, which are not addressed to specialists of a university; however the query could be satisfied. Furthermore, responses of other members undergo the analysis on containing wrong or outdated information.

Refinement and correction of these materials is key activity of a specialist.

Qualitative analysis and satisfaction of implicitly formulated demands is the most effective tool for forming the image of a specialist as well as of a HEI in general.
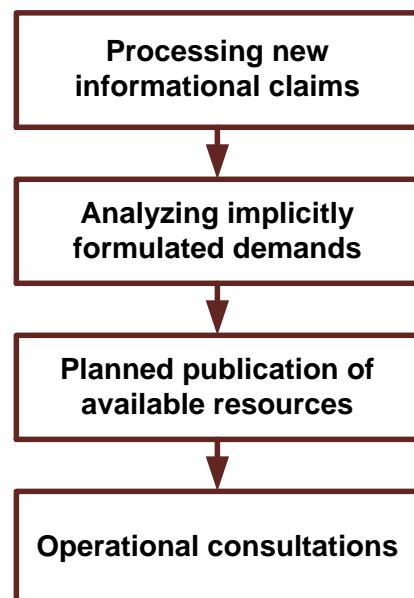

Fig. 3. *The cycle of operational actions of permanent activity*

Planned publication of available resources closes thematic gaps that are present in created by community content. As a rule, such publication is arranged as discussion initiation.

It is desirable to state the goal of this publication and target audience. In perspective such discussions could generate new claims for information, which are to be processed by a unit representative.

Priority of planned publication is lower than of previous steps, therefore in case of time limits this step left out first. It is prohibited to publish resources without preliminary demands analysis.

If the problem is already being discussed, the author would get a remark for violating network ethics.

Operational consultation is provided if a clarifying question appears. It is reasonable to ensure an instant reaction on such questions, that why it is necessary to

do this step several types in a cycle or carry out it regularly with an interval of 2-4 hours.

Operational consultation creates an informal image for a university representative, it appears as if he is sincerely willing to help and this improves result of his activity [10].

The major methods of operational consultation are:

a) publishing material from the available information resource , in fact an article of interest for community members is published;

b) brief consultation arranged as a short answer (a couple of phrases) is applied for improving and refining previously posted points of view;

c) sending to online resource, on condition that it does not contradict community rules.

CONCLUSION

Forming university's information image based on image information generator is an important task in management of the university. In this paper stages of the process of forming university's informational image are determined. The realization method of planning the entrance of units into generators of an informational image is suggested.

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