PUBLISHED.COM: A Website for Publishing Literary Works of Students at Malayan Colleges Laguna

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Abstract - Outcome Based Education (OBE) is a method of curriculum design and teaching that focuses on what students can actually do after they are taught [1]. In Malayan Colleges Laguna (MCL) Outcome Based Education is being practiced. For instance, students in Bachelor of Arts in Communication Major in Multimedia Arts (AB COM-MMA) program requires students to produce news write-ups, short stories, free writing, art journal, readers journal, photo journalism reporting but these are only read and evaluated by their Instructors thus the objective of the study is to develop a website that will publish the students’ literary works online so that they will be able to share and get feedback by means of rating, liking, and leaving comments and to develop an online community for the students of MCL that focuses on literature.  

Keywords - Outcome Based Education, Online Publishing, Online Community, Social Networking

I. INTRODUCTION

The success of social networking sites such as Facebook and Twitter to today’s generation has somehow to an extent played a role on how they think and act. Students find pleasure in knowing that everyone would give comments on everything that they do which shows how criticism or praise is needed because it brings a change in the recipient’s behavior. A survey was conducted among AB COM-MMA students, 36 out of 50 (72%) MCL students said that they want others to see their work. 32 out of 50 (64%) wants their work to be published online. 32 out of 50 (64%) wants their work to be rated, liked, and appreciated by people. 40 out of 50 (80%) wants to rate, like, and appreciate other people’s work. And 45 out of 50 (90%) likes an online community where different writers, authors, etc. can share each other’s works and interact by being able to view, comment, and like their published literary piece.
The goal of this study is to develop PUBLEASHED.COM which is a community for writers and readers, an e-publishing website that will serve as a way for writers to share their creativity by publishing their literary works online for everyone to see and is somehow a social networking website which functionalities such as creation of public profile and constructing and maintaining a connection lists [2].

I. METHODOLOGY

The approach followed in the development is Rapid Application Development along with the help of the students for the content and improvement of the interface of Publeashed.com. The structure of the RAD lifecycle ensures that the software needed by the users is constructed. These stages were introduced by James Martin in 1991[3], the phases are the requirements planning, user design, construction and cutover as shown in fig 1.

![Fig. 1 Phases of RAD Design](image)

A. Requirements planning phase
The results of the survey are analyzed and the features that the students liked are incorporated in the design of the website. Along with studying the following online publishing sites: The Digital Scholar, Wattpad, Smashwords, Lulu, Blurb, and Scribd.

B. User design phase
The user design phase involves examining the data and problems that were gathered, and transform them into logical descriptions. In this phase, a storyboard has been prepared for the front-end and back-end of the website as shown in Fig. 2A, Fig. 2B and Fig. 3 and this was used as pattern in constructing the website.

The front-end consists of the following functionalities:

- Profile setting to enable users to create a list of personal information, upload photo, and post works.
- Workplace setting to upload image file for cover page, categorize literary genre, save it as draft for later use, and a PUBLISH-AND-UNLEASH button to instantly PUBLISH-AND-UNLEASH his work which can be seen by people worldwide.
- Account settings to change the user information such as: username, password, real name, gender, date of birth, and current location. A short description of your profile is able for editing but is optional.
- Reading list to add chosen literary favorites to own reading list and make a collection of reading materials for future use.
activities are conducted to make sure of correctness and reliability of PUBLEASHED.COM: functional, peer and user acceptance testing.

A five-point scale instrument was developed with the following criteria: accessibility, usability concerns, pleasing and enjoyable attributes, navigation, and usefulness attributes. For ease of interpretation, table I was developed showing the verbal equivalent of the computed mean.

<table>
<thead>
<tr>
<th>Mean</th>
<th>Verbal Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 - 1.79</td>
<td>Very Poor</td>
</tr>
<tr>
<td>1.80 - 2.59</td>
<td>Fair</td>
</tr>
<tr>
<td>2.60 - 3.39</td>
<td>Average</td>
</tr>
<tr>
<td>3.40 - 4.19</td>
<td>Good</td>
</tr>
<tr>
<td>4.20 - 5.00</td>
<td>Very Good</td>
</tr>
</tbody>
</table>

IV. RESULTS AND ANALYSIS

Participants in the user acceptance testing are purposely selected and most of the fifty students are in their junior year and senior year. A fifteen-item questionnaire was administered but prior to that these students are asked to use PUBLEASHED.COM and upload some of their projects in their literature courses.

Table II shows the percentages per scale of the conducted user acceptance results and the criteria which received the highest approval are the following:

- The website has adequate text-to-background contrast; the website contains relevant and important information; the overall site is attractive; main navigation is easily identifiable; and the website helps me to publish my work efficiently. While the criteria which received the lowest approval are the following:

  - Registration and account setting forms are easy to fill up; information is easy to read; the website is consistent in terms of usage of color; navigation labels are clear and concise and the number of buttons/links in the website
is reasonable; the website permits me to do
tasks that the other website does not allow me
to do.

### TABLE II
PERCENTAGES PER SCALE OF THE
USER ACCEPTANCE RESULTS

<table>
<thead>
<tr>
<th>Criteria</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>Q1</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
<td>86%</td>
</tr>
<tr>
<td></td>
<td>Q2</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>Q3</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>78%</td>
</tr>
<tr>
<td>Usability Concerns</td>
<td>Q4</td>
<td>0%</td>
<td>0%</td>
<td>16%</td>
<td>72%</td>
</tr>
<tr>
<td></td>
<td>Q5</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>Q6</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>78%</td>
</tr>
<tr>
<td>Pleasing and Enjoyable Attributes</td>
<td>Q7</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
<td>74%</td>
</tr>
<tr>
<td></td>
<td>Q8</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>Q9</td>
<td>0%</td>
<td>0%</td>
<td>12%</td>
<td>78%</td>
</tr>
<tr>
<td>Navigation</td>
<td>Q10</td>
<td>0%</td>
<td>0%</td>
<td>16%</td>
<td>76%</td>
</tr>
<tr>
<td></td>
<td>Q11</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>Q12</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
<td>68%</td>
</tr>
<tr>
<td>Usefulness Attributes</td>
<td>Q13</td>
<td>0%</td>
<td>0%</td>
<td>12%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>Q14</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>76%</td>
</tr>
<tr>
<td></td>
<td>Q15</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>64%</td>
</tr>
</tbody>
</table>

### TABLE III
COMPUTED MEAN OF THE USER ACCEPTANCE RESULTS

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Mean</th>
<th>SD</th>
<th>Verbal Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>4.04</td>
<td>0.43</td>
<td>Good</td>
</tr>
<tr>
<td>Usability Concerns</td>
<td>3.95</td>
<td>0.54</td>
<td>Good</td>
</tr>
<tr>
<td>Pleasing and Enjoyable Attributes</td>
<td>4.02</td>
<td>0.55</td>
<td>Good</td>
</tr>
<tr>
<td>Navigation</td>
<td>4.02</td>
<td>0.55</td>
<td>Good</td>
</tr>
<tr>
<td>Usefulness Attributes</td>
<td>4.05</td>
<td>0.45</td>
<td>Good</td>
</tr>
</tbody>
</table>

Table III shows the user acceptance
results and all of the criteria received a
computed mean between 3.40 to 4.19
with the verbal interpretation of Good.
Usefulness attributes which focuses on
publishing work efficiently and feedback
from other users’ criterion receives the
highest mean of 4.05. While usability
concerns which focus on the how the web
site presented the information and its

relevance, and personalization obtained the
lowest mean.

### IV. CONCLUSION AND
RECOMMENDATIONS

The objective of the study which is to
develop PUBLISHED.COM as an online
publishing website for students of Malayan
Colleges Laguna was accomplished. Publeashed.com contains functions for
publishing, viewing, searching literary
works, and viewer’s feedback (rating,
liking, comments). These are the four major
requirements of the users which can be
called as features of Publeashed.com.

Also, based on the results and analysis of
the data collected from the respondents the
following can be concluded:

- In terms of usefulness attributes,
PUBLISHED.COM allows each user
to share and upload literary works
using their own design and formatting
for the purpose of sharing stories,
articles and new ideas thus reaching
more number of readers and their
feedback;

- In terms of usability concerns,
PUBLISHED.COM needs to improve
its formatting features which can allow
flexibility and personalization.

The following are recommendation for
the improvement of PUBLISHED.COM:

- Add a feature which allows downloading
  of the literary works to a mobile device
  or computer;

- Add a feature to protect intellectual
  property rights, this feature can check if
  a work is copyrighted can be added
  before allowing it to be published; and,

- Add a feature to lessen vulnerability to
different social attacks, a feature that
  allows a user to use to use anonymity or
  by controlling who can view or access
  his/her own profile [4].

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