

## Analysis of the Application of WeChat Official Account Platform in Journal Operations: Post-print

**Authors:** Qian Chenghua, Liao Ziyang, Yao Xue, Xu Chuanping

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### Abstract

With the continuous advancement of technology, WeChat has become an indispensable communication tool in people's daily lives. Publishing journals through the WeChat platform has emerged as a novel publication modality and represents one of the crucial pathways for journal digitalization. Traditional print media is no longer as popular as it once was, prompting many publishing houses to venture into digital publishing. The WeChat platform offers significant development opportunities for journal operations. This paper primarily examines the challenges that arise in operating journals on the WeChat platform.

### Full Text

## Application Analysis of WeChat Public Platform in Journal Operations

**Authors:** Qian Chenghua, Liao Ziyang, Yao Xue, Xu Chuanping

### Abstract

With the continuous development of technology, WeChat has become an indispensable communication tool in people's daily lives. Publishing journals through the WeChat platform has emerged as a new form of journal distribution and represents an important pathway for journal digitization. Traditional print media is no longer as popular as before, and many publishing houses have begun exploring digital publishing. The WeChat platform offers development opportunities for journal operations; this paper primarily explores issues arising in journal operations on the WeChat platform.

**Keywords:** WeChat; Public Platform; Journal; Operation; Application Analysis

## Introduction

The WeChat Public Platform is built upon WeChat, a free messaging software launched by Tencent in early 2011 that connects users with the virtual world. The WeChat platform was officially introduced in August 2012 and has gained widespread popularity. Based on the WeChat Public Platform, users can publish articles in various formats—including text, images, and voice—according to their needs, while also enabling interaction with audiences, thereby providing new ideas for journal operations. The WeChat Public Platform serves as an important means for journal digitization, as print media gradually attempts to evolve toward digitalization. The platform primarily pushes edited information to subscribers, gradually expanding the organization’s influence.

## 1. The Necessity of Journals Establishing WeChat Public Platforms

### 1.1 An Inevitable Result of Social Development

With the continuous development and progress of Chinese society, traditional print media can no longer meet people’s demands for news and academic journals. Digital journals not only satisfy users’ digital requirements but also fulfill their need for interactivity. Under the impact of the internet, many scholars no longer rely on traditional paper documents for research materials. Since the advent of digital journals, scholars have gained tremendous convenience in both accessing and storing materials. Additionally, while traditional print media operates through one-way communication, information disseminated via the WeChat Public Platform is two-way. Readers can leave comments to share their perspectives on articles, enhancing interactivity and enabling timely feedback. Both enterprises and individuals can open public accounts, meaning the public can be both information recipients and publishers, thereby reducing communication barriers between media and audiences.

### 1.2 Advantages Over Other Media

WeChat has become an indispensable part of contemporary life, with people of all ages and educational backgrounds gradually becoming “phubbers” (phone snubbers), providing WeChat with a solid mass foundation. In terms of reading, the WeChat Public Platform features “fragmented” and “shallow reading” characteristics that enable a more casual reading experience. Compared to many traditional mainstream media, the WeChat Public Platform holds undeniable advantages. Website reading requires a computer, which people cannot carry with them at all times when traveling, and website maintenance demands substantial financial investment. The WeChat Public Platform faces fewer reading restrictions—users can read anytime, anywhere with just a mobile phone. Compared to mobile applications, APP development involves high costs. If an APP only generates economic benefits through article reading, the WeChat Public Platform proves more advantageous, as it is free to use, requires no promotion,

and allows secondary development of menu bars, giving it APP-like functionality. In summary, the WeChat Public Platform demonstrates clear advantages over other media forms.

### **1.3 Enabling Effective Communication Between Editorial Departments, Authors, and Readers**

In the process of journal digitization, the WeChat platform constitutes an important component. Authors drive journal content, while readers are information recipients. As an emerging communication method, the WeChat platform is favored for its speed, interactivity, and flexibility, achieving interactive functions impossible for traditional print media. Receiving reader feedback during journal publication represents a crucial 环节 that significantly impacts authors' future creative work. Using the WeChat platform can transform traditional communication patterns, allowing authors to track their manuscript submission status without complex procedures disrupting their personal and professional lives. When publishing information on the WeChat platform, readers can access journal content without logging into websites or purchasing print books and newspapers, enabling them to read during leisure time and achieving effective dissemination. Since the launch of the “Chongqing Medicine” WeChat Public Platform, authors can consult and communicate anytime and anywhere, substantially reducing incoming calls to the editorial department and alleviating editors' workload.

## **2. Exploration of Scientific Journal Operation Models**

### **2.1 Thematic Planning**

The WeChat platform enables graphic and text editing while allowing personalized customization according to individual customer needs. For instance, establishing special columns can help tap into customers' potential demands. Organizing manuscripts by theme allows both the quality and progress of each thematic section to remain within controllable ranges, thereby improving efficiency across all departments. After journal publication, adjustments can be made based on reader feedback. Each article's read count is displayed after publication and can be statistically analyzed. Content with high forwarding and collection rates can be compiled or used as the main subject for a special issue. Regarding the “Chongqing Medicine” WeChat public account, the editorial department organized a study visit to the Respiratory Department of Daping Hospital at the Third Military Medical University. After the event was posted on the WeChat public account, the single article's read count quickly exceeded 2,000, creating positive social impact for both the department and the editorial office.

## 2.2 Establishing a WeChat Expert Review Platform

When traditional print media publishes technical manuscripts, they typically send review materials to experts via network for download and review. Usually, the expert review workload is substantial, making it difficult to guarantee the quality of every manuscript. Through WeChat operation, review experts can conduct reviews anytime and anywhere via the WeChat platform, promptly inputting their review comments. Most importantly, experts can express their review opinions through voice messages, which is highly convenient. This review method significantly improves reviewers' work efficiency, shortens review cycles, and accelerates manuscript publication speed.

## 2.3 Promotion and Innovation of Public Accounts

Establishing a WeChat platform can enhance communication between readers and authors, making published content more aligned with customer needs and increasing reader engagement. To prevent low readership of public accounts, appropriate promotion is essential. Promotional content such as prominent public account names and QR codes can be included in published journals. The “Chongqing Medicine” editorial department strengthened its assessment of public account articles, using single-article read counts as a metric for evaluation and rewards, which significantly boosted the WeChat public account's influence. Additionally, careful consideration should be given to public account naming—for example, directly using the journal's name can make it easier for readers to search, thereby achieving the promotional goal.

## 2.4 Literature Guide Services

To increase readership of articles published on the WeChat platform, literature guide services can be employed to direct readers, pushing content that matches their needs and preferences. During the push process, it is crucial to ensure the content is representative, focusing on core material and avoiding duplication. Graphics and text can also be used to attract readers.

## 3. Conclusion

Although print media's development has declined significantly, its existence remains irreplaceable. Therefore, print media should evolve toward digital journals. By utilizing platforms such as the WeChat Public Platform for journal publication, journals can increase their exposure and open new pathways for the development of the cultural media industry.

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