

Application Research of WeChat Public Platform in College Education

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Abstract: College education involves various contents. Due to the development of information technology, many management uses information technology to improve the management effect. WeChat public platform has a variety of functions, which can be applied in college education and play a variety of functions.

1. Introduction

Due to the rapid development of network technology, communication tools have become diversified. More and more people are using We-chat to facilitate information transmission and enrich information content. Because informatization management has the condition, informatization also is the direction of social development. The application of information technology in education can improve the effect of campus management. At present, with the rapid development of mobile Internet technology, We-chat's application population is constantly expanding. The application of We-chat public platform in education field of colleges and universities can improve the effect of teaching and the effect of campus management.

2. Features of We-chat public platform

2.1 Diversity of information dissemination

We-chat users can spread various information, including text, picture, video and other information. Therefore, users can realize multi-level communication and interaction, and the communication content can achieve diversity and experience. In addition, We-chat can use the QR code to identify information, which is convenient to promote and expand the user group.

2.2 The convenience of We-chat group

Users with the same information requirements can form We-chat group, which can realize multi-person communication and interaction within the group. Users can enter into the group actively and can be pulled into by friends. Multiple information can be exchanged and Shared within the group.

2.3 Timely information deliver

We-chat has a public number, and users can subscribe to a public number with personal needs, and the We-chat public will be able to release the special information, which can be sent to the user accurately and accurately, and the information can be guaranteed and timely. Using the push function of the We-chat platform, you can send the information to a specific user and ensure the accuracy of the information push.

2.4 Sharing of information

The information platform of We-chat is open, can be Shared with the special order group, the information dissemination is efficient and accurate, with the use of forward and friend circle and other functions.

2.5 Additional features

We-chat has a wallet function that allows users to exchange funds. We-chat has a third-party

service interface that can be redeveloped in conjunction with the need.

3. Advantages of We-chat public platform in the field of efficient education

3.1 Convenience

We-chat is the development of the public platform based on network communication technology, the characteristics of We-chat embodied in has the characteristics of open communication, user access to the platform quickly implement can use mobile phones and We-chat user login with the method of hand immediately, using the original QQ number also can login, users not only can use smart phone login, also can be done through the computer login, mobile phone and computer can complete the file transfer. We-chat personal account confidentiality, easy to operate, easy to use.

3.2 High efficiency of communication

We-chat is a social software based on smart phone, its main function is embodied in offers a variety of information communication, open platform, and We-chat public platform to give full play to the advantage of Internet communication technology, can realize the message in a timely manner and syncing and information promotion can guarantee the timeliness, information release can realize point to point or point to more, information can be accurately targeted.

3.3 Diversity

We-chat public platform has a variety of information, including text, video, animation, etc. Information release based on multimedia technology ensures the diversity of content, information can be edited and processed, public accounts can set rights for users, and information push can achieve differentiated reception.

3.4 Accurate deliver

We-chat public platform can control the range of information push and group it according to the set range. Information push can guarantee pertinence and information can be pushed to the set target users. The differentiation of information can meet the personalized needs of users.

4. The feasibility of We-chat public platform in education field of universities

4.1 The user coverage of We-chat public platform is large

At present, mobile communication technology can spread various kinds of information, and the functions of mobile phones also tend to be intelligent. As a new communication tool, We-chat is used by more people. Many college students use We-chat to chat and spread information. We-chat communication is very convenient, so it has a high popularity rate among college students. The development of We-chat campus public platform is based on the special needs of college students, which can achieve a variety of functions. For example, campus express, communication, school affairs management. The development of We-chat public platform should be combined with college students' campus life and practical needs. With the help of We-chat platform to meet the various needs of students, the public platform can achieve multi-functional services.

4.2 We-chat public platform has various functions

We-chat public platform has many functions and can analyze the data generated during the operation of the platform in various aspects. Data analysis can clarify the use of the number of users in any time node and the personal needs of users, and the analysis results will be generated in the form of statistical reports. The attention of platform information can be analyzed, and the click-volume of graphic and text messages within any time node can be counted, including the delivery of information, the number of people receiving information and the forwarding of information. Information of We-chat public platform can be pushed actively and communicated with users. Information content includes various kinds of information, such as text, picture, audio,

video and so on.

5. Problems in campus informatization management

5.1 Mobile phones lack a comprehensive service platform

Smart phones are highly popular on college campuses, and college students use them more frequently. There are various apps on the mobile phone, such as ELE, Taobao, Meituan, etc., but the consumption capacity of college students is limited, and many goods and services are far from college students. College students need a comprehensive platform to eliminate meaningless services, which is conducive to saving browsing time.

5.2 Disadvantages of offline payment

There are differences between offline payment and online payment. Under the condition of e-commerce, offline payment has many disadvantages, such as cash transaction is susceptible to time and space, and cash payment method is difficult to guarantee timeliness. Although credit card payment is more convenient than cash transaction, but there are also losses, fraud and other risks.

5.3 Information technology does not go deep into campus management

In recent years, education domain also realized informatization. For example, the realization of teaching multimedia, the establishment of campus network. Education management informatization effectively promotes the development of education. However, the current information technology has not been fully integrated with campus management, and it needs to be further developed at the technical level.

5.4 Campus information sharing needs to be improved

Information sharing can expand the scope of information utilization. In the management of universities, there are many aspects of management information sharing value, such as information exchange between students; Interactive communication between teachers and students; Resources sharing among teachers, etc., therefore, the establishment of information sharing platform can play a variety of roles, and information sharing can expand the use value of information.

6. Application of We-chat public platform in education field of universities

6.1 Design principles of campus We-chat public platform

The public platform of campus We-chat should take into account the needs of campus users to use functions. The establishment of the platform should have multiple service functions and remove worthless information, so as to improve the browsing efficiency of users and save time. We-chat public platform requires the function of online payment and scan code payment, which can realize a variety of services with the help of smart phones.

6.2. We-chat public platform is applied to teaching

"Micro class" teaching means that teachers complete the teaching with the help of micro video and animation, and students can participate in the learning and communication through computers, mobile phones and other terminals. With the help of "micro class", the teacher teaches certain knowledge or special content separately.

The teaching content of micro classes can be diversified, and the teaching process can realize the interaction and communication with students. Various information can be added into the teaching, such as relevant background introduction, special test, evaluation and analysis of students' learning effect, etc. Micro class has realized the close connection between teachers and students. Under the background of the development of information technology, micro class has been rapidly popularized. Compared with the traditional teaching method, the teaching content of micro class is more flexible and can play a supplementary role to education.

Micro classes can be taught on a certain point of knowledge, so micro class teaching can be more flexible. Although the course of the lecture is short, the content can be more concentrated when compared to the traditional classroom teaching.

Micro class can highlight a certain knowledge point, so the teaching content will be more refined. In the traditional classroom teaching, teaching will be based on teaching requirements around a number of issues. Micro class teaching can solve the difficulties and key points in teaching. The teaching content of micro class is more representative. Micro class teaching makes full use of the advantages of multimedia technology, and students can learn according to their own needs.

Micro-course teaching has the characteristics of pertinence, and the goal of teaching is stronger. Teaching can be conducted by We-chat public platform using video, and students can click on relevant contents of We-chat platform to complete learning. Teachers and students can also interact with each other. Since teachers and students are connected through We-chat public platform, students can complete learning independently, and teachers can conduct individual or special counseling based on students' learning effect.

6.3 We-chat public platform is applied in teaching management

University management involves many aspects of work, management of high quality is the starting point of management. We-chat public platform can improve the overall effect of school affairs management. For example, the management of students can timely release all kinds of information by means of We-chat public platform, which eliminates the limitation of time and space of original information release. Students and parents can interact through different We-chat groups. School management can improve students' participation and ensure the openness and democracy of school management. We-chat public platform can provide relevant supporting measures for teaching services. For example, We-chat public platform can automatically push announcements and information to specific users. Students can also use the platform to look up test arrangements, individual academic performance, online counselling and so on. Due to the multiple functions of We-chat, university managers should first pay attention to the update of knowledge structure, improve personal quality and management level, study new methods of school management under the condition of We-chat, combine students' characteristics, innovate management methods, and give play to the advantages of We-chat platform.

6.4 Services based on We-chat platform

The establishment of We-chat public platform should take into account the diversity of campus services, and the content of platform services should be combined with the actual needs of campus life. The function of the public platform should be positioned at campus management and campus services, and the platform has the function of interactive communication.

Campus medical function: the campus medical service function module is set up in the platform and has We-chat payment function. Medical service can be realized through the platform. If students have medical service needs, they can complete registration or appointment through We-chat public platform, saving waiting time for medical treatment. The We-chat platform can also provide medical examination information. The treatment expenses can be paid by We-chat. The medical advice can be sent to the patient's mobile phone through the platform.

Campus takeaway: many students are currently using the campus delivery, which has a large market and a large demand for rigid demand. Students can save time by using we-chat public platforms to make takeout, and businesses can expand the market and increase consumer spending by using we-chat public platforms. Because the students' living area is relatively fixed and the demand is stable, this function is more practical.

Campus express: the shopping of many students is the form of online shopping, and the delivery is the supporting service of online shopping. The express function of we-chat public platform can facilitate students to obtain logistics information. In addition, the we-chat public platform completes the shopping order, online payment, door-to-door items and other services. Express service integrates information flow, logistics and capital flows.

Campus affairs function: We-chat public platform has a variety of payment functions, which can

recharge the meal card and pay the phone charges and other services. By using the platform, the service efficiency can be improved, students can save waiting time, the service scope of the platform can be diversified, and school affairs can be managed efficiently. Campus service information can be published through the platform, and teachers and students can obtain a variety of relevant information through the platform.

6.5 We-chat platform is applied to university brand building

For colleges and universities to achieve development, they should pay attention to expanding influence and implementing brand building. The brand construction of colleges and universities should also be reflected in the influence and communication effect on the public. Therefore, the radiation range of We-chat public account should be expanded to show the development and construction of colleges and universities to the society. Therefore, the information of We-chat should be kept up to date, and the content should reflect the campus culture. The We-chat platform should combine with the characteristics of brand construction plan, make clear its positioning by combining with the characteristics of the audience group, and attract more parents and students' attention from multiple perspectives and levels.

7. Conclusions

At present, the education activities of colleges and universities should also be closely related to the development of The Times and pay attention to innovation, with the help of new technologies and new tools to achieve better management. Due to the development of information technology, multiple information services can be integrated. Colleges and universities should make full use of We-chat public platform, grasp all fields of education management in colleges and universities, realize in-depth integration of education management and information tools, expand functions and values of We-chat public platform, and comprehensively improve the level of teaching management. In the management of campus affairs, We-chat public platform can provide diversified and high-quality services for teachers and students, making campus management more convenient for colleges and universities.

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