

## THE ROLE OF WECHAT IN EDUCATIONAL COMMUNICATION

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### ABSTRACT

In recent years, the dissemination of educational information has been transformed by the development of new media technologies. These technologies have also produced significant changes in China. This paper presents a study of the role and impact of WeChat applications in the field of educational communication, using Expert Interviewing Method (EIM). Finding suggestions and strategies on how to optimize the use of WeChat to improve learning outcomes.

**Keywords:** Role and Influence, WeChat, Learning outcomes

### INTRODUCTION

In the digital age, communication methods have shifted dramatically, shaping the ways individuals connect, share, and engage with information. In China, in the rapidly evolving landscape of education and communication, the role of technology, particularly social software, has gained prominence as a driving force for transformative change. Social software platforms, with their instantaneous communication capabilities, multimedia sharing options, and interactive features, have become integral to modern life. Social software platforms, exemplified by WeChat, have penetrated various aspects of human interaction and communication. The widespread adoption of WeChat has triggered a reevaluation of its potential impact on education, prompting researchers and practitioners alike to delve into its various dimensions. Education, being a fundamental pillar of society, has not remained untouched by these technological advancements. Within this context, educational institutions, educators, students, and parents are recognizing the potential of such platforms to revolutionize communication in education. This chapter initiates a comprehensive exploration into the role and influence of WeChat, a popular social software, in the realm of educational communication.

The emergence of WeChat and its increasing presence in educational contexts present an opportune moment to explore the implications of this technological development. Investigating how WeChat intersects with educational communication holds the potential to shed light on its transformative capacity, as well as its potential challenges. As education embraces digital modes of communication, understanding Wechat's significance becomes crucial to harnessing its benefits and addressing its implications.

### OBJECTIVE

What are the suggestions and strategies on how to optimize the use of WeChat in educational communication to improve learning outcomes?

The question guides the exploration of Wechat's multifaceted role in educational communication and the potential implications for improving communication effectiveness and educational experiences. To propose recommendations and strategies for optimizing Wechat's role in educational communication to enhance learning outcomes.

By dissecting these questions, we endeavor to gain a comprehensive understanding of Wechat's diverse impacts on educational communication. This exploration is vital to inform educators, policymakers, and stakeholders about the potential and limitations of WeChat as a conduit for educational communication.

### METHODOLOGY

Expert Interviewing Method (EIM) is a research and survey methodology that draws on the knowledge and experience of experts through face-to-face or remote interviews with experts to gain insights and information about a particular field or issue. The expert interview method is often used in research in the social sciences and humanities with the aim of understanding the expert's perceptions, opinions, and trends about a particular phenomenon, issue, or field. Through expert interviews, the researcher can gain insights into the expert's professional knowledge, way of thinking, and professional background, thus providing a strong basis for research and interpretation.

The process of expert interview method generally includes the following steps:

1. identifying the research purpose and questions: researchers need to clarify the information and insights they wish to obtain from experts and define the research purpose and questions.
2. selecting and contacting experts: the researcher needs to identify and select experts who meet the needs of the study. Suitable experts can be found through literature research, expert recommendations, and expert directories, and contacted to express the intent and purpose of the interview.
3. Interview preparation: Before the interview, the researcher needs to prepare an interview guide or questionnaire to guide the content and direction of the interview. The interview guide usually contains a series of open-ended questions to stimulate the expert's thinking and responses.
4. Conducting the interview: During the interview process, the researcher needs to have extensive and in-depth communication with the expert to guide him/her in answering the questions and to flexibly adjust the content and direction of the interview. The researcher can record the content of the interview or request the expert's consent for audio or video recording.
5. Record and analyze the results of the interviews: After the interviews, the researcher needs to collate and record the results and findings of the interviews and analyze and summarize the content of the interviews. The researcher can use methods such as content analysis and thematic coding to analyze and extract important information.

The expert interview method helps the researcher gain insight into the expertise and perspectives of the experts, obtain novel and valuable insights, and provide a more comprehensive and in-depth understanding of the study. In this paper, nine experts were selected for interviews. Among them, there are three experts each from the communication, education, and software categories.

## RESULTS

As a result of the expert interviews, the following conclusions were reached. Interactive learning on WeChat can be achieved through a combination of strategies and features. Here are some suggestions to enhance learning:

**Ask questions and encourage comments:** Ask questions in the video to stimulate viewers' thinking and encourage them to share their views and answers in the comments. You can make it clear at the end of the video that you expect interaction from viewers, which will help build a learning community.

**Create polls and surveys:** Use WeChat's polling feature to create surveys on topics or issues. By presenting questions in the video and allowing viewers to select answers in the poll, you can increase interaction and get a sense of what viewers are thinking.

**Respond to comments and questions:** Build positive engagement by responding to viewer comments and questions in a timely manner. Responses can include answering a question, providing further explanation, or thanking the viewer for sharing.

**Create interactive challenges:** Design fun, interactive challenges where viewers share their learning, problem solving, or knowledge application in the comments. Such challenges can increase engagement and stimulate learning.

**Host live Q&A sessions:** Use WeChat's live streaming feature to organize regular Q&A sessions. Answer the audience's questions in the live broadcast and interact in real time to close the distance with the audience and encourage deeper learning.

**Use interactive tools:** WeChat provides a number of interactive tools, such as the microphone, lottery and so on. These tools can be used to create a more interesting learning atmosphere and increase audience engagement.

**Create interactive challenge videos with your audience:** Create interactive challenge videos with the audience and encourage them to imitate and respond. This promotes the practical application of learning and increases the relevance of the learning.

**Share learners' learning experiences:** Share viewers' learning tips, success stories or learning methods in the videos to make viewers feel valued for their participation and effort, and to inspire more people to share their own learning experiences.

**Create learning groups:** Encourage viewers to form study groups in the comments section to share their learning experiences, answer questions and form a learning community. You can regularly promote and encourage study groups in your videos.

**Use the Like and Share feature:** Encourage viewers to like and share useful learning content. This will help extend the reach of the learning and encourage more learners to participate.

By cleverly using the interactive features of the WeChat platform, you can build a stronger connection with your viewers, stimulate interest in learning and improve learning outcomes.

## CONCLUSION AND FUTURE WORK

The study suggests that WeChat can be used for educational communication. Its usage has significantly increased as individuals become aware of its benefits in learning. Regular assessments must be conducted to accurately represent its effectiveness. WeChat plays a crucial role in the educational communication process.

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