



A Research on the Service Status and Countermeasures of WeChat Public Account of “Weiyuan Waiyuan”

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Abstract— As an important social media, WeChat Public Account of universities plays a prominent role in many aspects, including campus information service and culture transmission. However, some problems have appeared in the service of universities’ public accounts. In order to better the service status of WeChat Public Account and improve the user’s satisfaction, this research takes WeChat Public Account of “Weiyuan Waiyuan” of the School of Foreign Languages in Chuzhou University as an example to analyze the status quo of its service through questionnaire, interview and literature analytical method. The corresponding solutions are proposed to solve the existing problems. The survey results show that “Weiyuan Waiyuan” plays a certain role while having three problems: (1) Unimproved content; (2) Low user interaction; (3) Being unitary. In view of the above problems, the author puts forward targeted suggestions: (1) Perfecting the content; (2) Improving quality of service; (3) Adopting proper editing skills. The findings of this study will help the WeChat Public Account of “Weiyuan Waiyuan” to serve students and teachers better.

Keywords— Campus WeChat public account, service status, countermeasures, Weiyuan Waiyuan.

I. INTRODUCTION

With the bloom of the Internet and the popularization of mobile terminals, increasing dependence on social media has become a primary feature of current society, which makes social media a major carrier of culture transmission and an important access to information.

1.1 Background

According to CNNIC’s (China Internet Network Information Center) 44th China Internet Development Statistics Report, as of December 2020, the number of China’s Internet users has reached 988 million and the

penetration of Internet has reached 70.4%.

As an important kind of social media, WeChat was created in 2011 and it has been followed by many users with its powerful “instant messaging” function until now. In 2012, WeChat users reached more than 200 million. Based on WeChat’s great development, WeChat Public Account was established, which triggered a widespread attention among the public. Compared with other social media, WeChat Public Account has more distinct functional advantages, including the timeliness of information transmission, the diversity of content, the

interactivity of users and other features.

Since 2013, with the expansion of influence on WeChat Public Account, the number of users has been increasing. Also, colleges and universities have actively followed the trend of times. At present, more than 2000 universities in China has their own official WeChat Public Accounts. After the official website and official Weibo, campus WeChat Public Account has become another important platform for university culture construction.

However, the quality of WeChat Public Accounts in many colleges and universities are imbalanced. First, as a window of distributing information, campus WeChat Public Account is of great significance for shaping the image of colleges and universities. Nonetheless, some campus WeChat Public Accounts neither improve the influence of universities nor show the unique culture of colleges and universities to people. Secondly, students are the main users of campus WeChat Public Account, however, many student users hold negative attitude towards the service status.

This paper takes “Weiyuan Waiyuan” – an official WeChat Public Account of School of Foreign Languages in Chuzhou University as the research object. The researcher conducts an in-depth study on its service status and existing problems. Through investigation and data analysis, the researcher puts forward corresponding suggestions and provides practical case for WeChat Public Account at other universities.

1.2 Purpose and Significance of the Study

From the theoretical perspective, WeChat Public Account has developed for 9 years. Because of WeChat Public Account’s convenient dissemination of information and economic characteristics, colleges and universities increasingly realize the important role of WeChat in campus construction. However, the operation of WeChat Public Accounts is still in the exploratory stage, there are many problems that need to be optimized. As an important way for universities to serve students, service quality of WeChat Public Account directly affects user satisfaction. Therefore, it is necessary to analyze the user’s satisfaction of WeChat Public Account and put forward relevant countermeasures. Based on the service status of “Weiyuan

Waiyuan”, this article summarizes effective improvements by combing empirical investigations on user satisfaction, which will have a good guiding on the operation of “Weiyuan Waiyuan”.

From the practical perspective, this paper discusses the service status and existing problems of “Weiyuan Waiyuan”, and puts forward some corresponding suggestions, which is useful for “Weiyuan Waiyuan” to improve itself and better service its users. Meanwhile, this study can emphasize the importance and influence of “Weiyuan Waiyuan”.

This paper is divided into five parts.

The first chapter gives a brief introduction of the background, significance and structure of the research thesis.

The second chapter is literature review about the research on social media and WeChat Public Account of Universities.

The third chapter introduces the method of the research, including the aims of the study, participants, instruments, research procedures and data analysis.

The fourth chapter is about the results of the research, including current situation, existing problems and suggestions for “Weiyuan Waiyuan”.

The fifth chapter is the summary of the article, including the main findings and research limitations.

II. THEORETICAL STUDIES OF CAMPUS WECHAT PUBLIC ACCOUNT

The author takes “Social Media” as the keyword and finds that the research at home and abroad on social media mainly focuses on the concept, features and value of it. Adding another keyword “campus WeChat Public Account” on the basis of above results to make a new research, the author finds the findings mainly focus on the aspects of service status and countermeasures of WeChat Public Accounts in universities.

1.1 Theory of social media

Social media refers to tools and platforms that used by people to share opinions, insights and experiences with each other.

With regard to the definition of social media, different scholars define social media differently: the German scholars Kaplan and Haenlein (2010) explain that social media is a general term for a series of online medias and conclude that social media is an application that is based on web 2.0 and Internet. Based on a deep understanding of social media, You (2012) puts forward the term "platform" and points out that social media should be a media platform. With the development of social media, Tian and Hu (2013) of Peking University believe that social media is a network form allowing individuals and organizations to create and exchange production content, in which users can communicate interactively.

As for the features of social media, Quan-Haase (2010) mentions some important attributes of social media such as participation, openness, dialogue, communication and connectivity. Based on the developments of social media, he adds another element, networking, which is an important breakthrough in the understanding of social media.

2.2 Theory of campus WeChat public account

The service status of WeChat Public Account of universities has both positive and negative aspects.

For the advantages of WeChat Public Account in universities, Feng (2016) points out many specific features of WeChat Public Account, including high refinement of language, convenience of using, large base of users and others. She states WeChat Public Account has become one of the important ways for college students to obtain information. Zhou (2019) also holds a positive attitude to the functions of Public Account in culture transmission of universities. Taking Zhejiang University's Official WeChat Public Account as an example, she states that there is a close relationship between the WeChat Public Account and the construction of campus culture, especially when the WeChat Public Account serves as a new information window in campus.

However, most of researches is related to the shortcomings of the operation of WeChat Public Account. Taking WeChat Public Account of Xinyang Normal College as an example, Zheng (2019) points out some disadvantages, such as lacking interaction, lacking spirit of

service and imperfect managerial system. Meanwhile, by listing some examples of colleges, Bai (2020) discusses the existing problems from aspects of design, form and quality of the WeChat Public Accounts in these colleges. Gao (2020) thinks that the university's Public Account should actively carry out series of actions like "self-help", then achieving the aim of expanding influence of campus WeChat Public Account.

For proposing countermeasures towards WeChat Public Account, researchers mainly focus on the macro perspective and micro perspective to improve status.

From a macro perspective, analyzing user satisfaction is closely related to optimizing the operation of social media. Combining with the results of satisfaction analysis, it will be useful to improve the operation of WeChat Public Accounts. In a satisfaction-related study, Rauniar (2013) builds a satisfaction model by studying online social media such as Facebook, YouTube and Twitter, arguing that media value, content, timeliness, perceived privacy are positively link with user satisfaction. Efosa, Raisinghani and Samuel (2016) study and collect data on the impact factors of satisfaction by interviewing students at a large public university in North America. Later, they conclude that the ease of use and practicality of social media play an important role in the continued use of social media. At the same time, they argue that the comparative advantages, compatibility and information quality of social media have a positive impact on the usefulness of social media.

From a micro point of view, it is also very important to put forward concrete optimization proposals by relating the service status of WeChat Public Accounts in colleges and universities. Wang (2018) does a comparative study of the articles' popularity of WeChat Public Accounts from five undergraduate colleges in Fujian Province. Then from the aspect of content production, user analysis and communication characteristics, he explores effective ways to enhance the influence of universities. Yang (2019) takes Sichuan Agricultural University as an example, starting from the Use and Gratification theory, creatively puts forward joint alumni, official public IP visualization and other measures to enhance the influence of the Public Account. Wang (2020) analyzes the title of papers in Public Account and summarizes some editing skills. She

also provides some available advice to assist the operating editors of WeChat Public Account.

On the whole, the previous research has laid a good foundation for the research of campus WeChat Public Accounts, and provides an important reference for this thesis. However, most of the domestic research on the WeChat Public Account mainly focuses on theoretical analysis. Empirical research on the WeChat Public Account is lacking. At the same time, the domestic researches mainly investigate from a unit of college or university, ignoring the personalized development of the public account in secondary schools of universities.

Therefore, this paper takes "Weiyuan Waiyuan" as an example to carry out an empirical research. Through questionnaires and literature review, the researcher explores its existing problems and puts forward targeted measures, which is of great significance for promoting the service quality of "Weiyuan Waiyuan" and enhancing the influence of School of Foreign Languages.

III. RESEARCH DESIGN

Based on the theoretical studies, the design of quantitative study will be introduced in terms of research purpose, objectives, participants, instruments and procedures in this chapter.

3.1 Research Purpose and Objectives

This study investigates the service status of WeChat Public Account of "Weiyuan Waiyuan", summarizes the main problems and proposes countermeasures for them. To be more specific, the study aims at analyzing the service status of WeChat Public Account of "Weiyuan Waiyuan",

figuring out the existing problems in the operation of WeChat Public Account of "Weiyuan Waiyuan" and proposing corresponding solutions.

The researcher puts the aims into three specific questions:

(1) What is the current service status of "Weiyuan Waiyuan"?

(2) What are the problems existing in "Weiyuan Waiyuan"?

(3) What suggestions can we provide to solve these problems?

3.2 Research Participants

The participants are students from all grades of School of Foreign Languages in Chuzhou University by sampling. Altogether 200 questionnaires are distributed. Because some questionnaires are incomplete, 179 valid questionnaires are collected finally. The following table details the user characteristics from two categories: gender and grades.

Table 1 shows the profile of the participants. There are 37 male users and 142 female users. The rate of male and female users is close to the rate of male and female students in School of Foreign Languages of Chuzhou University. Among the 179 participants from four grades, 43 of them are junior students, and 57 of them from senior students. And, the number of participants from freshman and sophomore are 37 and 42, accounting for 20.67% and 23.46 % respectively.

Table 1 Profile of the participants

Category	Content	Number	Percent (%)
Gender	Male	37	20.67
	Female	142	79.33
Grades	Freshman	37	20.67
	Sophomore	42	23.46
	Junior	43	24.03
	Senior	57	31.84

3.3 Research Instruments and Procedures

The instruments used in this study are questionnaire, interview and literature analytical method.

Based on the mode of "Questionnaire on the satisfaction of students using WeChat Public Account" designed by Feng (2016), the researcher designs 14 questions and divides these questions into five dimensions: (1) the basic personal information; (2) user cognition; (3)

usage satisfaction; (4) usage expectation; (5) user loyalty. Among them, Questions 1, 2 are about the basic personal information. Questions 3, 5, 6, 13 concern about user cognition. Questions 4, 7, 8, 9 are about usage satisfaction. Question 10, 11, 14 are about usage expectation. Question 12 is about user loyalty. All the questions and choices are designed for specific research objectives. A brief description of different objectives is given in table 2.

Table 2 Questionnaire design

Design objective	
Personal information	Gender Grades
User cognition	Importance Interested themes Preference Improvements
Usage satisfaction	Overall satisfaction Timeliness Originality Authority
Usage expectation	Titles and covers Sending Forms Suggestions
User loyalty	Frequency of interacting

The validity and reliability are proved from two aspects. First, the source of the questionnaire is reliable. It is designed from the "Questionnaire on the satisfaction of students using WeChat Public Account" by Feng (2016), School of Information Management, Central China Normal University. And the author modifies some questions and description to suit for the users of "Weiyuan Waiyuan". Besides, the author examines the questionnaire's construct validity through a popular statistic software (SPSS22.0), according to the test result from SPSS 22.0, it turns out the KMO is 0.811 and the Bartlett is 326.672 (df is 230, p is 0.000). So the questionnaire has good construct validity. And the reliability coefficient of this questionnaire is 0.7853.

Therefore, the questionnaire has good internal consistency.

The second instrument is personal interview, which is intended to get some suggestions of student users on the optimization of "Weiyuan Waiyuan". The interviewees are all users of "Weiyuan Waiyuan". Through selecting 2 student users from each grade of the School of Foreign Languages of Chuzhou University, all 8 student users are interviewed by telephone interview. The main contents of the interview are as follows:

(1) Have you noticed any problems in the operation of "Weiyuan Waiyuan"?

(2) Do you have any suggestions to optimize "Weiyuan Waiyuan"?

The third instrument adopted in the study is literature analytical method, which refers to the collection of data needed for research. The researcher screens the background information of "Weiyuan Waiyuan" and sorts out the useful data, such as: the number of users, reading volume and other interactions.

This research utilizes the questionnaires, interview and literature analytical method to analyze the service status and existing problems of "Weiyuan Waiyuan". Then, corresponding suggestions are put forward. To achieve this, this research has the following procedures.

Step 1: Preparatory work (From February 18th to February 20th).

The researcher completes the design of the questionnaire, which is based on mode of the "Questionnaire on the status of students using WeChat Public Account" by Feng (2016). Then, 200 paper questionnaires are printed out and ready for distribution.

Step 2: Distributing questionnaire (From February 21st to February 28th).

In order to learn about the users' feedback deeply, the researcher invites students of different grades in School of Foreign Languages of Chuzhou University to fill the questionnaire. Before the participants fill in the questionnaire, the researcher primarily explains the purpose of the questionnaire to the students and asks them to answer questions honestly. In the end, a total of 200 questionnaires are collected, including 179 valid copies, with the recovery rate of 89.5%. The survey is conducted anonymously to ensure the authenticity and accuracy of the survey results.

Step 3: Interviewing. (From March 1st to March 5th).

By randomly screening 2 student users in each grade, the researcher identifies 8 interviewees, and contacts all interviewees in advance to clear the purpose of the interview. Then, the researcher reaches an agreement with all interviewees on when and where the interview would take place. Finally, the researcher conducts the interviews as scheduled.

Step 4: Data collection (From March 7th to March 8th).

After all the questionnaires and interviews are

finished completely, all of the data are analyzed with the help of the statistical software Microsoft Office Excel 2013.

3.4 Over Results

The researcher finds out the current situation of "Weiyuan Waiyuan" by making some descriptive statistical analysis from two parts. One is the analysis of some basic current situation of the WeChat Public Account through literature analytical method. The other is the analysis of the questionnaire and interview results. The participants are users of "Weiyuan Waiyuan". After collecting questionnaires, the author finally obtains 179 valid questionnaires. On this basis, all data analysis is made through Microsoft Office Excel 2013. The detailed results and discussion of the study are presented in the fourth chapter.

IV. DATA ANALYSIS AND DISCUSSION

All the data collected and processed will be analyzed and discussed in this chapter. the current situation of "Weiyuan Waiyuan" in writing have been classified into two types and analyzed respectively.

1.2 The current situation of "Weiyuan Waiyuan"

Since its launch in 2016, "Weiyuan Waiyuan" has served many student users, operating in the form of pushing some important news and notice to students with simple text and pictures. During these five years, "Weiyuan Waiyuan" has accumulated some practical experience. At present, there are 1,003 students in School of Foreign Languages in Chuzhou University, among which 880 are users of "Weiyuan Waiyuan". The use rate of "Weiyuan Waiyuan" is as high as 87.74%. The high proportion of using indicates that "Weiyuan Waiyuan" has effectively built a bridge between School of Foreign Languages with students.

As of right now, "Weiyuan Waiyuan" has pushed more than 200 tweets covering a variety of themes. The text analysis of the public account mainly includes four aspects: analysis of themes, frequency of updating, editing skills and influence. The researcher collects all articles that are pushed from September 1st to December 31st of the

year 2020 to have an analysis. The analysis of each aspect is shown below.

(1) Analysis of themes

Over a four-month period, 44 articles were pushed in total and the content mainly covers 7 kinds of themes, including series of notice, holidays, activities and events, reading for you, weekly words, summer social practice, and alumni.

According to table 3, it can be seen that the themes are unevenly distributed. The theme of weekly message accounts for the highest proportion, occupying 34.09%. The second highest proportion of theme is notice, accounting for 20.46%. However, According to the results, the researcher discovers that the topics of articles on "Weiyuan Waiyuan" are mainly about the internal affairs of the School of Foreign Languages. The operator ignores the subjectivity of students, and the topics related to study and employment are not covered during this period.

Table 3 Distribution of themes among the existing articles from September 2020 to December 2020

Category	Number	Percent (%)
Notice	9	20.46
Holidays	3	6.82
Activities and events	5	11.36
Reading for You	6	13.64
Weekly words	15	34.09
Summer social practice	5	11.36
Alumni series	1	2.27

(2) Analysis of frequency of updating

The situation is not optimistic in frequency of updating. During the four-month period, 44 articles were pushed in total. The updating of "Weiyuan Waiyuan" basically remains at the frequency of one article every three days. In fact, compared with the phenomenon of some high-quality WeChat Public Accounts, which push one article per day, or more than one article per day, the frequency of updating of "Weiyuan Waiyuan" is very low.

(3) Analysis of editing skills

Editing skills refer to the choices of title, cover, and forms of pushing (presentation). Through the analysis of articles that are pushed from September 1st to December 31st of the year 2020, the researcher finds that the editing skills is relatively simple. What's more, through interviews with 8 student users, 6 of them think that the titles of these articles are too vague and straightforward, and the covers of articles are also relatively random. Also,

the forms of pushing are relatively single, the main presentation forms only include text and pictures.

(4) Analysis of influence

The influence of WeChat Public Account is closely related to the users interaction. To be more specific, the influence can be analyzed by the average amounts of users' reading volume, comments, thumb-ups, relays and collections.

From the results in table 4, the researcher finds the general interaction of "Weiyuan Waiyuan" is not very good. Also, the average amount of each type of interaction is very low. Student users of "Weiyuan Waiyuan" is 880, while, the highest amount of average reading is only 186 during the four months, which just accounts for 21.14%. What's worse, the amounts of average thumb-ups, comments and relay are few and the average amount of collection is none. All data reflect that the impact of "Weiyuan Waiyuan" on users is not very strong.

Table 4 User interaction of “Weiyuan Waiyuan” from September 2020 to December 2020

	Total number of articles	Average reading volume	Average thumb-ups	Average comments	Average relays	Average collections
September	9	129	3	2	0	0
October	7	144	6	3	1	0
November	16	186	9	3	0	0
December	12	177	8	6	0	0

4.2 Existing problems of “Weiyuan Waiyuan”

Through the analysis of current situation and user expectation on “Weiyuan Waiyuan”, the researcher finds some problems existing in the service status of “Weiyuan Waiyuan”. Briefly speaking, they are unimproved content, low user interaction and being unitary.

4.2.1 Unimproved content

(1) Unimproved distribution of theme

The core purpose of “Weiyuan Waiyuan” is to meet the needs of users. According to Usage and Satisfaction theory, Quan-Haase (2010) states that the purpose of users’ contact with the media is to meet their own needs and expectations. Therefore, in order to provide good service, the operator needs to understand the interest and

expectations of users. In order to get clear about the users preference and improve the themes of “Weiyuan Waiyuan” correspondingly, in question 5 of the questionnaire, the author asks “what kind of themes are you interested in”. The results are shown in table 5.

As shown in table 5, the topic of employment is the main interest of users, accounting for 74.86%. Future study is the second choice, accounting for 65.92%. Character interviews, campus news and activities account for the same proportion, occupying with 39.11%. For student users, the content about study and work is closer to them, and it is closely related to their development after graduation, which is one of the subjective factors leading to the high preference of student users for study and employment.

Table 5 Themes that students are interested in

Category	Number	Percent (%)
Future study	118	65.92
Employment	134	74.86
Character Interview	70	39.11
Campus news and activities	70	39.11
Life tips	37	20.67
Excellent works	40	22.35
Others	3	1.68

However, according to the analysis of themes of “Weiyuan Waiyuan” (see Table 3), the researcher finds

that the theme distribution of “Weiyuan Waiyuan” should be changed corresponding to match the users’ preferences.

In table 3, notices and weekly words are distributed in a high proportion. However, for the theme on study and employment that student users are most interested in, there is no article on these two topics among all articles that are pushed from September 1st to December 31st. This reflects that the expectation of users on WeChat Public Account cannot be clearly grasped, leading to the inability to better serve students.

(2) Unimproved quality of content

Being detail-oriented is a quality of content that “Weiyuan Waiyuan” should focus on. According to foreign scholar Bailey (1983), there are three main dimensions that comprehensively affect users’ final satisfaction. Therefore, questions 7 to 9 are designed with 3 kinds of

evaluation: update timeliness, originality, and authority. The researcher adopts Likert scale to investigate. According to the results, the average value of each item is calculated and divided into 5 intensity levels. (very weak <3.2, weak 3.2~3.4, general 3.4~3.6, strong 3.6~3.8, very strong > 3.8)

The timeliness of articles is closely related to the updating frequency of “Weiyuan Waiyuan”. By analyzing the current situation, the researcher finds that the updating frequency of “Weiyuan Waiyuan” is low. In order to further explore the updating frequency and timeliness of “Weiyuan Waiyuan”, the researcher conducts a user satisfaction survey on the timeliness of “Weiyuan Waiyuan”.

Table 6 User’s satisfaction with timeliness

Category	Score	Number	Percent (%)	Intensity Value
Quite satisfied	5	19	10.61	
Satisfied	4	33	18.44	
Neither satisfied or				
dissatisfied	3	62	34.64	2.96
Dissatisfied	2	52	29.05	
Quite dissatisfied	1	13	7.26	

According to Table 6, the timeliness of official accounts is very poor. 29.05% of the users have a positive attitude towards timeliness, while 36.31% of the users are not satisfied with its timeliness. The final strength is so weak with only 2.96. However, in the age of information, this requires that the operational team must be sensitive to the hot news and speed up the frequency of updating.

The situation is not optimistic in originality and the intensity value is not ideal (2.86). 35.19% of the users are not satisfied with the originality of “Weiyuan Waiyuan”. According to the research on the current situation and

users’ expectations of themes that are shown in table 3 and table 5 individually, the researcher finds that the themes that users are interested in often require more originality, however, the pushing rate of these themes is very low. While, for notices and weekly words that do not require much originality, the push frequency is very high. Maybe, it is one reason for user s’ negative attitude towards originality.

Table 7 User’s satisfaction with originality

Category	Score	Number	Percent (%)	Intensity Value
Quite satisfied	5	12	6.71	
Satisfied	4	28	15.64	

Neither satisfied or				
dissatisfied	3	76	42.46	2.86
Dissatisfied	2	49	27.37	
Quite dissatisfied	1	14	7.82	

From Table 8, the final intensity value is relatively strong (3.62). 60.34% of the users think that “Weiyuan Waiyuan”, as the official social media of the School of Foreign Languages in Chuzhou University, has a strong authority. However, 21.22% of the users still think the authority of the official account is not reliable. Now, in the era of media, users are concerned with the quality of

operational team and many domestic platforms invite social media influencers to share products. These people are often called KOL (Key Opinion Leaders), which is defined as a person who has expertise in a specific field. That suggests that “Weiyuan Waiyuan” should organize a professional team and quote influential experts in the field to improve the user’s conviction.

Table 8 User’s satisfaction with authority

Category	Score	Number	Percent (%)	Intensity Value
Quite satisfied	5	46	25.70	
Satisfied	4	62	34.64	
Neither satisfied or				
dissatisfied	3	33	18.44	3.62
Dissatisfied	2	34	18.99	
Quite dissatisfied	1	4	2.23	

4.2.2 Low user interaction

Compared with traditional media, one of the important features of WeChat Public Account is that it is easier for users to interact with each other. Furthermore, the frequency of interaction is directly related to user loyalty. According to the study of current situation on user

interaction (See table 4), the researcher finds that the interaction is not ideal. In order to further understand the interaction behavior of users, in question 12 of the questionnaire, the researcher asks “How often do you interact with articles”. Results are shown as follow.

Table 9 User’s frequency of interaction

Behaviour	Never	Occasionally	Sometimes	Often	Always
Thumb-up	49.16%	31.28%	18.44%	1.12%	0
Comment	84.91%	10.61%	4.48%	0	0
Relay	92.34%	6.31%	1.35%	0	0
Collect	98.32%	1.68%	0	0	0

It can be seen from the survey, most users do not interact with “Weiyuan Waiyuan” frequently. Among the four types of interaction, thumb up is the most common one. 1.12% of the users have the habit to thumb up,

49.72% of the users have thumb up now and then, and 49.16% of the users never engage in interaction. As for commenting, replying, and collecting, most users never do. And the frequency of comments, relays, and collections is

very low. In general, the situation of user interaction is not good. Gao (2020) states that the existing service of WeChat Public Account cannot interact well with users. Especially in colleges and universities, most of the operating teams are composed of students. Due to their lack of professional skills and energy, it is difficult for them to interact with users in a timely manner. For example, users often leave messages without timely reply. From this, the researcher can safely draw the conclusion that the low frequency of interaction is not conducive to motivating users.

4.2.3 Being unitary

(1) Unitary titles and covers

According to the analysis of literature review, Wang (2020) points out that the title and cover can highlight the theme of one article. The users can quickly clear the theme of the article according to the title, and then choose whether to read the article or not. He emphasizes that the

proper use of title and cover can effectively increase the reading volume of articles.

However, through the analysis of current situation, the researcher finds that articles of "Weiyuan Waiyuan" are named with very official and straightforward titles, also, the covers are lack of aesthetics. It can hardly attract readers' interest. To further study users' preferences for titles and covers, in question 10, the author asks "What kind of titles and covers do you prefer".

According to table 10, 91.62% of the users have high expectation on the title and cover, 49.16% of the users think an interesting title is very necessary and 42.46% of the users want to have attractive covers. And only 8.38% of the users have no requirements. According to users' performance, it suggests that the editor and operator of "Weiyuan Waiyuan" should be sensitive to humorous title and pictures, which is helpful to meet the users' expectation.

Table 10 User's expectation on titles and covers

Kinds	Number	Percent (%)
Interesting titles	88	49.16
Attracting covers	76	42.46
No specific requirements	15	8.38

(2) Unitary presentations

According to the study of current situation, the researcher finds that "Weiyuan Waiyuan" has only two main forms: text and pictures. Actually, presentation is another influencing factors of users satisfaction. Most articles pushed from "Weiyuan Waiyuan" lacks the use of video and audio, which makes reading boring. But the manifestation of articles also has an important impact on the user experience. So the writer asked the users about their favorite presentation. The results are shown in table 11.

According to the data in table 11, compared with text (3.91%) and graphics (12.85%), the multiple combination of presentations is the most popular inclination, which accounts for 36.87%, since it combines the advantages of each type. The preference of audio and video are close, accounts for 22.91% and 23.46% individually. Compared with the unitary presentation, the application of multiple presentation modes will enhance readers' interest in reading and make the content full of fun and readability. A unitary presentation is easy to make readers feel aesthetic fatigue, which will cause users to lose interest to further read the content of the WeChat Public Account.

Table 11 User's preference of presentations

Ways	Number	Percent (%)
Text	7	3.91
graphics	23	12.85

Audio	41	22.91
Video	42	23.46
Multiple combination	66	36.87

4.3 Suggestions for improving "Weiyuan Waiyuan"

Based on the questionnaire and interview result, the author summarizes all the suggestions proposed by the students concerning about the countermeasures of the above mentioned problems. The specific suggestions are as following.

4.3.1 Perfecting the content

The content of the article is one of the important standards to evaluate the quality of WeChat Public Accounts. Through the analysis of the current situation and existing problems of "Weiyuan Waiyuan", the researcher puts forward three specific suggestions to improve the content.

(1) Being comprehensive

As the official WeChat Public Account of School of Foreign Languages in Chuzhou University, "Weiyuan Waiyuan" needs to show its comprehensive and three-dimensional display of School of Foreign Languages. Therefore, the themes of articles should be more comprehensive, which should involve scientific research, teaching, competitions, cultural activities, employment and other themes as far as possible. In addition to improving the quality of content, it can also better the image of the School of Foreign Languages.

(2) Operating on students-centered

Meeting the needs of users is an important element of WeChat Public Account, and the main group faced by the official WeChat Public Account of colleges and universities is students. Therefore, "Weiyuan Waiyuan" should guide itself by students-centered, starting from the people and things that students pay attention to, then pushing articles arousing the emotional resonance of the audience. For example, increasing the number of professional learning articles, information of postgraduate's study, news about recruitment fairs and so on. It is essential to attract the attention of students so as to meet the needs and enhance the viscosity of users.

(3) Enhancing timeliness and originality

As mentioned earlier, scholar Bailey (1983) states that timeliness and originality are two main factors that affect user satisfaction. The principle of timeliness means that the value of any information has its timeliness, and the value of WeChat Public Account will be greatly reduced if the information is not timely. At the same time, the low frequency of pushing articles will make the WeChat Public Account miss the best time of pushing important information. Therefore, "Weiyuan Waiyuan" should enhance the frequency of updating to ensure the timeliness. For example, during the fight against COVID-19, "Weiyuan Waiyuan" can release a series of articles based on real-time information of fighting against the epidemic.

Originality means that the core ideas and major chapters of an article are completed by the author's independent thinking. However, users' satisfaction with the originality of "Weiyuan Waiyuan" is low, which requires that the operational team should strengthen the control of the original content by encouraging the authors to create independently, so as to increase the proportion of the original content in "Weiyuan Waiyuan". What's more, operational team of "Weiyuan Waiyuan" can try the UGC (user-generated content) content production model, that is to say, encouraging users to create by themselves and share the works with other users on the platform, which is helpful for "Weiyuan Waiyuan" to enhance its originality and build a sense of user participation.

4.3.2 Improving quality of service

(1) Setting up professional teams

The operation and promotion of WeChat Public Account is a systematic project. In order to achieve good dissemination effect, operating WeChat Public Account by a professional team is very necessary. At present, most of campus WeChat Public Accounts is operated by students of schools' propaganda departments. While, the traditional propaganda model is difficult to adapt to the needs of the new media environment quickly. Therefore, colleges and

universities should organize a professional team that satisfy capabilities like writing, shooting, typography and others.

(2) Strengthening user interaction

Wang (2018) points out that user interaction is of great significance to both users and WeChat Public Accounts. Strengthening user interaction can not only narrow the distance between WeChat Public Accounts and users, but also increase users' sense of identity. At the same time, colleges and universities can also continuously optimize the platform construction through users' feedback.

Therefore, "Weiyuan Waiyuan" should strengthen the interaction with student users. Two specific suggestions are proposed by the researcher. First, "Weiyuan Waiyuan" should improve the feedback mechanism of platform and reply to users' messages and comments in time. Secondly, "Weiyuan Waiyuan" can take various forms of interaction, like online interaction or message interaction. In such a way, users can obtain sense of value and existence, which is conducive to cultivating the sense of ownership and enhancing the collective cohesion of School of Foreign Languages.

4.3.3 Adopting proper editing skills

The improvement of the editing skills refers to improve the effect from the visual, auditory and other sensory conditions. It mainly includes two parts, one is improving the choice of titles and covers, the other is presentations.

Zhou (2019) points out that if the improvement of content is an important way to retain the users, then the improvement of editing form is the fundamental way to attract the user. The title is the first impression for readers to choose whether to read articles. Therefore, the title of articles should be eye-catching. For example, increasing the use of exclamation points to gather users' curiosity. As for covers of articles, adding some modern features is easy to attract students' attention. For example, we can choose the pictures of emoji as covers, which can greatly increase the click rate of articles. For presentation, too simple presentation does not meet the psychological needs of contemporary college students. In fact, the use of audio and video can not only increase the readability of articles

but convey a complete message more than words. Therefore, it is suggested that the editor should pay attention to the combination of multiple forms, which will improve the users' reading experience and increase their satisfaction.

V. FINDINGS AND IMPLICATIONS

After analyzing and discussing the results of questionnaire and interview, based on the above given results and discussion, some critical findings and implications are to be illustrated in this chapter.

5.1 Major Findings

Taking WeChat Public Account of "Weiyuan Waiyuan" as an example, this study analyzes the current situation and existing problems in its service status through the instruments of questionnaire, interview and literature analytical method.

First of all, the content of articles is problematic. Through the research on the existing themes and quality of articles of "Weiyuan Waiyuan", the researcher finds that the problems are mainly reflected in the uneven distribution of the themes, and the lack of timeliness and originality of the articles. Based on the survey and analysis of the users' preference of the themes and users' satisfaction on timeliness and originality, this paper puts forward corresponding measures to improve the content of "Weiyuan Waiyuan".

Second, "Weiyuan Waiyuan" has a low user interaction. The survey finds that the frequency of user interaction is low, and the operator's reply is also not timely. To solve this problem, it is suggested to set up a professional team and strengthen user interaction.

Third, the phenomenon of being unitary is serious. After the in-depth investigation of the title, cover and presentation of articles, it is found that the title, cover and presentation of the article all have the problem of simplification. To solve these problems, some suggestions are proposed, including using interesting titles and covers to attract users and adopting proper editing skills.

5.2 Implications of the Study

This thesis makes an empirical study of the current situation and existing problems of "Weiyuan Waiyuan",

and has proposed some countermeasures for the improvement of the operation and service. Due to the limited time and limited knowledge and ability of author, this paper still has some limitations.

Firstly, as for the scope of the study, only 179 valid questionnaires are collected from undergraduates in Chuzhou University, so the sample chosen is not large enough.

Secondly, due to the time limit and the author’s limited knowledge and ability, it is not possible to cover all existing problems. The summary may not be comprehensive and all-round. In addition, through the analysis of service status of “Weiyuan Waiyuan”, it is concluded that the existing problems of campus WeChat Public Account are one-sided. Further research on this issue is needed in the future.

VI. CONCLUSIONS

This paper, taking tweets of “Weiyuan Waiyuan” as research subjects, explores the current situation and finds some questions and proposes suggestions.

First of all, the content of articles is problematic. Through the research on the existing themes and quality of articles of “Weiyuan Waiyuan”, the researcher finds that the problems are mainly reflected in the uneven distribution of the themes, and the lack of timeliness and originality of the articles. Based on the survey and analysis of the users’ preference of the themes and users’ satisfaction on timeliness and originality, this paper puts forward corresponding measures to improve the content of “Weiyuan Waiyuan”. Second, “Weiyuan Waiyuan” has a low user interaction. The survey finds that the frequency of user interaction is low, and the operator’s reply is also not timely. To solve this problem, it is suggested to set up a professional team and strengthen user interaction. Third, the phenomenon of being unitary is serious. After the in-depth investigation of the title, cover and presentation of articles, it is found that the title, cover and presentation of the article all have the problem of simplification. To solve these problems, some suggestions are proposed, including using interesting titles and covers to attract users and adopting proper editing skills.

Meanwhile, although the author has tried hard to

make the research design as reasonable as possible, some limitations in the study cannot be neglected. One is limited resources. Great effort has been made in collecting typical research data, but only 179 valid samples have been collected in this study. Therefore, the data should be expanded to achieve more insightful findings. On the other hand, due to the limitations of the author’s academic ability, this study can be analyzed from a more professional and comprehensive perspective. Even though there are still shortcomings in this paper, the author hopes that it can play a role in promoting the construction of campus WeChat public account, and other researchers are expected to make up for the above shortcomings and continuously improve the study.

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