Investigation and analysis of the current situation of the application of WeChat public account in higher vocational education

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Abstract: WeChat’s monthly activity has exceeded 1.1 billion, making it the APP with the largest number of users in China. In the new era, how to make good use of information technology, how to make it more immersed in the spirit of students, and realize the specific, normalized, and integrated path, has become an urgent problem for college ideological and political educators. Taking the students of higher vocational colleges as the research objects, using questionnaire survey and practical effect analysis to conduct research. The survey distributed 846 questionnaires, and analyzed the collected 820 sample data to understand the use of WeChat by vocational students, the use of the college's WeChat public account, and the cognition and demand of the college's WeChat public account. The WeChat public account has shown good results with wider coverage, faster dissemination, and stronger penetration. As one of the download forms of the Internet environment, it has a greater influence and has expanded new ideas, carried new tasks, took new missions of ideological and political education in colleges and universities.

1. Introduction:
Wang Lin (1980-), female, associate professor, from Anshan, Liaoning, counselor and secretary of the student party branch of the School of Business Administration of Dalian Vocational and Technical College, graduate degree, master degree, research direction is ideological and political education.

2. Research Background
The "WeChat Data Report 2019" shows that WeChat’s monthly activity has exceeded 1.1 billion, making it the APP with the largest number of users in China. Since its launch in 2011, WeChat has been popular among college students; since its launch in 2012, the WeChat public platform has grown at an amazing scale and speed. In recent years, the WeChat public platform of universities has shown an explosive growth trend. Colleges and universities are increasingly aware of the important role of WeChat in promoting ideological and political education. The WeChat public account has expanded new ideas, carried new tasks, and assumed new missions for college ideological and political education. Under the background of the information age, post-00s college students can obtain a large amount of information through the Internet, especially various new media platforms, and their ideology is vulnerable to erroneous ideas. The university level is the key to the establishment of outlook on life, world outlook and values. In the new era, how to make good use of informatization methods to carry out ideological and political education work in a way that college students love to hear, how to make it more immersed in the spirit of students, to achieve specific, normalized and integrated paths, and become an urgent consideration for college ideological and political educators problem.
3. Application status survey

3.1. Questionnaire issuance and collection

In order to understand the application of WeChat public accounts to ideological and political education by vocational students, the study adopted a questionnaire survey method. The design and compilation of this questionnaire is divided into three parts: one is the basic situation of students using WeChat, another is students' attention to WeChat public accounts, and the third is students' views on the use of WeChat public accounts to conduct ideological and political education. The self-compiled questionnaire was adapted from the "Questionnaire on the status of students using public WeChat" by Ma Shuangshuang, School of Marxism, Shanxi Normal University, and used the online questionnaire method in the Business Administration School of Dalian Vocational and Technical College (including business management, financial management, and accounting majors) by way of questionnaire star. In this survey, 846 questionnaires were distributed, and 820 valid questionnaires were returned. The effective response rate was 97.62%.

Table 1: Sample composition table of survey subjects

| Classification | Content | Sample size | Proportion |
|----------------|---------|-------------|------------|
| Gender         | Male    | 146         | 17.8%      |
|                | Female  | 674         | 82.2%      |
| Grade          | One     | 326         | 39.7%      |
|                | Two     | 323         | 39.4%      |
|                | Three   | 171         | 20.9%      |

3.2. Analysis of questionnaire results

Analyze the collected 820 sample data to understand the use of WeChat by vocational students, the use of the college's WeChat public account, and the cognition and demand of the college's WeChat public account.

3.2.1. The basic situation of vocational students using WeChat

Among the 820 sample data, 813 people use WeChat and 7 people do not use WeChat. The use rate of WeChat among the students of the college is as high as 99.15%. This study has laid a good user base for ideological and political education using WeChat public accounts, which can promote WeChat public account has become an effective carrier for ideological and political education in higher vocational education.

Table 2: Why students use WeChat

| Options               | Subtotal | Proportion |
|-----------------------|----------|------------|
| Social needs          | 776      | 95.45%     |
| Entertainment needs   | 260      | 31.98%     |
| Get news              | 215      | 26.45%     |
| Save communication fees| 211      | 25.95%     |
| Other                 | 196      | 24.11%     |
According to the data analysis results, the main reason for the use of WeChat by the students in the college is social needs, accounting for about 95.45%, and entertainment, obtaining information, and saving communication costs, accounting for 31.98%, 26.45%, and 25.95%, respectively. In addition, the survey results show that the number of WeChat friends is 201-500 accounting for 34.19%, 101-200 accounting for 34.44%， and 51-100 friends accounting for 17.22%. It can be seen that WeChat has strong social attributes and certain media attributes, which makes it possible to use WeChat public accounts to become an innovative carrier form of ideological and political education in colleges and universities, and it is extensive, universal and radiating.

In addition, according to the statistical results, 87.95% of the students in the hospital use WeChat in their free time, and 56.21% use WeChat after getting up and before going to bed; 65.93% of students use WeChat more than 10 times a day; WeChat is online throughout the day Of students accounted for 57.07%. The high frequency of WeChat's use in many mobile phone software and students' dependence on WeChat provide convenient conditions for the use of WeChat public accounts to carry out higher vocational ideological and political education. University WeChat public accounts can show wider coverage, faster dissemination, and penetration Stronger good results.

3.2.2. Vocational students pay attention to the college's WeChat public account

Table 4: Does the student think it is necessary for the college to open a WeChat public account?

The survey results show that 27.68% of the students think it is "especially necessary" for colleges to open a WeChat public account for ideological and political education, 48.95% of the students think it is “necessary”, and 15.5% of the students think that it is “unsure”, only 7.87% of students thought it was "unnecessary". It can be seen that using the new media form of WeChat public account to carry out education innovation is also a requirement for higher vocational college students to receive education and ideological growth. Vocational students generally accept the opening of the WeChat public account to carry out ideological and political education.
89.79% of the students who have opened the "Red Business Young Marxists" WeChat public account (academic ideological and political education) have followed, 5.17% have occasionally followed, 3.08% have not followed, and 1.97% have followed but later canceled. It can be seen that, as one of the download forms of the Internet environment, the WeChat public account has a greater influence. It can provide an unprecedented experience for higher vocational ideological and political educators to carry out educational activities and educated persons to receive education in a timely manner.

At the same time, the survey results show that 18.82% of students think that they have a great influence on their own thoughts and concepts, 38.25% of which are more influential, 29.27% of which are less influential, and 13.65% with almost no influence. Therefore, for vocational college students who are at a critical stage of their growth, there is still room for further advancement in the use of WeChat, an Internet application form, as a carrier for ideological and political education in higher vocational education, as well as new challenges and new challenges. The subject still requires higher vocational ideological and political educators to continuously improve their radiation influence.

3.2.3. Students' views on using WeChat to develop ideological and political education

Table 6: Students' views on the development of ideological and political education on WeChat public accounts

According to the survey results, in the new media era of the Internet, vocational college students use the WeChat public account to carry out ideological and political education. 51.66% of the students think that it is "feasible and effective", and 35.42% of the students think that it is "tryable and the effect is unknown." 10.46% Of students "do not know", 2.46% of students think "not feasible". It can be seen that post-00s vocational college students can obtain a large amount of information through the Internet, especially various new media platforms. Higher vocational colleges can use information technology to carry out ideological and political education in a way that vocational college students love.

In the survey and statistics, among the ideological and political education methods that vocational students love to hear and accept, the "entertainment method", "image education" method, and "typical
model method" account for a higher proportion than the "theory instillation method" Some, 47.7%, 45.57%, and 36.1% (27.98% in theoretical instillation). In actual work, we must strengthen the development of ideological and political education in a way that vocational college students like to see, so that the content and value of education can be more immersed in the spirit of students, and the path can be specified, normalized, and integrated. This is the intrinsic needs of the new era of ideological and political education in higher vocational education.

Table 7: Ideological and political education push content that students are more interested in

| Options                        | Subtotal | Proportion |
|--------------------------------|----------|------------|
| mental health knowledge        | 414      | 50.92%     |
| current affairs and politics   | 350      | 43.05%     |
| ideological theory             | 347      | 42.68%     |
| laws and regulations           | 314      | 38.62%     |
| advanced deeds                 | 240      | 29.52%     |
| national defense knowledge     | 222      | 27.31%     |
| Ethnic and religious           | 133      | 16.36%     |
| other                          | 123      | 15.13%     |

According to the survey results, among the ideological and political education content of the college’s vocational college students, 50.92% of students are interested in mental health knowledge, 43.05% of students are interested in current affairs and politics, and 42.68% of students are interested in ideological theory. Followed by "laws and regulations", "advanced deeds" and "national defense knowledge" accounted for 38.62%, 29.52%, and 27.31% respectively. Therefore, in our actual work, we must combine the psychological characteristics and overall development needs of vocational college students in the new era, and combine political theory, laws and regulations, current affairs and politics to conduct education in patriotism, four history education, national conditions and social conditions, ideological arms, and spiritual growth.

In addition, 54% of higher vocational students think that the “mixed image, text and video” form of tweets is more acceptable; 48.34% of students think that friendly and infectious language is more acceptable, and 38.99% of students like lively and playful online languages. It is not difficult to understand that we must always adhere to the life-oriented reality of young college students, create, launch and promote more original works, and create an effective carrier with affinity in the form of tweets, videos, animations, and voting.

Table 8: What students think the existing WeChat public account needs to be improved

| Options                                               | Subtotal | Proportion |
|-------------------------------------------------------|----------|------------|
| the novelty of educational content and the diversity of forms | 439      | 54%        |
| the school’s attention and propaganda degree          | 425      | 52.28%     |
| the ideological and political literacy of the information publisher | 263      | 32.35%     |
| the stability of the WeChat operating environment     | 229      | 28.17%     |
According to the survey results and related experience, the application of the college WeChat public account in the ideological and political education of vocational college students mainly has the following problems as shown in the figure above: 54% of the students believe that the main problem is the novelty of educational content and the diversity of forms; 52.28% of the students believe that the school’s attention and propaganda degree; 32.35% of the students believe that the ideological and political literacy of the information publisher; and 28.17% of students think it is the stability of the WeChat operating environment. It can be said that ideological and political education in colleges and universities empowered by WeChat public accounts has become an important part of ideological and political education and grassroots party building in colleges and universities under the new situation. We must attach great importance to and make full use of the advantages and conditions of WeChat public accounts, and be good at "Things change, progress with the times, and new with the situation", and strive to make "the college ideological and political at the fingertips" more brilliant and more efficient.

4. Practice and effect analysis

4.1. Practice overview
In June 2018, the "Red Business Young Marxists" WeChat public account began to operate, in the form of a carrier that college students can accept and share, with original works that are close to student life, and solidify (Dalian Vocational and Technical College Business Administration School) college students' Political belief is the goal, and the fundamental task is the educational practice of establishing morality. In more than two years of exploration, I have gradually accumulated some practical experience. Up to now, he has pushed more than 300 articles and has 1,038 fans, covering 94.4% of the college's students from 2017 to 2019.

4.2. Content analysis
Up to now, the "Red Business Young Marxists" WeChat public account has pushed ideological and political education tweets into the following categories: theoretical learning, advanced and typical (such as: "My story of joining the party", "Youth on the epidemic line", "Model Power"), theme sharing (such as: "Red Cultural Journey", "School Suspension", "Homestay War Epidemic"), thematic activities (such as: graduation season, important holiday events) . The clicks and views of the tweet content of the public account are presented as follows:

| Table 9: Student clicks on WeChat to push content analysis (take 2019.8-2020.8 as an example) |
|----------------------|-----------------------------|---------------|
| category             | item                        | Click volume |
| theoretical learning | Basic theory, party knowledge, etc. | 96 | 96 |
| advanced and typical | My story of joining the party | 169 |
|                      | Youth on the epidemic line  | 539 | 499 |
|                      | Model Power                 | 790 |
|                      | Red Cultural Journey        | 278 |
|                      | School Suspension           | 781 | 474 |
| theme sharing        | Homestay War Epidemic"      | 364 |
| thematic activities   | graduation season           | 989 | 877 |
| other                | important holiday events    | 765 |
|                      | Publicity, communication, and initiative | 682 | 682 |
The "Red Business Young Marxists" WeChat public account is an attempt by the college to explore effective forms of "Internet + Party Building", "Party Building Leading Ideological and Political Education Work", and "Network Ideological and Political Education for College Students". It faces a specific range of education during the cycle operation. The object is to carry out the transmission and guidance of the content and value of ideological and political education for college students. From the analysis of the content of the above table, the ideological and political education content with its original works, strong timeliness, rich forms, and universal significance is effective for the higher vocational college students. It is more attractive and cohesive, and has a greater impact on the thinking, life and study of vocational college students.

4.3. Effectiveness analysis

Table 10: Interaction between students and WeChat public account

According to the survey results and interviews, when students click to watch the content and feel that they are ideologically educated and emotionally resonate, 79.46% of students will like it, 27.18% of students will share to Moments, 25.83% of students will comment, and 22.51% of students will forward to WeChat friends. It can be seen that the university WeChat public account has built a smoother and wider bridge between university teachers and students, not only can convey the information of ideological and political education, but also promote the interaction and communication between teachers and students, and promote the ideological and political education of universities. The quality and efficiency of education are improved, but there is still room for improvement and strengthening of the influence of students.

Table 11: Ideological and political education function of WeChat public account

Regarding the ideological and political education functions realized by the WeChat public account, 61.99% of the students thought that the thought-leading function was realized, and 46% of the students thought that the service education function, the communication function, the education internalization function, the collection and integration function, and the evaluation and reflection function were realized. They are 45.26%, 40.22%, 37.15%, 28.41%. According to the survey results, “WeChat public
platform has become the most important new media for colleges and universities. It is not only a news propaganda media and life service platform for colleges and universities, but also a frontier for ideological navigation and has an important ideological and political education function.”

5. Analysis conclusion
University WeChat public accounts are public service WeChat accounts. In recent years, it has shown an explosive growth trend. The rapid development of various types of WeChat public accounts in universities shows that universities have realized that WeChat is important for ideological and political education in universities. As a promotion, the WeChat public account has expanded new ideas, carried new tasks, and assumed new missions for ideological and political education in universities. As one of the carrier forms of the Internet environment background, the WeChat public account has the advantages of convenient operation, fast communication, wide coverage, and rich forms. It can present various colleges and universities ideological and political education content resources in a three-dimensional manner, and make up for the shortcomings of traditional college ideological and political education. It provides unprecedented convenience for ideological and political educators to carry out educational activities, and for educators to receive education in a timely manner. At the same time, it also enhances the communication and interaction between educators and educators. Actively incorporate the content of ideological and political education in colleges and universities in the operation and management of the WeChat public account of colleges and universities. The purpose, tasks, content, principles of ideological and political education and the methods and art of ideological and political education can be vividly and diversely presented to college students and mobilized. Enthusiasm, participation, creativity, emotional calling, peer mutual assistance, and walking in the same direction, promote college students to establish correct ideals, beliefs, values and moral concepts.

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