

Research on Application Mode of WeChat Public Platform in Teaching of Higher Vocational Colleges

Wen Zhou

Yunnan College of Foreign Affairs & Foreign Language, Yunnan, Kunming 651700 China

Keywords: Informatization; WeChat public platform; Teaching application; Status quo

Abstract: With the rapid development of the information age, people's life, work and study are closely related to the information age, and people's lifestyles and learning methods are unconsciously changing. The way students learn from traditional offline learning to online learning is a learning method of teaching informationization. In higher vocational colleges, many scholars began to use WeChat as a part of the mobile teaching platform, and achieved good results in practice. WeChat public platform education is a form of Internet + education. It is necessary to explore the individualized development of department-level teaching management, update teaching management concepts and models, and focus on building a teaching management system based on WeChat public platform. Based on the WeChat platform to study the independent learning of higher vocational colleges, combined with the network data survey, this paper finds that the current WeChat platform is used in the study of higher vocational colleges. Through the analysis of the problem, it is proposed that the higher vocational colleges introduce the WeChat platform to carry out independent learning. necessity.

1. Introduction

It can be seen from the relevant policies put forward by the state that the state attaches great importance to the development of the combination of education and information, and the necessity of combining education with information is also deeply recognized by people [1-3]. Many researchers and researchers have carried out innovative research on informatization teaching, such as micro-teaching, micro-video teaching, video recording, and network sharing of quality courses, which not only enriched our teaching methods and means, but also promoted the teaching informationization. Development [4-7]. Teaching informatization refers to the informatization of teaching methods, including the following aspects, informatization teaching tools, teaching forms and the spread of education [8]. Informatization teaching is not affected by many factors, such as teaching time, teaching places, teaching content, etc. [9-10]. It also gives researchers new innovations in teaching concepts [11-12]. However, there are few studies on how to apply the informational teaching method of WeChat platform to teaching [13]. This paper analyzes the problems existing in the application of WeChat public platform in the teaching of higher vocational colleges, and proposes the optimization strategy of the application model of the public platform in higher vocational colleges.

2. Application of WeChat Public Platform in Teaching Information Management

2.1 Construction of WeChat Public Platform.

Establish department-level teaching management based on WeChat public platform. Through Tencent WeChat public platform, the subscription number in the public platform is the construction goal. Its main functions can be divided into departmental dynamics, teaching information, notification documents, teaching activities, and characteristics. Columns, etc. The department's dynamic column function mainly includes the basic situation of the department, teacher introduction, professional introduction, etc.; the teaching information column function mainly includes regular information such as class schedule inquiry, examination inquiry, and results inquiry;

the notification file column function mainly includes daily notifications, announcements, documents issued by superiors; teaching activity column functions, mainly include lectures, training, group lectures, outing research, etc.; special column functions, mainly including professional construction, laboratory construction, teaching achievements, scientific research information. In the platform, some excellent resources of other universities will also be added for sharing.

2.2 Application Trend of WeChat Platform in Teaching.

WeChat, a new software platform, is very popular among young people, especially by young students. Communication between students is carried out through WeChat. At present, it seems that regardless of any operating system or carrier's mobile phone, the WeChat platform can be used normally. Developers have been continuously updating the software version since the development of this software. So far, the platform has been developed quite mature, WeChat The functions are also becoming more and more perfect, and the needs of people are becoming more and more. The use of WeChat is becoming more and more popular in recent years, as shown in Figure 1. At the same time, the WeChat public platform is a rapidly developing and emerging media. WeChat platform is also rapidly developed in the education and teaching of colleges and universities. It is also an inevitable trend in the field of college education. It builds informational teaching in colleges and universities, establishes educational and teaching resources through WeChat platform, improves the teaching quality of ordinary colleges and universities, and realizes lifelong education. By observing, almost everyone in our lives is using WeChat, and the frequency of use is quite high. On campus, students communicate via WeChat, watch videos, and receive some learning-related information, especially at night. Students use the most frequently, so the platform is integrated into our teaching, which will greatly promote the teaching effect of ordinary colleges and universities.

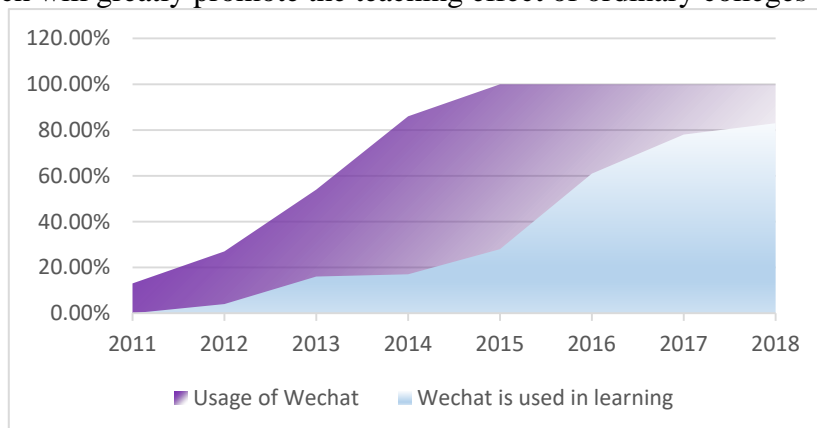


Figure 1. The use of Wechat in recent years

2.3 The Necessity of the Application of WeChat Platform in Teaching.

Some scholars have proposed the use of WeChat technology to construct the teaching of micro-course remedial teaching, aiming at improving the interest of university teaching, student learning seeking, enthusiasm and groundbreaking, and thus promoting the innovation of traditional teaching methods. It can be seen that there is a certain difference between the teaching mode in which the WeChat platform is applied to teaching and the traditional teaching mode. WeChat teaching on WeChat platform can make up for the shortcomings of teachers. Students can use the time of debris to learn, breaking the teacher-led working style in the traditional teaching process and fully embodying the subjectivity of students. At the same time, teaching through WeChat platform breaks the traditional classroom communication mode between teachers and students, and teachers and students can communicate and interact anytime and anywhere through the platform. Therefore, the teaching effect of teaching under the new media is more effective than the traditional teaching method. At the same time, WeChat, a new medium means, can effectively compensate for the lack of students' extracurricular tutoring, and can mobilize students' enthusiasm for extracurricular exercise, and also increase the scientific nature of student exercise. It can be seen that learners can

learn a lot of extracurricular knowledge through WeChat platform. The use of WeChat platform in teaching is a new knowledge and new concept migration, which can play a very good teaching effect in teaching.

3. Problems in the Application of WeChat Public Platform in the Teaching of Higher Vocational Colleges

3.1 WeChat Platform Learning Application Students Lack Initiative.

Under the WeChat platform environment, teachers will play more roles. In addition to the normal teaching procedures, the students who use the WeChat platform will be managed on a daily basis. In a sense, the burden on teachers will become heavier, so it is inevitable There will be deficiencies in the management of students, especially when students lack the initiative to learn, they can only stay in the verbal persuasion, and the reform and innovation in the teaching content and teaching methods are not enough. However, learning is a long-lasting process, and it takes a lot of time and effort to achieve good results. WeChat teaching platform wants to achieve the desired learning effect without supervision. Learn perseverance and self-control. Obviously, the students' perseverance and self-control ability in vocational colleges are quite lacking. It is not uncommon to sleep in the classroom, play mobile phones, and open up the gap. The students who pre-study and review after class are even rare.

3.2 WeChat Platform Problems in Independent Study in Higher Vocational Colleges.

The WeChat platform provides a large amount of information and lacks a scientific learning plan. The WeChat platform is an information exchange and acquisition terminal established on the basis of the Internet. As long as it is under the condition of the operator's network service, the WeChat platform can be used to search the Internet for learning. Resources, it can be said that the information that WeChat platform can provide can not be described. In such a huge information resource system, it is very difficult to choose the information resources suitable for their own learning conditions. In addition, because the WeChat platform is quite easy to obtain information, it is inevitable to guarantee the originality of the acquired teaching content. Therefore, the WeChat public platform must not only provide a large amount of information resources, but also ensure the depth of the original content and the quality of the background service. Keep up with the times and provide high quality content for teachers and students.

3.3 Analysis of the Status Quo of WeChat Use.

This article uses a mobile phone with network data to perform statistical analysis on students who are using WeChat and intend to continue using it.

Table 1 Students'Use of Wechat Learning

Use WeChat to learn	Percentage of population(%)
Support attitude	92.3
Add a small number of public numbers	38.4
No public number added	52.7
Normal Use of Wechat Learning	8.9

Students in higher vocational colleges use WeChat learning. From the survey results of the use of WeChat platform, most students are supportive, accounting for 91.6% of the number of people surveyed. However, when the number of WeChat public accounts was added to the survey, it was not satisfactory. 52.7% of the students did not add any WeChat public number for learning, and 38.4% of the students added 1-5, which means that the WeChat platform did not learn. Extensively carried out, it needs to be gradually strengthened. The best advantage of WeChat platform learning is very convenient. Therefore, it is possible to use fractional time to learn to become the most attractive feature based on WeChat platform learning.

4. Optimization of Application Mode based on WeChat Public Platform in Higher Vocational Colleges

4.1 Survey of the Status Quo of Independent Study in Higher Vocational Colleges.

The source of students in higher vocational colleges is mainly high school and some college entrance examinations. Most of these students are relatively passive in the early stage of study, their grades are not ideal, and their learning lacks goals. Therefore, the initiative of learning is poor. Investigate students in higher vocational colleges, and investigate the students' learning methods, active learning awareness and learning motivation. The learning method is mainly to investigate the students' class notes and after-school review. The results are shown in Figure 2. The results show that only 19.7% of the students will review after class, and only 23.8% of the students in the class are taking notes.

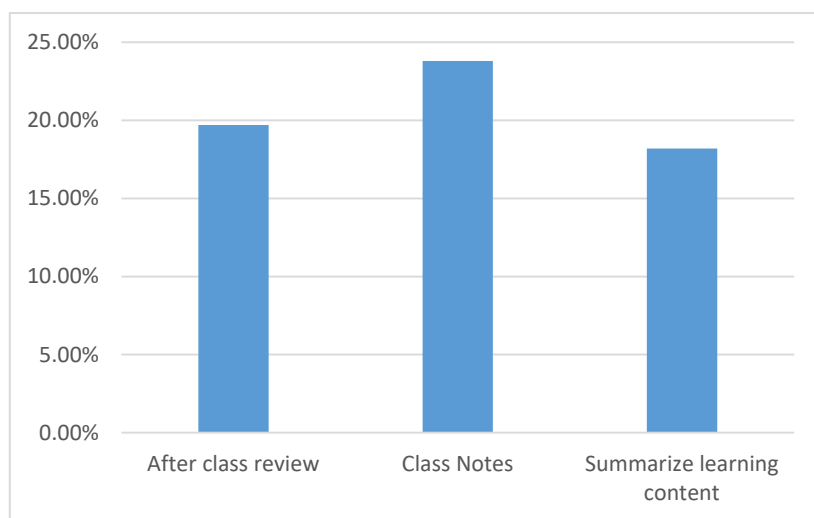


Figure 2. Survey of Learning Methods

According to the above survey of students' self-learning in higher vocational colleges, the author finds that the status quo of independent study of academics in higher vocational colleges is worrying. According to the survey and communication of students, it is concluded that there are some problems in the process of independent study among students in higher vocational colleges. Students' attitudes are not positive, learning methods are not scientific; lack of self-confidence in learning; poor self-management ability, including lack of programmatic learning, self-control, self-assessment system; single learning strategy; lack of learning perseverance and self-control ability.

4.2 Improve and Improve Teaching Methods.

The WeChat public platform has transformed traditional teaching methods with modern information technology. In the classroom teaching process, teachers can use the WeChat public platform to publish the questions they ask. Students can send their own understandings to the platform, and then use the background operation to select students who have more accurate answers, and also can clearly understand To the extent to which students can understand the problem, and to provide guidance and evaluation separately, so that students can actively participate in classroom teaching activities, and the teaching effect can be improved through commenting. At the same time, the relevant learning materials pushed by the WeChat public platform can enable students to understand in advance and consolidate and review after class to promote student progress.

4.3 Fully Mobilize Learning Enthusiasm.

The enthusiasm and initiative of students' learning has always been the focus of teachers' attention, and also a decisive factor in learning behavior. From practice, it is found that with the WeChat platform teaching, the student's participation in learning becomes longer, and the enthusiasm and initiative of learning is also weakened. Especially during the WeChat group speech

discussion, the enthusiasm of many students is gradually decreasing, which seriously affects the learning and discussion atmosphere of the students. Therefore, when choosing the WeChat platform teaching, we must pay special attention to the choice of course mode and teaching content to fully mobilize the enthusiasm of students. The use of WeChat teaching is mainly to fully exploit the fragmentation space and time resources of students to achieve the goal of improving students' level. The student's fragmentation space and time use to learn is based on the subjective initiative of the students.

4.4 Realizing the Sharing of Information Resources.

The WeChat public platform can use its own powerful functions to publish the content of the teaching process and the after-school exercises on the platform. Students can directly view the needs of the platform according to their own specific conditions. The learning content is more easily recognized and accepted by students than traditional teaching methods. At the same time, the public platform can use the network technology to integrate the original text with other related teaching resources through the link, and save the relevant information with the cloud storage function of the platform itself, and gradually accumulate more information resources.

5. Conclusion

Teaching management is the core of all management work in colleges and universities, and it is the basic guarantee for the quality of personnel training in colleges and universities. Teachers should discover problems in a timely manner through teaching practice, adjust their thinking, enable WeChat technology to truly update teaching methods, assist students in learning, thereby improving teaching effectiveness, and fully exploit WeChat's mobile learning support function, so that WeChat provides good mobile learning. Support and innovative application space.

Acknowledgements

Fund construction: Scientific research fund project of yunnan provincial department of education in 2019 (2019J0252): Research on Application Mode of WeChat Public Platform in Teaching of Higher Vocational Colleges

References

- [1] Gan C. A survey of WeChat application in Chinese public libraries[J]. Library Hi Tech, 2016, 34(4):625-638.
- [2] Hou J, Ndasauka Y, Jiang Y, et al. Excessive use of WeChat, social interaction and locus of control among college students in China[J]. Plos One, 2017, 12(8):e0183633.
- [3] Chen C, Pingcang X, Hong L, et al. Using We Chat Application for Library Near-field Services: Case Study of Beijing Administrative College Library[J]. New Technology of Library and Information Service, 2016.
- [4] Wei Z F. Construction of Higher Vocational English Teaching Model Based on WeChat[J]. Campus English, 2017(41):56-57.
- [5] Li Z, Luo C, Zhang J. Research on the Development and Preliminary Application of 12396 New Rural Sci-Tech Service Hotline We Chat Public Platform[C]// International Conference on Network & Information Systems for Computers. IEEE, 2016.
- [6] Chen C J, Sun T. [Dental education for college students based on WeChat public platform][J]. Shanghai Kou Qiang Yi Xue, 2016, 25(3):377-380.
- [7] Lai R, Zheng S L, Wang Z, et al. Exploration and Practice of Enhancing the Management of Basic Chemistry Laboratory Using WeChat Public Platform[J]. University Chemistry, 2016, 32(3).

- [8] Tao Y, Luo L, Zhang H. A Study on English Reading Teaching Assisted by WeChat Public Platform[C]// 2017 International Conference of Educational Innovation through Technology (EITT). IEEE Computer Society, 2017.
- [9] Li Z, Luo C, Zhang J. Research on the Development and Preliminary Application of 12396 New Rural Sci-Tech Service Hotline We Chat Public Platform[J]. Open Automation & Control Systems Journal, 2015, 6(1):839-843.
- [10] Mao A Y, Song Y Y, Yu J X. The Realization of the O2O Model in Mobile E-Commerce Based on the Technology of the Wechat Platform[J]. Applied Mechanics and Materials, 2015, 743:641-645.
- [11] Hua P, Antonio S. Is mobile app a new political discussion platform? An empirical study of the effect of WeChat use on college students' political discussion and political efficacy[J]. PLOS ONE, 2018, 13(8):e0202244-.
- [12] Wei Z, Fang L, Zhujun Y. The Design and Implementation of the University Ordering System Based on WeChat Platform[C]// Sixth International Conference on Instrumentation & Measurement. IEEE, 2016.
- [13] Qi G Y, Wang Y. Investigating the building of a WeChat-based community of practice for language teachers' professional development[J]. Innovation in Language Learning and Teaching, 2017:1-17.