SocialU

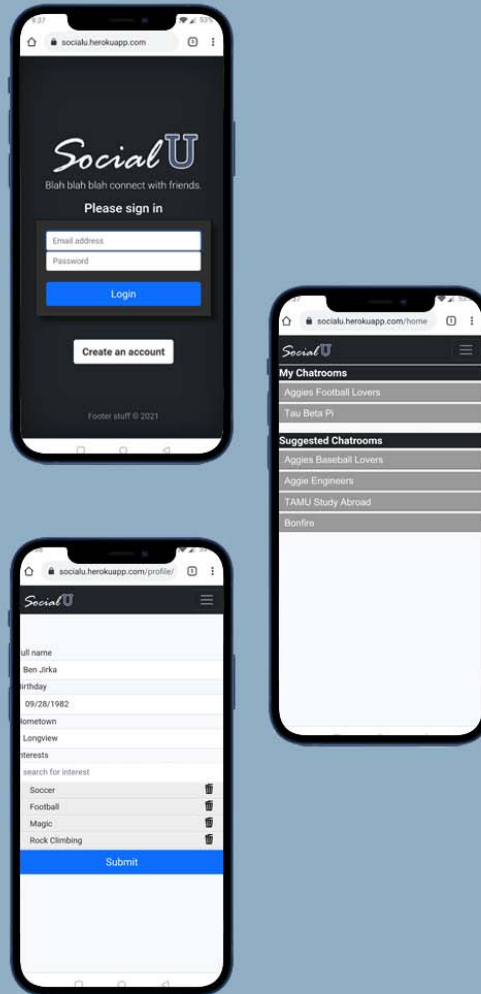## A social media platform for the college community!

Introduction

Half of college life is outside the classroom

Socialization is increasingly going online

There is no social media that specifically focuses on college student's needs

SocialU will meet the online socialization needs of college students

Prior Works

Facebook
- Allows profiles and groups but neither are tailored for students like SocialU is
GroupMe
- Has group and personal chat features that we will extend by adding profiles
- Does not suggest groups or new personal connections which SocialU will do

Methodology

Web application using Ruby on Rails for the backend and HTML/CSS/JS for the frontend

Chat feature implemented using WebSocket

User matching using Euclidean distance between multidimensional representations of profiles

Chatroom suggestions using K-Means clustering algorithm

Evaluation

We will conduct a user study that utilizes Likert scale questions to ensure SocialU meets the needs of our target audience.

Additionally, we will quantify the load times of our pages to verify that our algorithms run efficiently.

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