Personalization of the FRUCT Social Network

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Abstract

Today high-speed Internet covers almost all the planet and permeates our lives deeper and deeper [1]. There are lots of devices, that everybody can use to converse with others via the Internet. Well known public social networks, such as Facebook [2], VKontakte [3] and Google+[4], play an extremely important role in interpersonal communications. They provide not only new ways of communicating, but, simultaneously, new different features, that have been hard to imagine a decade ago. For example, if you have profile in the Facebook, your friends, colleagues and even everybody can find you and see your contacts and photos and posts.

Obviously, companies and organizations want to use these services to simplify their interaction with employees and customers. That is why private and specialized social networks have been appearing for past few years. LinkedIn [5] and Moi Krug [6] is used to find and establish business contacts, ItPortfolio [7] is used to find employees and employers. However, sometimes the company structure and requirements can not be approximated well by existing services. It is because public social networks are universal and all-purpose services. This versatility is achieved at the expense of flexibility and customizability. It comes to a necessity of internal private social network development. Finnish-Russian University Cooperation in Telecommunications (FRUCT, [8]) is exactly that case.

FRUCT community is the cooperation, involving top academy and industry institutes from Europe and Russia. It is neither company, nor community, and has many distributed groups of people, which are situated in different countries, cities and universities [8]. Also there are a lot of projects inside community, which require as well as different knowledge branches and different members' education levels. In spite of the FRUCT advantages, it has some issues. FRUCT social network is oriented to solve existing problems via building clear structure, simplification the management of the community, removal the member's diversity and increasing the visibility. It has to be powerful instrument, which makes the current structure more controllable, convenient way to evaluate the particular member activity, skills and knowledge, to share experience betweens groups and members.

So, internal FRUCT social network has been developed. This social network has already had a wide set of the following features, including personal page creating, associating it with universities, organizations, FRUCT working groups and projects. Other useful features are CV generating, publications sharing and competence search [9].

Each FRUCT member can create his own profile in social network (see example: http://social.fruct.org/vkirkizh/). He can share personal and contact information, education and job experience, professional interests, FRUCT activities, publications and photo. There are some instruments to edit the photo, you upload. Particularly, it's possible to rotate, flip and crop it. Personal pages creation is a convenient way for students to advertise them in scientific environment. In addition, it simplifies team creating for new projects, as well as inside the

community and inside the numerous partner organizations. Moreover, you can choose those members, who are best suited for your project by competence member searching.

The important feature of FRUCT social network is CV generating. Everybody knows that any employer wants to see a CV of the prospective worker [10]. There are a lot of manuals how to write a CV and a lot of websites, where you can generate CV automatically. In most cases, when you want to generate CV automatically, you have to fill a lot of fields with your personal information. Sometimes it can be tiresomely. But if you are registered member of FRUCT social network, you have most of all necessary information in your profile and you can generate and/or share your CV in two clicks. If your profile is fully completed, you will see in your CV such issues as "Personal" (personal data, such as date of birth, sex, contact information), "Higher Education" (information about university, specialty, dates and form of education), "Work experience" (information about jobs: place, position, dates), "Languages", "Professional interests", and "FRUCT Activity" (your status in the community, working groups and projects membership and so on). If you do not want to generate CV automatically, you can upload you own file. Currently, CV is available in .doc, .docx or .pdf formats; .odt and .tex support is going in the nearest future.

In conclusion, FRUCT social network let members increase their visibility, change their experience, find the information about each other, and also it let administration to see clear community structure, search and choose members in line with their qualifications. Of course, this service cannot live independently. So far, it's integration with other FRUCT web resources, and theirs integration is a top priority for today.

Index Terms: Social Network, FRUCT, Communication, Customization.

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