



ROLE OF WEB PORTAL IN FAMILY, EDUCATIONAL AND SOCIAL LIFE

Education

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ABSTRACT

Web portals are sites on the World Wide Web that typically provide personalized capabilities to their visitors. They are designed to use distributed applications; different numbers and types of middleware and hardware to provide services from a number of different sources. Applications of web portals have changed our working pattern and made it easy. Present study is focused on finding of views regarding impact of web portals on family, educational and social life.

KEYWORDS

Web Portal , Educational, Social Life , Vertical

Introduction:

Internet portal is "a single integrated, ubiquitous, and useful access to information, applications and people." A portal may look like a Web site, but it is much more. Web portal offers a broad array of resources and services. **There are several kinds of portals.** Vertical Portals provides access to a variety of information and services about a particular area of interest. Horizontal portals target the entire internet community. These sites always contain search engines and provide the ability for a user to personalize the page by offering various channels. Providers of mega portals hope individual users go to their sites first to access the rest of the Internet. Their financial models are built on a combination of advertising and/or "click-through" revenues. Business portals are designed to share collaboration in workplaces. A further business-driven requirement of portals is that the content be able to work on multiple platforms such as personal computers, personal digital assistants, and cell phones.

Students get benefit from websites as it provides information about courses, increased and easier communications with faculty, financial aid information, class schedules, access to the sports, clubs, and community services opportunities. **Faculties also get benefit from benefits.** They get opportunity of real-time communications with students, simplified course management, instant access to information for advising students; and easily accessible information for every facet of their job.

Web portals efficiently deliver information to the audience; increase productivity for the end user, provides customizable features and development tools; increase interaction between customers and employees, personalized environments for end users and integration of external applications and services by portals. It raises service provider image, profile, connect and build community; and offer flexible learning.

Web portal as a single gateway or logon to identify approved users, making it unnecessary to sign onto each of the different systems that provide portal content. These are site search and navigation tools to provide users with easy access to information. It allows users to input and share events, offering them the ability to create and have customized content being made available according to individual profiles. A typical portal prompts the first-time user via a series of fill-in windows to provide information about him/her. This is then stored in the portal's database. When that user authenticates to the portal, this information determines what he/she will see on the home page immediately after login. It enables the end user to take customization one step further, namely to subscribe and unsubscribe to channels and alerts, set application parameters, create and edit profiles, add or remove links, and many more.

Objective:

- Finding of role of web portal in family life
- Finding of role of web portal in educational life
- Finding of role of web portal in social life

Hypothesis:

1. There is no significant role of web portal in family life.

2. There is no significant role of web portal in educational life.
3. There is no significant role of web portal in social life.

Methodology:

Descriptive survey method was used for present study. 450 members of 150 families were randomly selected as sample and categorized according to separate objectives. They were interviewed for impact of web portals on their family, educational and social life using self prepared questionnaire. Collected data was tabulated and comparatively analyzed using percentile tool.

Finding and Analysis:

Table-1: Impact of Web Portal on Family Life

Components	No. of Persons %	
	Favored	Not Favored
Punctuality	63	37
Easy Working	68	32
Easy Payments	72	28
Connectivity	87	13
Sharing of Moments	79	21

Table-2: Impact of Web Portal on Educational Life

Components	No. of Persons %	
	Favored	Not Favored
Easy Job Searching	77	23
Online Admission/Fees/Result	82	18
Problem Solution	64	36
Connectivity	72	28
Scholarship	86	14

Table-3: Impact of Web Portal on Social Life

Components	No. of Persons %	
	Favored	Not Favored
Easy Groom/ Bride searching	52	48
Easy Transactions	73	27
Expression of Self Thoughts	78	22
Sharing of Happy Moments	74	26
Easy Tourism	63	37

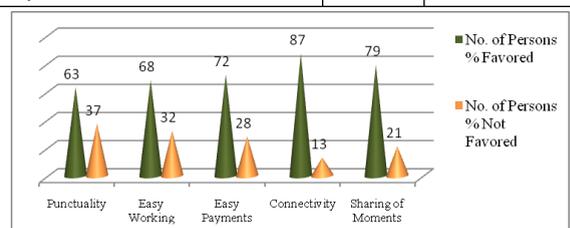


Chart-1: Impact of Web Portal on Family Life

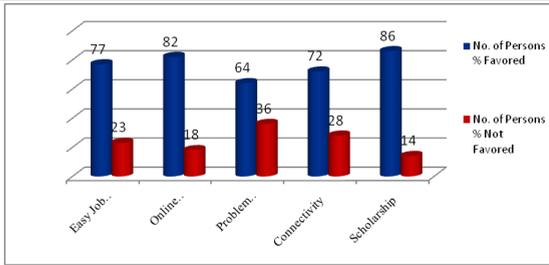


Chart-2: Impact of Web Portal on Educational Life

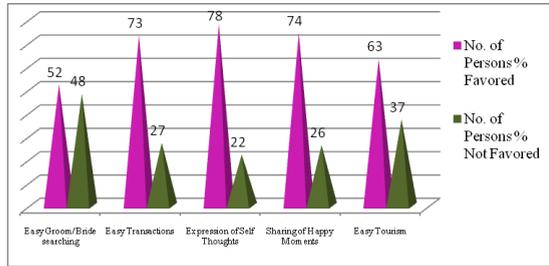


Chart-3: Impact of Web Portal on Social Life

Impact of web portal on family life related data shows that regarding punctuality 63% favored, easy working supported 68%, easy payments 72%, connectivity favored 87% and sharing of moments by 79%. Hence hypothesis 1, there is no significant role of web portal in family life is rejected.

Impact on educational life related data exhibits that 77% favored easy job searching, 82% online admission, 64% problem solution, 72% connectivity and 86% favored scholarship. Thus hypothesis 2, there is no significant role of web portal in educational life is rejected.

Social life related data indicates that easy groom / bride searching got favor of 52%, easy transactions 73%, expression of self thoughts 78%, sharing of happy moments 74% and tourism guide 63%. Therefore hypothesis 3, there is no significant role of web portal in social life is rejected.

Conclusion:

A portal is a web-based application that brings audience, application, systems and processes together to form a centralized collaboration experience. Portal software integrates technologies to build personalized work areas and communities to increase productivity for users. Portal software is built for students, corporate intranets, extranets and communities. Depending on the kind of individual's needs one can expect to gain several benefits from using portal software in any environment. There are several benefits that are achieving by implementing portal software for any service and business.

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