Investigation and Analysis on the Use of WeChat Public Platform of the “985 Project” University Library

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Abstract. University library undertakes the mission of spreading knowledge and serving readers. WeChat is widely used in college students and university library can better fulfill its mission by WeChat public platform. In this paper, investigation and statistics survey have been conducted, which are about the use of the WeChat public platform of "985 Project" university library. After analyzing the big data and finding out the existing problems, this paper makes suggestions for its improvement from three aspects: popularity, standardization and timeliness of platform.

Introduction

According to the WeChat data report of 2016 released by Tencent Inc, at the end of the first quarter of this year, WeChat’s monthly active users have reached 549 million. The average age of WeChat users is only 26 years old, and the age range of its users is from 18 to 36 years old. As for users’ occupation, college students account for more than 50%. [1,2]

WeChat official account is one of WeChat’s main services and nearly 80% users follow WeChat official accounts. In terms of the following ratio of WeChat official account, its total number of each brand is more than 8 million. WeChat has been widely used among college students and become a daily use tool for their work, study and life. Nowadays, the university library undertakes the function of spreading knowledge and culture and it is committed to serving the readers better. University libraries can use WeChat public platform to enhance the breadth and depth of their services, to attract more readers in the popular way of college students, so as to further play the role of university library in the personnel training system.[3,4]

Basis of Investigation

Respondents

There are 39 colleges and universities in the "985 Project", which are the benchmarks of China's high level universities and whose development of the library is also at the forefront of the country. This paper makes an empirical study on the use of the WeChat public platform of the "985 Project" university library, which has the typical significance and can provide reference for the operation of the WeChat public platform in other university libraries.

This survey mainly aims at the statistics and analysis of the usage of WeChat public platform in the “985 Project” universities’ libraries. The survey deadline is April 14, 2017.

Survey Methodology

According to the usage of the university library WeChat public platform, this paper analyzes the big data through the new media index website (http://www.gsdata.cn/).

After determining the sample, through the function of searching WeChat official accounts, the paper can search and count by adding “the name of 985 university + library”. Through the WeChat public platform code provided by the “985 Project” university library home page, scan the code, follow the official accounts and then conduct the data statistics.

After the collection of the statistics, through the function provided by the new media index
website, import all the WeChat public platform accounts of 985 project university libraries and adopt the continuous operation monitoring to platform accounts.

The Using Status of "985 Project" University Library WeChat Public Platform

Basic Situation of Platform

Table 1. The Basic Situation of "985 Project" University Library WeChat Public Platform (Statistics deadline: April 14, 2017).

| Serial No. | Name of WeChat Official Account | Whether authentication | Authentication Information | WeChat Type | Industry |
|------------|---------------------------------|------------------------|-----------------------------|-------------|----------|
| 1          | Beihang University Library      | Yes                    | Beihang University          | Subscript  | Education, Library, University |
| 2          | Peking University Library       | Yes                    | Peking University           | Subscript  | Education, Library, University |
| 3          | Beijing Normal University Library | Yes                  | Beijing Normal University   | Subscript  | Education, Library, University |
| 4          | Dalian University of Technology Library | Yes        | Dalian University of Technology | Subscript  | Library |
| 5          | Southeast University Library    | Yes                    | Southeast University        | Subscript  | Library |
| 6          | Fudan University Library        | Yes                    | Fudan University            | Subscript  | Library |
| 7          | Harbin Institute of Technology Library | Yes               | Harbin Institute of Technology | Service Number | Library |
| 8          | Harbin Institute of Technology Subscription | Yes | Harbin Institute of Technology | Subscript | Library |
| 9          | Hunan University Library        | Yes                    | Hunan University            | Subscript  | Library |
| 10         | Hunan University Service Number | Yes                    | Hunan University            | Service Number | |
| 11         | East China Normal University Library | Yes               | East China Normal University | Subscript | Library |
| 12         | East China Normal University Library | Not Yet           |                             | Subscript | |
|   |   |   |   |
|---|---|---|---|
|13 | Hua Tu Xiao Wei | Not Yet | Subscript ion |
|14 | Huazhong University of Science and Technology Library | Yes | Huazhong University of Science and Technology |
|15 | Jilin University Library | Yes | Jilin University |
|16 | Lanzhou University Library | Yes | Lanzhou University |
|17 | Nanjing University Library | Yes | Nanjing University |
|18 | Tsinghua University Library | Yes | Tsinghua University |
|19 | Xiamen University Library | Yes | Xiamen University |
|20 | Shandong University Library | Yes | Shandong University |
|21 | Shandong University Library | Not Yet | Subscript ion |
|22 | Sichuan University Library | Yes | Sichuan University |
|23 | Tianjin University Library | Yes | Tianjin University |
|24 | Tongji University Library | Yes | Tongji University |
|25 | Tongji University Library Information Service | Yes | Tongji University |
|26 | Wuhan University Library | Yes | Wuhan University |
|27 | Xi'an Electronic and Science University Library | Not Yet | Subscript ion |
|28 | Xi'an Jiao Tong University Library | Yes | Xi'an Jiao Tong University |
|29 | Northwestern Polytechnical University Library | Not Yet | Subscript ion |
| No. | Library Name                        | Open-Up Condition | Authentication Information | Type | Industry Attribute |
|-----|------------------------------------|-------------------|-----------------------------|------|--------------------|
| 30  | Northwestern Polytechnical University Library | Yes               | Northwestern Polytechnical University | Subscription |
| 31  | Zhejiang University Library        | Yes               | Zhejiang University         | Subscription |
| 32  | University of Science & Technology China Library | Yes             | University of Science & Technology China | Subscription |
| 33  | Renmin University of China Library  | Yes               | Renmin University of China   | Subscription |
| 34  | Sun Yat-sen University Library     | Yes               | Sun Yat-sen University       | Subscription |
| 35  | Chongqing University Library       | Yes               | Chongqing University         | Subscription |
| 36  | Beijing Institute of Technology Library | Yes         | Beijing Institute of Technology | Subscription |
| 37  | Library of Nankai University       | Not Yet           |                             | Security   |
| 38  | Shanghai Jiao Tong University Library | Not Yet       | Shanghai Jiao Tong University | Service Number |
| 39  | Northwest Agriculture and Forestry University Library | Yes       | Northwest Agriculture and Forestry University | Subscription |
| 40  | Minzu University of China library Service Number | Yes     | Minzu University of China Service Number | Education University |
| 41  | Northeastern University Library     | Yes               | Northeastern University      | Subscription |

In order to fully understand the basic situation of "985 Project" university library WeChat official accounts, this paper mainly conduct the statistics analysis from six aspects: name of WeChat Official Account, WeChat ID, whether authentication, authentication information, WeChat type and industry attribute. According to the result of Table 1, 90.2% of the libraries of “985 Project” universities open WeChat public platforms to provide subscription function and four WeChat official accounts offer service number function.

**Open-up Condition of Platform**

According to the statistical result of Table1, 76.9% of the "985 Project" university libraries open the WeChat public platform, a total number of 41, which shows that the “985 Project” university libraries have certain progressiveness in the use of WeChat services. Among them, the following six universities even have two official accounts in WeChat: Harbin Institute of technology, East China Normal University, Shandong University, Tongji University, Northwestern Polytechnical University, and Minzu University of China.
University and Hunan University. However, there are still four universities that have not yet opened the WeChat public platforms to provide service for readers, which includes National University of Defense Technology, China Agricultural University, Central South University and University of Electronic Science and Technology of China.

The Situation of Platform Authentication

According to the statistical result of Table 1, 17% of the WeChat ID are not standardized and do not have platform certification or any specific institutional information. 68% of the WeChat ID information have been improved and standardized so that readers can clearly identify their information from the following three aspects: certification, institutional information and industry attributes.

The Situation of Platform Name

85% of the WeChat official accounts are named after “the school full name + library”, 12% of them are named after “the school name’s abbreviation + library” such as "Xiamen University library”, which is called “Xia Da library” in Chinese. Only one of them uses personalized title, for example, the WeChat official account of South China University of Technology library is called “Hua Tu Xiao Wei” in Chinese.

The Situation of Platform Service

Through large data tools provided by the new media index website (http://www.gsdata.cn/), real time monitoring has been conducted to the WeChat official accounts of the "985 Project" university libraries and a large number of article data has been grabbed for analysis during March 1, 2017 - March 31st, 2017. This paper orders the statistical results in accordance with the WeChat WCI number, see Table 2.

Table 2. The Situation of "985 Project" University Library WeChat Public Platform Services (Statistical time 3.1-3.31).

| Number | WeChat Official Account            | Article Count | Reading Counts | Average page-views | Likes Counts | Average Likes Number | Release Counts | WCI     |
|--------|------------------------------------|---------------|----------------|------------------|-------------|----------------------|---------------|---------|
| 1      | Xiamen University Library          | 27            | 40691          | 1507             | 512         | 19                   | 21            | 497.17  |
| 2      | Sichuan University Library         | 3             | 10095          | 3365             | 165         | 55                   | 2             | 471.99  |
| 3      | Wuhan University Library           | 39            | 38097          | 977              | 901         | 23                   | 26            | 467.79  |
| 4      | TianJin University Library         | 52            | 33135          | 637              | 771         | 15                   | 25            | 444.75  |
| 5      | Jilin University Library           | 41            | 28864          | 704              | 813         | 20                   | 21            | 444.27  |
| 6      | Zhejiang University Library        | 45            | 30164          | 670              | 526         | 12                   | 23            | 425.76  |
| 7      | DLUT Library                       | 5             | 7762           | 1552             | 167         | 33                   | 2             | 419.71  |
| 8      | XJTU Library                       | 5             | 9058           | 1812             | 136         | 27                   | 4             | 419.58  |
| No. | University Name                          | Rank | Buildings | Floors | Library Area | Library Staff | Shelf Space | Book Spine | Charging Cards | Internet Access |
|-----|-----------------------------------------|------|-----------|--------|--------------|--------------|-------------|------------|----------------|----------------|
| 9   | Sun Yat-sen University Library          | 18   | 16787     | 933    | 226          | 13           | 12          | 411.0      | 8              |                |
| 10  | Fudan University Library                | 18   | 17998     | 1000   | 270          | 15           | 12          | 410.5      | 1              |                |
| 11  | HUST Library                            | 14   | 13468     | 962    | 203          | 15           | 4           | 409.7      |                |                |
| 12  | Shandong University Library             | 59   | 28824     | 489    | 757          | 13           | 31          | 407.8      |                |                |
| 13  | Hunan University Library                | 40   | 23056     | 576    | 529          | 13           | 25          | 403.5      |                |                |
| 14  | Chongqing University Library            | 9    | 10934     | 1215   | 163          | 18           | 4           | 402.7      |                |                |
| 15  | Beijing Normal University Library       | 39   | 19488     | 500    | 620          | 16           | 21          | 400.5      |                |                |
| 16  | SJTU Library                            | 15   | 13198     | 880    | 145          | 10           | 11          | 393.9      |                |                |
| 17  | Nanjing University Library              | 7    | 7723      | 1103   | 151          | 22           | 4           | 393        |                |                |
| 18  | Peking University Library               | 9    | 9692      | 1077   | 205          | 23           | 4           | 391.6      |                |                |
| 19  | Tsinghua University Library             | 36   | 17913     | 498    | 412          | 11           | 13          | 386.2      |                |                |
| 20  | USTC Library                            | 41   | 18080     | 441    | 421          | 10           | 26          | 385.5      |                |                |
| 21  | Renmin University of China Library      | 13   | 10683     | 822    | 238          | 18           | 4           | 383.7      |                |                |
| 22  | Tongji University Library               | 17   | 10417     | 613    | 139          | 8            | 4           | 359.6      |                |                |
| 23  | Southeast University Library            | 16   | 8297      | 519    | 267          | 17           | 12          | 346.9      |                |                |
| 24  | Northeastern University Library          | 23   | 7783      | 338    | 288          | 13           | 12          | 326.5      |                |                |
| 25  | Lanzhou University Library              | 21   | 7843      | 374    | 216          | 10           | 21          | 320.3      |                |                |
| 26  | Northwest A&F University Library        | 12   | 3963      | 330    | 163          | 14           | 4           | 297.8      |                |                |
| 27  | ECNU Library                            | 16   | 5472      | 342    | 105          | 7            | 13          | 292.7      |                |                |
| 28  | Beihang University Library              | 2    | 1259      | 630    | 37           | 19           | 2           | 261.5      |                |                |
| 29  | Northwestern Polytechnical University Library | 5    | 1819      | 364    | 52           | 10           | 4           | 249.2      |                |                |

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According to the statistical result of Table 2, this paper mainly conduct the big data analysis from the following five aspects: article counts, reading counts, average page-views, “likes” counts, average “likes” counts and release counts.

The total number of articles published represents the freshness and liveness of WeChat official accounts. In the total number of articles published, Shandong University library has the best performance in that it keeps updated every day and releases a total of 59 articles within a month. During this period, only 2 accounts release over 50 articles, 4 accounts over 40, 3 accounts over 30, 3 accounts over 20, 10 accounts over 10, 11 accounts within 10 and 2 accounts release nothing. Among all the WeChat official accounts of university libraries, the WeChat public platforms that publishing 0-20 articles account for 60.5%.

In terms of the releasing times, Shandong University library performs the best, which released 31 times in March. There are 9 accounts release 20-30 times, while 7 accounts release 10-20 times, 16 accounts release less than 10 times and 2 accounts release zero. The WeChat public platforms that releasing less than 10 times account for 47.3%.

The average page-view represents whether the articles published by the WeChat official account can attract readers to click on the articles. In terms of average reading times, Sichuan University library is the best, which reaches 3365 times. There are 7 accounts reaching 1000-2000, 14 accounts reaching 500-1000, 9 accounts reaching 100-500, 2 accounts reaching below 100 and 2 accounts without hits. The average page-views of each official account generally concentrates on 1000 or less, accounting for 71%.

To a certain extent, the reading counts represent the liveness of the WeChat public platform fans. Xiamen University library performs the best, reaching 40691. There are 3 accounts reaching 30,000-40,000, 3 accounts reaching 20,000-30,000, 11 accounts reaching 1000-10,000, 3 accounts reaching 1-1000 and 2 accounts without reading. The average reading counts of each official account generally concentrates on 10,000 or less, accounting for 71%.

The “likes” function of WeChat is generally in the end of article. The average number of “likes” can not only reflect the article’s true reading of fans, but also reflect the quality of the WeChat official account. Sichuan University library performs the best, reaching 55 times. There are 6 accounts reaching 20-50 times, 22 accounts reaching 10-20, 4 accounts reaching below 10 and 2 accounts without “likes”. Among them, the 22 official accounts that reach 10-20 accounts for 57.9%.

Three Suggestions on the Use of WeChat's Public Platform in University Library

Focus on Platform Popularity

As can be seen from Table 1, there are still 4 of the "985 Project" University libraries without WeChat public platform. The widespread use of WeChat public platform is not only conducive to
the development of the basic business of the university library, but also conducive to the innovation of the reader service. Therefore, the university library should actively open and use WeChat public platform to serve their readers. In addition, whether you are the authenticated users or not, university library should choose subscription type of WeChat public platform in that the function of subscription number is to convey information to the users and the subscription number can mass text one message every day. [5] This coincides with the service function of the library.

Focus on Platform Standardization

The name of the WeChat public platform should be named in the form of "university full name + library", which is convenient for readers to identify and locate accurately. According to the statistical results, the top 10 influential WeChat official accounts of the “985 project” University libraries have been officially certified. Therefore, the university library WeChat public platform should actively carry out official certification and ensure the authority so that readers can enjoy the service.

Focus on the Timeliness of the Platform

Once information is formed, the timeliness of information refers to the faster the speed, the greater the value. University library WeChat public platform should be more timeliness so that it can provide business information to readers at the top speed and attract more readers to become loyal readers.

As can be seen from Table 2, generally speaking, if the official account publishes articles with higher frequency, the total number of its reading and its average “likes” number would be more. It can also attract more fans to read the published articles.

Therefore, the WeChat public platform operators of university library should improve from the following four directions: improve the liveness of platform, update articles regularly, pay attention to the joint connection of the content of the article, the library business and fans’ preferences, monitor fans’ attention towards articles in real-time.

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