

Sustainability of We-media Based English Learning and Its Users' Docking

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Abstract. Nowadays, the development and popularization of the We-media have been obvious to all. The English learning accounts from the We-media platforms are also emerging. Under the overall vigorous development, the quality of the content is mixed, and the auxiliary learning effects are different. Therefore, it is especially important to study the sustainability and efficiency of this new learning method to develop such accounts and help the English learning users to dock and improve their learning skills. Through questionnaires, data analysis and literature research, this paper will deeply understand the learning status of users from the We-media knowledge learning platform, and conduct a qualitative and quantitative analysis of the data obtained at the same time, accurately summarizing the current situation of the user usage. The significance of this paper is to explore the status quo of we-media English learning and propose an optimization solution. It conforms to the "One Belt, One Road" call and globalization strategy, and provides theoretical support for creating a more efficient English learning media platform.

Overview

We-media Development Background. With the development of the Internet age and the diversification of people's minds, people no longer accept the same knowledge from a unified source of information, but instead actively seek to find personalized knowledge and information that suits them, or customizes for themselves. In this era, the We-media has risen and developed rapidly.

We-media, also known as "citizen media" or "self-media", refers to the communicators of privatization, plebification, generalization, and autonomy. A general term for new media that conveys normative and non-normative information to the unspecified majority or specific individuals, with modern, electronic means. [1].The We-media platform includes Blogs, Weibo, WeChat, Tik Tok, Baidu official post bars, Forums and other online communities.

The prosperity of the We-media is inseparable from the development of network communication. It enables everyone to realize independent communication with the help of computers and mobile phones which has become an indispensable part of human life.

We-media Application. We-media platform is a public platform for everyone to publish and receive information, it is developed on the basis of mobile learning [2], so that the people who have rich resources for learning and teaching experience in certain areas and the people who want to make up for personal shortboard or even English self-learner can

effectively connect and achieve mutual benefit and win-win results. Therefore, a large number of English learning classes have emerged from We-media practitioners, and published content related to English learning, attracting a lot of learners' attention.

Comparative Advantage in Studying. Flexible, fun and interesting. We-media platform is easy to operate, it makes publishing and obtaining information more convenient, therefore the update speed is fast and the time is flexible, which has the advantages that traditional courses and course platforms do not have. In addition, the We-media platform can publish various forms of information such as articles, pictures, videos, etc. so that the transmission of information is more effective. The rich and varied forms help the We-media operators to be creative and produce interesting content.

Diverse styles, follow the personality. In English learning, the traditional teaching model constrains learners to textbooks and lacks the relevance of education. Based on the VAK theory first proposed by Walter Burke Babe and colleagues, students are using visual, auditory and kinesthetic these three accepting senses to learn new knowledge, usually, just one or two accepting senses dominated [3]. Using a variety of information dissemination methods from the We-media platform, learners can choose their own personalized learning style to improve their understanding effect.

Active learning, improve efficiency. As mentioned in the book of *Rewiring Education*, when people are driven by intrinsic motivation, the duration of learning is longer, the understanding of the subject is deeper, and remembered more clearly and longer [4]. Choosing self-learning through the use of We-media platform, to a certain extent, shows that learners are driven by intrinsic motivation, rather than passively accepting knowledge information, so they can stimulate learners' enthusiasm for learning, improve their self-learning ability, and greatly improve learning efficiency.

Survey on the Status Quo of English Learning Users from We-media Information Platform

Sampling. In order to analyze the situation of English learning users from the We-media information platform, our team conducted a random questionnaire survey of college students, undergraduate students, and postgraduate students, using Weibo, WeChat, and Bilibili which are frequently used in English learning at this age as a research case.

Data Collection. A total of 231 questionnaires were collected, of which 75.32% were from English learning from the We-media platform.

Data Analysis. According to the survey results, the students using the WeChat public account and Bilibili to learn English are the most, more than 50%, while the Tik Tok accounted for the least, only 10.34%. Looking at the frequency, the frequency of learning English using the WeChat public account is higher than that of the other three We-media platforms. In terms of the length of study, except for the option of "never" for Tik Tok selection, the number of people selected for the other three platforms "below one month" is the most. For the type of learning, more students pay attention to the four types of "vocabulary, reading, listening, and speaking" as a supplement to classroom learning. Due to the particularity of writing in practice and guidance, the number in writings is relatively small, only accounting for about 27%. From the perspective of the advantages of the English learning platform and the sustainability of students, "learning time is flexible" seems to be the main reason for selection. The number of people selects this option reached 84.48%. This advantage is also characteristic of We-media platform. The reasons for abandoning English learning from We-media platform include personal reasons and platform reasons. The uneven level of the account content is the most important issue. The number of people selected is 60.34%; No willingness to pay and low personal motivation ranked second and third respectively. The proportion is more than 40%.

Qualitative Case Study

According to the book of *Self-media Communication*, the We-media is divided into the following five categories: Weibo, WeChat, video platform, webcast platform and other platforms with Zhihu and Toutiao as examples [5]. After a simple survey of 18-25-year-old user groups, in terms of English learning, we selected the above four We-media information platforms as representative of the first, second, third and fifth platforms for case analysis. Due to the small share of live broadcast platforms in the English learning application of we-media at present, this paper does not do

research on that.

From the analysis of the situation of developers, the developers of English learning we-media accounts are mainly divided into educational institutions, English technology development companies, publishing houses, English teachers and researchers, language experts or people with overseas study experience [6]. In addition to listening, reading, speaking, writing and five types of words, data collation and experience sharing are the main two types of models.

Table 1 Weibo

The name of the accounts	English teacher class	Eric Cool English
Operating time	Seven years	Eight years
Number of fans	5480000	7090000
Average page views	1000000+	1000000+
Types	Reading, Writing, Speaking, Vocabulary, Grammar	Listening, Speaking
Developers	English teachers and researchers	Language expert

As a long-term and relatively mature We-media information platform, Weibo has subverted traditional media with a fragmented writing model [7], allowing people to easily express diverse ideas. However, due to the entertainment and fragmentation characteristics of Weibo, as the We-media information platform, it is not dominant in English learning. It mainly focuses on data compression and has many interference factors, and the frequency and duration of users are less.

Table 2 WeChat Official Accounts

The name of the accounts	Wall Street English Easy Learning	He Kaiwen English
Operating time	Three years	Six years
Number of fans	1163060	5270000
Average page views	63300	88000
Types	Grammar, Speaking, Vocabulary	Reading, Writing
Developers	Educational institution	Language expert

Since the launch of the WeChat public platform in 2012, it has provided a new way of information dissemination for the media and individuals and built a good user communication model [8]. Operators can post articles, pictures, videos, and links to provide long-term English learning. In addition, the WeChat public platform does not have the highest requirements for the number of words in the content, making it possible to publish more complete English learning content, such as reading the article materials. Therefore, in terms of English learning, the WeChat public platform is a more suitable platform, with more users and longer duration.

The name of the accounts	Kevin English Intelligence Agency	Spoken language expert Ma Sirui
Operating time	Four years	Two years

Number of fans	1119000	448000
Average page views	500000	200000
Types	Speaking	Speaking
Developers' situation	Language proficient or have overseas study experience	

Table 3 Bilibili

Bilibili as a video platform that young people like, it has accumulated a large number of video resources, including a series of video courses, providing a systematic English learning course system. In addition, it is also an important feature of the English learning content of the platform to let the followers understand the differences between Chinese and Western cultures and the practical application of spoken language through the novel and interesting original videos. The traditional video click-and-play mode also makes Bilibili an effective platform for English learning, consistent with continuous learning.

Table 4 TikTok

The name of the accounts	Help with English	English fun dubbing
Operating time	Five months	Fourteen months
Number of fans	1220261	918000
Average page views	15000	15000
Types	Speaking, Vocabulary	Speaking
Developers	English Technology Development Company	English Technology Development Company

TikTok is a short video sharing platform that has been popular in recent years. It uses sliding to watch videos to attract users to watch continuously. After the accumulation of the previous content, it is now transforming into the content. However, due to the development of entertainment and the randomness of video viewing, the interference factors of learning are more disturbing. At the same time, content fragmentation is also the reason why the number of users learning English on the platform is small.

Sustainability Research

Table 5 How often do you use the following we-media platforms to learn English

Subjects\ Options	Once a day	3-5 times a week	1-2 times a week	2-3 times a month	Less than once a month
WeChat Official Accounts	18(10.34%)	39(22.41%)	42(24.14%)	33(18.97%)	42(24.14%)
Weibo	15(8.62%)	15(8.62%)	30(17.24%)	15(8.62%)	99(56.9%)
Bilibili	9(5.17%)	36(20.69%)	39(22.41%)	30(17.24%)	60(34.48%)

TikTok	18(10.34%)	15(8.62%)	6(3.45%)	18(10.34%)	117(67.24%)
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Table 6 How long have you been studying English on the following we-media platforms

Subjects\ Options	Over one year	Six to eleven months	One to five months	Less than one month	Never
WeChat Official Accounts	39(22.41%)	24(13.79%)	36(20.69%)	51(29.31%)	24(13.79%)
Weibo	18(10.34%)	12(6.9%)	24(13.79%)	51(29.31%)	69(39.66%)
Bilibili	33(18.97%)	9(5.17%)	30(17.24%)	51(29.31%)	51(29.31%)
TikTok	15(8.62%)	12(6.9%)	9(5.17%)	27(15.52%)	111(63.79%)

Our research shows that in the current stage of learning English from the media information platform, sustainability performance is poor. Different from traditional classroom learning, learning English through the We-media information platform has a great contingency, and it is easy to form a half-hearted job, which is not conducive to the learning effect through persistence.

Self-learning as an independent learning ability [9] plays an important role in learning English from the We-media platform. Factors that promote self-directed learning include learner needs analysis, choice of the learner, teacher support, group/student support, self-fulfilling resource centers, and self-assessment [10]. The above six factors can be divided into two parts: learner's independent factors and external support factors. In English learning from the We-media information platform, learners should focus on analyzing needs, choices, and self-assessment, while account operators should strengthen their support in terms of teacher support [11], group/classmate support, and self-realization resource support.

Therefore, in response to the above factors, in the process of English learning from the We-media information platform, learners should define their own learning goals, choose an account that suits their learning goals, develop a learning plan that suits their situation, adhere to learning and regularly test the learning outcomes. We-media account operators should give full play to the guiding role, provide stable learning materials according to their own positioning and plans, and use the way of establishing learning communities to promote user learning enthusiasm and improve user stickiness and activity.

Users' Docking

In the survey focusing on the channel of We-media English learning accounts, users who were notified through social media forwarding took the first place, reaching 62.07%. According to the demand, self-search and friend recommendation ranked second and third, accounting for 56.9% and 55.17%. Teacher introduction and advertising push accounted for 31.03% and 29.31% respectively.

There are four main strategies for media marketing, event marketing, word-of-mouth marketing, fan marketing and viral marketing [12]. In the process of English learning We-media account operation, fan marketing and viral marketing are the most commonly used marketing strategies. The main methods are forwarding to social media to obtain materials, sharing punch cards, comment area draws and organizing offline activities for fans. In this way, it is possible to

accurately obtain the target user under the condition of extremely low cost, and achieve the purpose of publicizing and maintaining the user.

In view of the fact that the operation of the English learning account from the media information platform is still in the development stage, the processing of all aspects is not mature enough, and event marketing and word-of-mouth marketing are not formed on the user docking. In response to this deficiency, media practitioners should keep up with current events in the process of account operation, and combine content and hotspots to achieve the purpose of homeopathic propaganda; establish account image, form distinctive features, establish and improve brand culture; Theme activities to promote publicity.

Conclusions

Nowadays, the development of mobile information technology and the enrichment of the use of mobile information devices are unquestionable. Convenience and flexibility are the biggest advantages and features of using mobile information devices. In the aspect of English learning, the rise of the We-media information platform has provided great convenience for learners and supplemented the traditional teaching model. However, due to immature development, there are still many problems. Learners should first define their learning goals, and then use the We-media information platform to conduct targeted learning according to their own learning conditions. We-media practitioners should stabilize the content output level according to their own and platform characteristics, combined with English teaching theory and the user's situation to adopt an appropriate operational model. Today, with the development of globalization, the combination of information technology and education will be closer, and the prosperity of development will further benefit the public.

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