WeChat Official Account Analysis of Music Users

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Abstract. The purpose of this study is to explore the user's attention to music knowledge in our media era. The data of this study come from a WeChat official account called "learning music", which has more than ten thousand official account users. Time correlation analysis and statistical analysis were used to evaluate the data. The results are as follows: the official account of music information is mainly concerned with new users. The new attention of the daily users is relatively stable, and the daily users' use of official account numbers and reading pictures and text information are relatively random. The proportion of male to female users is close to the official account number. Compared with the proportion of the population, the female users' attention to music information is relatively high. The majority of users in simplified Chinese are concerned, which is related to the location of official account. Android system and apple system are the main terminals used by users.

1. Introduction
With the change of mobile Internet era and the progress of science and technology, the new media environment, including mobile terminal, computer terminal and other media forms, emerges as the times require, with unique social influence and communication function. As one of the mobile social platforms in the Internet era, wechat not only innovates the interpersonal communication mode, but also changes the transmission path of network information. Wechat[1] public platform function contained in WeChat software has become a communication platform and expression channel with new media characteristics.

The official account of WeChat is a WeChat public platform launched by Tencent Inc. for enterprise users. Enterprises can use the official account platform to carry out self media activities, focusing on users' public attention and engaging in one to many media sexual activities. For example, enterprises display merchants' wechat official website, wechat members, micro push, micro payment, micro activity, micro registration, micro sharing and micro business card through wechat service number. At present, a mainstream online and offline wechat interactive marketing method has been formed[2].

Music App of mobile terminal, as the third-party application of mobile terminal, brings great convenience to people's life. From the era of no network to the era of Internet and then to the era of mobile Internet, the progress of science and technology, the popularity of mobile terminal equipment, led to the comprehensive outbreak of mobile Internet. Network music quickly transferred from the traditional PC client to the mobile client. Users prefer to use the Music App client to access the Internet. The traffic brought by the Internet has greatly exceeded that of the traditional Internet. The main reason is that mobile terminals bring convenience to people
WeChat has changed the way people access information through official account, becoming an important trend in the industry. Music is widely used as a form of communication for traditional media. In order to expand the new direction of development, we should combine the official account of WeChat with broadcasting, and enhance the influence of music broadcasting with the help of WeChat public platform.

"Learning music"[2] is a WeChat official account for providing music knowledge services to users. It mainly introduces music knowledge of basic musical knowledge, music appreciation, musical instrument knowledge, musician knowledge, performer's knowledge and so on. As of June 2019, the official account has published more than 370 pictures and texts, including 1200 different musical scores, musical instruments, with more than ten thousand users.

2. Statistics

2.1. Statistics of user's reading image and text information

One day in 2020, we read the picture and text information of users, and get table 6-1. Through table 6-1, we can see that users read the most frequent pictures and messages through the official account menu, followed by friends forwarding and friends circle.

| Source                | Number of people | Reading times | (%)  |
|-----------------------|------------------|---------------|------|
| Search                | 105              | 114           | 8.18 |
| Friends forward       | 51               | 26            | 3.66 |
| WeChat Moments        | 22               | 20            | 1.58 |
| Historical message page | 22            | 10            | 1.58 |
| Other                 | 1184             | 271           | 84.94|

According to figure 1, we can know the dynamic change trend of the number of times users read graphic information in a week. The number of people who read the text and the number of times they read were 433 and 1394, respectively, with an average of 3.22 texts per user.

As can be seen from figure 1, the number of readers fluctuates between 20 and 100(Blue dot), and the number of readers fluctuates between 0 and 25.

WeChat official account is increasing continuously. The number of users interested in learning music official account is 2. in the month.
Figure 2 In the month of the official account of the "learning music", users are concerned about the dynamic trend of quantity.

Figure 2 shows the change of the number of followers in two consecutive months. The blue line is the change line of the number of followers in May, and the green line is the change line of the number of followers in April. Change radically, official account shows that the number of users concerned is relatively random, indicating that the influence of the public number is relatively stable, and there is no big ups and downs in the 2 cases.

2.2. User analysis

According to the sixth census data released by China's National Bureau of statistics, the ratio of men and women in China today is 116.9:100. The male to female ratio of "learning music" official account is 108.8:100. Compared with the ratio of male to female, the proportion of male users is low 8.1:100. According to statistics, women's demand for music knowledge is slightly more urgent than that of men.

Table 2. The official account of learning music focuses on user gender statistics.

| Gender  | Number of people | (%)   |
|---------|------------------|-------|
| Male    | 5496             | 52.04 |
| Female  | 5053             | 47.96 |

The analysis of users' attention revealed that gender ratio was close to 50%. Table2 showed that the official account of "learning music" focused on gender statistics of users.

The official account is concerned with users from all over the world, and the language they use varies. The attention of users in table 6-2 is used to make statistics on different languages. More than 80% of Chinese users use simplified Chinese. Because most users of WeChat use Chinese culture circle, the number of simplified Chinese is the highest among Chinese in the Chinese culture circle, so this is the same as WeChat. The global distribution of users is consistent.

Table 3. The official account of learning music focuses on different language statistics used by users.

| Language           | Number of people | (%)   |
|--------------------|------------------|-------|
| Simplified Chinese | 8824             | 83.54 |
| English            | 1581             | 14.97 |
| Traditional Chinese| 67               | 0.63  |
| Other              | 90               | 0.85  |
The official account mobile phone China has more than 40% of Apple's iPhone, which is not consistent with the market share of mobile phones at home and abroad. According to the quarterly report on mobile phone market in IDC released by IDC in the third quarter of 2018, the proportion of domestic mobile phone shipped to apple is 7.6%. This also reflects that Apple mobile phone users are more willing to use music software applications than other users.

Table 4. The official account of "learning music" focuses on mobile terminal statistics for users.

| Terminal | Number of people | (%) |
|----------|------------------|-----|
| Android  | 6111             | 57.86 |
| iPhone   | 4442             | 42.06 |
| Wp7      | 1                | 0.01 |
| Other    | 8                | 0.07 |

- From table 4, we can see that the WeChat official account of learning music is based on Android terminal mobile phone. Apple mobile phones are mainly used, accounting for the vast majority, which also fully shows that their market share is very high.

3. Conclusions and recommendations
With the advent of the mobile Internet era, great changes have taken place in the media in the way of communication, means of communication, bearing media and so on, and the influence of the media has also been deepened. The official account of WeChat music is pushed forward by the "one to many" mode of transmission, from dots and lines, from lines and planes to music messages, so that more people become music beneficiaries. The official account of official account is also based on the data of WeChat users' attention to users and users' gender and language, as well as user's reading and text information.

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