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

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

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

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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