

Research on User Experience Behavior and Application of WeChat Platforms in Ethnic Minority Universities: A Case Study of Innovation and Entrepreneurship WeChat Platforms at Six Universities Affiliated with the State Ethnic Affairs Commission (Postprint)

Authors: Wu Jiabao, Zhang Zijian, Du Wan, Hou Qingqiu

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Abstract

With the development of society and the progress of the times, our nation's economic level has been comprehensively enhanced in recent years, and the national economy continues to grow. This rapid economic development has propelled our country into the information age. The continuous application of computer network technology and the ongoing innovation of mobile internet technology have rendered people's lives increasingly convenient. Moreover, the rapid popularization of various mobile terminals and the launch of diverse mobile applications have introduced new forms of enjoyment to people's lives. WeChat, as a prevalent chat application in the current era, has achieved widespread adoption. Accordingly, this paper examines user experience behaviors and applications of the WeChat platform, taking the innovation and entrepreneurship WeChat platforms of six universities under the commission as case studies.

Full Text

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Abstract

With societal development and progress of the times, China's economic level has undergone comprehensive improvement in recent years, accompanied by continuous growth in national economic standards. This rapid economic development has ushered our country into the information age. The continuous application of computer network technology and innovation in mobile internet technology have made life increasingly convenient. The rapid proliferation of mobile terminals and the launch of various apps have brought new pleasures to people's lives. WeChat, as a currently common chat software, has achieved widespread popularity. Accordingly, this paper examines user experience behavior and application of WeChat platforms, using the unified innovation and entrepreneurship WeChat platforms of six universities affiliated with the State Ethnic Affairs Commission as a case study.

Keywords: ethnic minority universities; WeChat platform; user experience behavior; platform application

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Authors: Wu Jiabao, Zhang Zijian, Du Wan, Hou Qingqiu

To establish a unified WeChat innovation and entrepreneurship platform, this study takes the unified university innovation and entrepreneurship WeChat platforms of six universities affiliated with the State Ethnic Affairs Commission as examples. Based on the campus environment of ethnic minority universities, 520 student samples were randomly selected from December 2014 to December 2015, comprising 312 male students (60%) and 208 female students (40%). The research primarily employed questionnaires to investigate WeChat usage duration, number of WeChat articles read, timing of reading WeChat official accounts, and content preferences. These research dimensions essentially cover common aspects of WeChat usage. The following analysis of WeChat platform user experience behavior will be based on this data, combined with information

on students' usage time and reading intentions.

1. Significance of Research on WeChat Platform User Experience Behavior

WeChat is a currently prevalent social software that quickly captured the social software market after its launch in 2011, becoming a new favorite in the social software landscape. However, WeChat is not merely a simple social application; it also incorporates various public platforms such as WeChat Public Platform, official accounts, and subscription accounts. The usage of these functions is substantial, and deeper analysis reveals that this extraordinary usage is fundamentally driven by user experience behavior. Research on the factors influencing users on WeChat platforms is not only a concern for software operators but also for teams managing official accounts [1]. User experience refers to the subjective feelings formed during product use. Although individual aesthetics and preferences vary significantly, and these subjective feelings are easily influenced by external environmental factors, commonalities can be identified to achieve universal applicability across these differences. Research on WeChat user experience helps in understanding user psychology and serves as an approach to foster better development of WeChat platforms [2].

2. Research on User Experience Behavior of WeChat Platforms in Ethnic Minority Universities

2.1 WeChat Usage Duration

WeChat usage duration directly determines overall platform usage and indirectly reflects user experience behavior. Simply put, longer usage time indicates better user experience. Survey data from 520 students revealed that 7.69% used WeChat for less than one hour daily, while 28.85% used it for more than five hours. This indicates that most students concentrate their WeChat usage at over one hour per day, suggesting WeChat occupies a substantial portion of students' lives. While the user experience may not be described as excellent, it can certainly be characterized as good.

2.2 Number of WeChat Articles Read

In terms of the number of WeChat articles read daily, 46.15% of students read 1-3 articles. This relatively large proportion reflects that students' article consumption is not extensive, possibly due to time constraints, reading habits, or issues with article quality and type.

2.3 Timing of WeChat Official Account Reading

The survey on when students read WeChat official accounts divided the day into seven time periods. Most students concentrated their reading between 20:00-

00:00, indicating that user experience peaks during this window. Consequently, WeChat platform content updates should be scheduled accordingly.

2.4 Types of Official Account Articles Read

Investigating which official account articles students read is crucial for understanding user experience, as it provides direct feedback. Based on the six universities' innovation and entrepreneurship WeChat platforms, the survey results are shown in . Articles attracted by compelling headlines accounted for 82.69% of reading choices, while only 5.77% of students read through each article systematically. This pattern stems from two main factors: first, WeChat and other mobile apps primarily display article titles on mobile devices; second, the overwhelming volume of information makes thorough browsing impractical. Combined with students' limited time and numerous life commitments, they have developed a habit of selecting articles based on headlines [3].

3. Research on the Application of WeChat Platforms in Ethnic Minority Universities

Based on the openness and real-time nature of WeChat platforms, their application in ethnic minority universities is considered essential. For students interested in entrepreneurship, WeChat undoubtedly serves as an excellent platform. To optimize WeChat platform application, subscription accounts and other public platforms should be designed based on user experience behavior.

3.1 Application of Entrepreneurship Platforms

For any open platform, layout is the first element affecting user experience. Interface colors, formatting, visual style, and basic content are all critical for enhancing user experience. To attract broader attention from society and school communities, these aspects must be well-executed. For entrepreneurship platforms, the layout should have distinctive features while maintaining standardized and scientific formatting. The public account homepage should include: the entrepreneurship base name, basic business and service content, the team's core philosophy (slogan), internal culture, and team size. For new platforms recruiting talent, clear hiring intentions and contact information should be prominently displayed. Regarding content updates, article titles should create suspense and adopt a student-centered approach, using words that resonate with students. Based on the behavioral patterns discussed above, updates should be scheduled after 8:00 PM. To expand reach, platforms can promote themselves on campus forums or other public platforms, or leverage other successful campus entrepreneurship and non-entrepreneurship platforms to increase influence and visibility.

3.2 Application of Non-Entrepreneurship Platforms

The basic content of non-entrepreneurship platforms will not be elaborated here, as the fundamental approaches are similar to entrepreneurship platforms. However, one key difference exists: while entrepreneurship platforms tend toward standardization and scientific formatting, non-entrepreneurship platforms, such as those focused on hobbies and interests, exhibit distinct personality traits. During application, personalized design content should align with the platform's theme, and designers must consider impact—avoiding excessive horror or gore and eliminating vulgar language. All personality-driven platforms should primarily disseminate positive energy. For instance, horror-themed platforms need not rely solely on terrifying and bloody content; Q-version demons would be more acceptable [5].

4. Conclusion

As computer network technology and mobile internet technology continue to develop, information age products are constantly transforming people's lifestyles and learning methods. The proliferation of mobile terminals enables people to better enjoy the convenience brought by information technology. With continuous updates, WeChat's internal functions have become increasingly sophisticated and better adapted to contemporary lifestyles. This paper has provided a preliminary study on user experience behavior of WeChat platforms in ethnic minority universities. While many shortcomings remain, the author hopes this discussion will help readers better understand WeChat's functions.

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(Author Affiliation: Southwest Minzu University)

Note: Figure translations are in progress. See original paper for figures.

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