

# Collaboration of Blog and Social Networking for eLearning

## A Case Study of the eLearning Facility in the SME Blog at PPUMKM.COM

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**Abstract—** Blogs and online social networking become the popular services on the internet nowadays. A lot of instructors use the blog to post the eLearning materials for their students. They also embed multimedia contents to emphasize the contents. The easiness of blog has triggered the activities on blog for education and increase the number of blog for education.

If the instructors could use the social networking services to drive the students to access the eLearning materials on the blog, it can create a better delivering system for eLearning contents. However, the instructors should analyze the way to drive the students to access the eLearning contents by using the social networking services.

This paper presents the process of implementing the concepts of collaboration of blog and social networking services for better delivering eLearning contents to the students or participants. This research uses the eLearning facility in the Small Medium Enterprises (SME) Blog as a case study.

**Keywords—** Blog, Social Networking, Collaboration, Deliver Contents

### I. INTRODUCTION

Several years ago, many people start to use Blog for sharing news and knowledge. Then the use of blogs has grown to create a personal brand, product promotions, and

bridge the business transactions. People use the blogs because it is easy to use. In the education field, lecturers use it to share the courses, research papers, and presentations of research and workshop. By using Blog, they can easily show the multimedia contents to describe the knowledge more detail [9].

Currently, Facebook appears to be a new icon in the Internet. Many people, including lecturers, try to use Facebook. In fact, online social networking services have existed for a long time. Facebook, Friendster, Hi5, MySpace, and LinkedIn are only a few examples of them. However, Facebook seems got much attention from internet users in 2009 even though it was born on 2004.



Figure 1: Facebook Homepage

A bit different than other services, the users of Facebook consist from the students to the adult people. The adult people looks addict to Facebook because they feel easily to find their old friends. The word-of-mouth promotion from them had an incredible impact to increase the number of Facebook's users. Some of them learn to use internet in

short time just to connect to their friends on Facebook.

Facebook has reached 150 million people in January 2009. Then its number of users had jumped to 316 million people in early November 2009 [7]. Friendster who is born earlier on 2002, only has 115 million members are most of them derived from the Asia Pacific region [4]. MySpace has 117.6 million members and Hi5 has 60 million members [3]. Their numbers of users are below than the number of Facebook users. The other services seem can not defeat Facebook as a new internet icon at the present time.

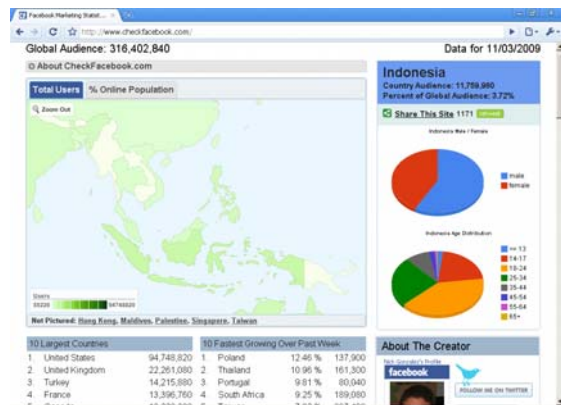


Figure 2: The number of Facebook users

Initially, Facebook only used to find friends and share but currently the uses of Facebook has grown up on product promotion, public relation, and drive the visitors to a website. The examples of some large companies that use Facebook for their business purposes are Air Asia and Starbucks. Air Asia, the low-cost airline, uses Facebook to communicate their rule, promotion, and public relationship.



Figure 3: Air Asia's Facebook Page

Starbucks, the famous coffee shop in the world, had collected more than five million fans on Facebook. Slightly different than Air Asia, Starbucks is using Facebook to gather new idea and new input from the fans. So that consumers can feel more involved and own the brand. For the company, the idea and the input from the customers can drive them to do the best.



Figure 4: Starbucks' Facebook Page

In this paper, Facebook is used to gather the eLearning participants and deliver the new articles from the eLearning facility in the SME Blog located at www.ppumkm.com.

## II. LITERATURE REVIEW

Blog is short for weblog. It is a website with several dated entries and arranged in reverse chronological order [5]. Based on the hosting place, there are 2 types of blog: a blog hosted on the provider server as a service and a blog hosted on the owner server as software. Blogger.com, Multiply.com, and Wordpress.com are the examples of blog services that hosted on the provider server. Wordpress, Moveable Type, and LiveJournal are the examples of blog software that hosted and installed on the owner server [6].

The Small Medium Enterprises website located at www.ppumkm.com is a blog using Wordpress as an engine. Wordpress is a free and open-source application for blogging. It has the same functions like other blog services, but able to handle the static pages [2]. Facebook and other applications are able to show the contents on Wordpress because Wordpress provides RSS and Atom Feeds.

The feeds can be syndicated via the web and aggregated on other websites or applications automatically [8].

Facebook is a social utility that connects people and it is a highly interactive virtual social network [10]. It consists of personal profile, group, fan page, photo album, notes, and applications. Facebook open for the application developers across the world to create applications for their platform [1]. This policy successfully triggers a lot of creativity inside Facebook. The Facebook members from different background and interests have many choices of applications. .

### III. METHODOLOGY

Facebook and Blog can work together to create maximum output. You can combine several applications in Facebook or Blog to be connected each other. In the education purpose, the aim of the collaboration is creating a better delivering system for eLearning contents.

There are some Facebook applications can be used to promote the contents in the Blog and automatically displays the blog contents to the Facebook wall. The students connected to Facebook of the eLearning providers can follow the latest contents automatically from the eLearning Blog. This communication is possible to be implemented because Blog provides feeds to be read on the Facebook.



Figure 5: Blog reading on Facebook

The contents of the eLearning Blog can be promoted by students to their Facebook by using a small script embedded in the Blog. The script has a capability to post the title of eLearning article and the link to eLearning article in students' Facebook wall if they interest to share the contents. It can create an

incredible impact to promote the eLearning Blog to their students' network of friends. More participants can be potential members of the eLearning facility.

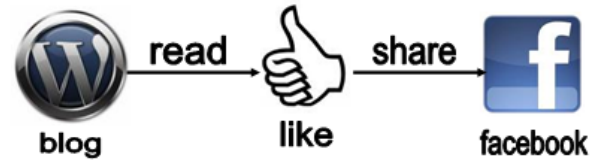


Figure 6: Share blog's article to Facebook

### IV. IMPLEMENTATION

The feeds of eLearning contents at ppumkm.com can be shown by accessing <http://ppumkm.com/blog/category/elearning>. This URL can be used for any applications which want to display the eLearning contents from this website.

There are many applications developed by Facebook Application Developers for any purposes, including importing the feeds from other websites to Facebook. NetworkedBlogs is the example of Facebook application whose function to read the feeds from any websites and publish them to Facebook wall. The application has to be installed on the Facebook accounts which want to display the feeds. Once it installed and configured to read the above URL, Facebook will display the eLearning contents from ppumkm.com automatically. The networks can read every latest eLearning articles on Facebook.



Figure 7: Import e-Learning Contents

The management can also embed a social bookmarking button to let the visitors participate on promoting the articles on the Blog. Facebook provides the instructions to display the button by embedding the HTML code at <http://www.facebook.com/facebook-widgets/share.php> on the Blog's template.

Once it embedded to the Blog and clicked by the visitors, any eLearning articles on the Blog can be bookmarked on Facebook of the visitors. Spreading the articles to many Facebook users has the same impact as the word-of-mouth marketing. When the networks of the visitors read the article, they possible to come to the Blog and use the e-Learning facility on the Blog. They also possible to be loyal users of the eLearning service at ppumkm.com if the contents are helpful.



Figure 8: F-Share button

## V. CONCLUSION

The benefit of eLearning should be distributed widely by using any new technologies. Blog provides RSS and Atom Feeds. The feeds can be used to share to other websites or applications. Facebook as one of online social networking has an advantage on gathering people. A lot of people on the networks possible to see the eLearning articles from ppumkm.com by republishing the Blog articles on Facebook.

NetworkedBlogs application will take the responsibility in reading the articles and writing the articles in Facebook wall. It will deliver any new eLearning articles to the students or participants on Facebook. The students will not miss any eLearning articles. In other hand, it can drive many Facebook users to visit the eLearning Blog.

The large effects will also be created when the eLearning blog has the facility to share. Facebook provides the easy instruction for anyone who wants to embed the share button on the Blog. If the visitors are Facebook users, they can bookmark the eLearning article on Facebook. If their friends see it and interest to read the rest of article, many people can be encouraged to visit the eLearning Blog.

## ACKNOWLEDGMENTS

This manuscript is fully granted by Hibah Bersaing Project on 2009 from the Directorate General of Higher Education of the Ministry of National Education of the Republic of Indonesia under contract no. 071/SP2H/PP/DP2M/4/2009.

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