

Postprint: Dissemination Advantages and Development Strategies of Scientific Journals on the WeChat Platform

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Abstract

In the current social environment, the development of the WeChat platform is receiving increasing attention from journal editorial departments. The WeChat platform possesses numerous notable advantages, such as rapid dissemination and precise push notifications, which substantially enhance journal brand influence. In the Internet era, through the WeChat platform, journal editorial departments can deliver key articles with high precision and achieve close communication and interaction with users, thereby effectively promoting journal influence. Therefore, scientific journals should, in their development process, recognize the advantages of WeChat platform dissemination and enhance their social influence through scientific and effective development strategies.

Full Text

The Communication Advantages and Development Strategies of WeChat Platforms for Scientific Journals

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Abstract: In the current social environment, WeChat platforms have garnered increasing attention from journal editorial offices. With significant advantages such as rapid dissemination and precise push capabilities, WeChat greatly enhances journal brand influence. In the internet era, journal editorial offices can leverage WeChat platforms to deliver key articles with precision and facilitate close communication and interaction with users, thereby effectively promoting journal impact. Therefore, scientific journals should recognize the communication advantages of WeChat platforms in their development and employ scientific and effective strategies to enhance their social influence.

Keywords: Scientific journals; Platform extension; Data provision; Interactive services; Column optimization

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In recent years, internet development and innovation have progressed rapidly worldwide. The emergence of new media has fundamentally transformed reading habits, making information consumption and reading time increasingly fragmented. Traditional scientific journal dissemination relied primarily on print media, but this approach no longer meets contemporary readers' needs due to the lengthy nature of academic papers. As WeChat has become an essential application on smart mobile terminals and its public platform has emerged as a primary channel for accessing reading resources, the importance of WeChat platforms for scientific journal dissemination has become evident.

1.1 Extension of Editorial Platforms

Currently, Chinese journal editorial offices have established their own manuscript processing platforms and official websites, which have significantly facilitated editorial work and reader access. However, these platforms require computer-based operations, limiting convenience. As an effective extension of manuscript processing platforms, WeChat can integrate submission and peer review functions, enabling authors, reviewers, and editorial staff to receive real-time status updates and track manuscript progress, thereby substantially improving operational efficiency.

1.2 Providing Data for Journal Topic Selection

WeChat's statistical functions primarily include user analysis, content analysis, message analysis, and webpage analysis. In daily editorial work, scientific journals can utilize these statistical tools to analyze reading, sharing, forwarding, and bookmarking patterns of scientific manuscripts. By examining content engagement, reading trends, and frequency in detail, editorial offices can identify genuine reader needs, informing topic selection and content design decisions.

1.3 Facilitating Interactive Services

Scientific journals should establish voting functions on their WeChat platforms. Through public voting, editors can better understand reader needs compared to traditional print-based methods, helping with journal layout, planning, and scheduling. This approach gathers more opinions and ideas at low cost while effectively addressing editorial thinking rigidity, significantly enhancing journal 趣味性 and interactivity, and bridging the gap between journals and readers.

1.4 Comments and Replies

WeChat platforms enable effective three-way communication among readers, authors, and editors. Through comments and replies, these parties can engage in meaningful discussions, bringing industry experts closer to readers. This close interaction helps editorial offices better understand reader needs, allowing timely adjustments to operational strategies and continuous expansion of ideas to enhance brand influence.

2.1 Big Data Era Requirements

In the big data era, the speed of scientific information dissemination continues to accelerate, with more convenient and diverse communication methods. The traditional print-based dissemination model employed by most scientific journals no longer satisfies current readers' experiences. Coupled with developments in computer and internet technologies, scientific journals have optimized and transformed their traditional publishing models toward big data platforms and all-media formats. In this context, accurate data mastery has become a key factor in enhancing competitiveness. Therefore, scientific journals must establish their own WeChat platforms to form distinctive databases, ultimately achieving sustainable development and progress.

2.2 WeChat Platform' s Inherent Advantages

According to relevant data, WeChat—provided by Tencent—offers low development costs, timely information release, multimedia integration, and strong interactivity, making it highly convenient to use. Scientific journals do not need to invest substantial human or financial resources in WeChat platform construction; they can simply apply for online accounts and personalize various functional modules. Additionally, WeChat' s information dissemination speed allows scientific journals to deliver content promptly to readers' terminals. Finally, WeChat platforms enable comprehensive interaction between readers and authors through text, images, and voice, significantly improving user experience.

2.3 Important Pathway for Enhancing Scientific Journal Dissemination and Influence

According to Tencent' s official data, by 2018, China' s monthly active WeChat users had exceeded 1 billion, representing a massive user base. Moreover, total registered public accounts surpassed 20 million, with 3.5 million active accounts. These substantial figures clearly demonstrate that WeChat has become China' s most influential and widely disseminated internet product. Within just a few years, WeChat' s user base has grown exponentially, with its social influence continuously expanding, making it one of the best tools for message push and brand communication. WeChat platforms have enabled scientific journals to achieve digital development, greatly improving dissemination efficiency and academic influence within their industries.

3.2 Insufficient Promotion and Single Service Model

Many scientific journals have not prioritized WeChat platform construction and operation, resulting in inadequate promotion and limited social influence. In practice, the extent of platform promotion directly affects subscription and readership numbers. Therefore, scientific journals should conduct promotional activities on their WeChat platforms, ensuring pushed information is timely and readable to increase user stickiness and expand readership. Additionally, some journals' WeChat platforms suffer from overly simplistic service models with minimal reader interaction. Furthermore, platform content often merely replicates print journal material, failing to consider actual needs of authors and readers, resulting in low originality, readability, and service quality.

3.3 Poor Interactive Communication

WeChat platform modules—including submission, expert review, and content reading—function as unidirectional fixed programs oriented toward editorial offices. These modules lack feedback mechanisms for service objects and restrict each user group to their own module, preventing interaction and practical communication among them. This not only reduces platform activity but also affects actual journal development and information exchange, contributing to low platform attention.

3.4 Inadequate Staff Allocation

Scientific journals need dedicated personnel for WeChat platform management to handle daily operations. This role can be assigned as a part-time responsibility for an editor or filled by a dedicated staff member. However, some journals with limited personnel face unreasonable staff allocation. Moreover, due to insufficient practical experience in WeChat platform operation and management, the actual construction effect is unsatisfactory, resulting in platforms that lack effective and significant appeal to users.

4.1 Strengthening Talent Team Construction

In today's rapidly developing new media environment, WeChat platforms' social influence continues to expand, making talent team construction a primary condition for healthy platform development. Since scientific journals typically have funding support, they should designate dedicated WeChat platform operation managers during construction. Where feasible, journals may consider hiring professional consultants to develop scientific marketing strategies, regularly organize internal training to improve staff proficiency, provide effective guidance for daily operations, and help internal personnel master WeChat operation skills quickly to normalize platform functions and enhance journal influence.

For financially constrained journals unable to hire professional consultants, they should still prioritize WeChat platform construction by selecting one or two in-

ternal staff members for professional training to improve operational capabilities. Additionally, managers can maintain close communication with peers to acquire new ideas, providing fresh vitality for platform construction and maintenance.

4.2 Improving WeChat Platform Content Quality

Content quality is a key determinant of platform operation. Scientific journals must consider multiple factors when enhancing content quality. The following measures can improve promotional content on scientific journal WeChat platforms.

4.2.1 Enhancing Content Professionalism

Platform content professionalism should be consistently maintained. This professionalism does not refer to specialized academic papers but rather to comprehensive content spanning entire professional research fields.

4.2.2 Integration and Complementarity with Print Journals

Users follow WeChat platforms primarily to obtain domain knowledge more quickly and conveniently. Therefore, content selection should integrate print journal material while offering more personalized content tailored to WeChat's characteristics to meet actual user needs. Pushed content should differ from print journals, prioritizing user-needed scientific information and writing techniques. Additionally, attention should be paid to layout design and secondary processing of uploaded content, leveraging video, audio, and images to enhance readability and appeal, thereby increasing platform influence.

4.2.3 Content Diversification

As media convergence develops, readers' habits have changed dramatically, including increasingly diverse content presentation methods. Scientific journal WeChat platforms should adopt more diversified content presentation approaches.

4.2.4 Comprehensive Value-Added Services

User services on WeChat platforms should include more comprehensive offerings. Beyond pushing academic research and industry information, platforms can add online peer review, priority publishing, and manuscript progress tracking to provide full-spectrum value-added services.

4.3 Optimizing Platform Column Settings

Only by continuously improving platform interactivity can scientific journals effectively increase activity and user attention, encouraging users to become voluntary promoters. To optimize and enhance interactivity, journals must

prioritize service functionality, making platforms more humanized and personalized. In addition to regular columns, interactive forum columns such as academic paper discussions and resource sharing should be established to create close connections among authors, readers, and journals at all levels, rapidly increasing platform attention and influence and promoting healthy development.

4.4 Strengthening Promotion and Enhancing Service Functions

The promotion level of scientific journal WeChat platforms determines user attention. Therefore, journals must continuously strengthen platform promotion. Analysis reveals numerous promotion methods, such as printing QR codes on journal covers or bottoms, adding official account information in correspondence with authors, and featuring accounts on journal homepage websites. These methods continuously enhance platform promotion and strengthen social service functions.

Furthermore, journals should actively promote their WeChat platforms during events and conferences, comprehensively introducing platform content and services to relevant personnel and users. Throughout construction and operation, platforms must continuously strengthen service functions and improve service quality by enhancing effective interaction with readers and promptly responding to platform inquiries. Considering user reading needs, pushed content should prioritize scientific information and writing techniques rather than merely replicating print material. Finally, innovative service models such as mobile payment subscriptions and priority publishing should be provided to strengthen platform functionality.

Conclusion

With continuous new media development and progress, scientific journals should prioritize WeChat platform construction in their development, leveraging platform advantages to enhance industry influence and improve reader experience.

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