

The Exploring on the Influence of Titles of WeChat Public Platform Articles on Communication Ability

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ABSTRACT

In recent years, with the popularization of new media, WeChat has become an indispensable part of student life, and the importance of WeChat public platforms has also increased. The title always plays a very important role in the number of readers of the article on the WeChat public platform. This article will use the three public platforms on the campus of Wuhan University of Technology as examples to explore the impact of titles on the number of articles read on WeChat public platforms.

Keywords: communication management, ideological and political education, title, influence

1. INTRODUCTION

With the widespread popularization of intelligent mobile devices and the continuous upgrade of mobile networks, people are becoming more and more dependent on new media such as WeChat and Weibo, and the audience of WeChat tweets is becoming wider and wider. The campus WeChat public platform has become an important platform for colleges and universities to conduct ideological guidance and cultural dissemination and provide learning services to groups inside and outside the school. High-quality article titles can arouse the attention of the audience at the first time, increase the number of clicks, and then increase the visibility and attention of universities. In order to make the campus public platform more in line with the needs of students and strengthen students' willingness to click, this article takes some WeChat public platforms in Wuhan University of Technology as research objects, studies the influence of WeChat tweet titles on article reading, and puts forward suggestions to promote the improvement and optimization of WeChat public platforms on campus.

2. RESEARCH METHODS AND RESEARCH ASSUMPTIONS

This research uses a combination of quantitative and qualitative methods, using questionnaire surveys and data analysis, and has three campus public accounts that have the most extensive impact on Wuhan University of Technology: Wuhan University of Technology Youth League Committee, Analysis of exercises in Wuhan University of Technology and E-class Platform of Wuhan University of Technology. A total of 332 online questionnaires and 90 offline questionnaires were collected, of which 320 were valid online questionnaires and 83 were valid offline questionnaires. After collecting

the questionnaire, the research team analyzed the data provided by the questionnaire, made assumptions, and investigated the reading data of each WeChat public platform based on the assumptions.

3. DATA COLLECTION AND RESULTS ANALYSIS

Through investigation and analysis, it is found that among the student group, the tweet title has a greater impact on the tweet click-through rate, which is reflected in the following three aspects.

In the question, "What type of push do you think the title looks like?" In this question, a total of 243 people in the online questionnaire chose "hot event reviews", 230 people chose "skill sharing," and 229 people chose opinion articles, accounting for 75.94%, 71.88% and 71.56% respectively. A total of 53 people in the offline questionnaire chose "hot event reviews", 50 people chose "skill dry goods sharing", and 51 people chose "viewpoint articles", accounting for 63.85%, 60.24%, and 61.44%, respectively.

In the question "What type of push does your title look like?", 238 people in the online questionnaire chose "Soul Chicken Soup", accounting for 74.38%, and 77 people in the offline questionnaire chose "Soul Chicken Soup" Accounting for 92.77%.

In the question "What do you think should be promoted in addition to campus news and information?" In this question, a total of 245 online questionnaires chose "life related" and 178 people chose "learning related", accounting for 76.56%, 55.63%; 72 people in the offline questionnaire chose "life related" and 33 people chose "learning related", accounting for 86.74 and 39.75% respectively.

In this regard, we make the following assumptions:

- (1) The hottest vocabulary in the title can make people read more, but if the tweet "lags behind", the willingness to click will decrease, and even get bored.
- (2) The title has a certain amount of thinking, or it can present a direct point of view, which is more attractive to students to read.
- (3) If the general content of the tweet cannot be determined from the title, students are often reluctant to click.

- (4) The content of the WeChat tweet title is related to one's favorite area or related to life, which is likely to attract students' interest.
- (5) The students' intention to open the head of the chicken soup tweet is very low.
- According to the hypothesis, the reading data of three public platforms were collected and analyzed:

Table 1 Collection of reading numbers

WeChat public platform	Title	Number of readers	Classification
Youth League Committee of Wuhan University of Technology	You're so good don't lose to yourself	2447	Chicken Soup for the Mind
	Don't make your regrets and fears	3192	
	To me who is witnessing my growth	2725	
	I will be your pride	3591	
	Why is the "greenest college" Wuhan University of Technology	7992	Study and Life
	Free Wuhan Metro Card? !! The truth is here	2W	
	They used 30,000 square meters to create this beauty!	9575	
	"Mom, I eat very well at Wuhan University of Technology, please rest assured!"	7853	Hot News
	Youth singing confession to the motherland! @ Huazhong Agricultural University Come on!	6043	
	Demystified! It turns out you are like this opening ceremony of the military games	3506	
	Countdown! National Day military parade viewing guide is here	7335	
	good news! Wuhan University of Technology again holds the "Challenge Cup" national competition "Winning Cup"!	5474	
Analysis of exercises in Wuhan University of Technology	Meet again	560	Chicken Soup for the Mind
	The rest of the way, after all, you have to learn to go by yourself ...	787	
	Small town youth	481	
	Don't be afraid, just lonely!	657	
	Observation of students staying up late at Wuhan University of Technology	2196	Study and Life
	Goodbye, Shengsheng Food City	3736	
	What do girls think about when they run 800 meters?	1092	
	Teach you a trick to solve advanced mathematics	741	Hot News
	Shake your shoulders together at Wuhan University of Technology?	1159	
	2017 VS 2019	1067	
E-class Platform of Wuhan University of Technology	As adults, every label you tear off takes a part of yourself	642	Chicken Soup for the Mind
	Yellow Crane Tower in Poems	230	
	Your figure is in my heart	303	
	Still sad to not grab the best viewing area? Xiaoyi takes you to grab a ticket to watch "Natsume's Book of Friends"	286	Study and Life

	Level 4 and 6 gift packages are online now! Please check it!	558	Hot News
	Express delivery of Wuhan winter food heart! I wish you through this harsh winter!	842	
	Biggest lie of the century: college = easy?	1073	
	The 20-year-old "Seven Schools Joint School" has been suspended? See what's new in minors	534	
	"2017-2019" screen series of Hubei universities! The last one won	1669	
	Double Eleven, is the mutual acidity or loss behind the hoarding of goods?	554	

4. CONCLUSION

In summary, if the title of the push message is not attractive, it may lose many subscribers and reduce the influence of the organization. WeChat tweets must first do a good title. The authors of WeChat tweets are understandable in pursuit of a good title, but they must also master the level. It is best to use a variety of elements in the formulation of the topic. For example, the topic includes hot topics and your own views, which can attract clicks. Introduction of professional dry goods can be based on the needs of students. Of course, a good WeChat tweet is not only a good title, but also a guarantee of content. Only in this way can a better communication effect be achieved. Here are some suggestions:

(1) The title is consistent with recent hot issues. Hot issues are the focus of students' attention, especially on campus. Hot topic tweets, like news reports, need to pay attention to the timeliness of the news. The popularity of hot topics will generally decline within 3 days. If the hot topic declines, everyone will see a lot of repetitive content, the willingness to read will decline, and even get bored. Pay attention to the timeliness when formulating the content and title of the tweet.

(2) The title should be consistent with the student's area of interest or life. When content related to their own lives appears, the students keep a high interest in the WeChat tweet title.

(3) The headline note is concise and clear: our brains will be easier to understand and have better predictions or grasp of the content of the tweets.

(4) Try to avoid "wrong questions". In order to increase the attractiveness of the topic, the content may not be very relevant to the content when formulating the topic, but the quality of the content must also be ensured. This can attract the click rate and the effect will be better. If the quality of the content is not controlled, it will be difficult for the audience to read the entire content and even affect the subsequent tweets.

(5) Chicken soup tweets are close to saturation. Students want to get dry goods and improve their knowledge or skills in a short period of time, instead of "pastoral pastoral" style appeasement.

(6) The title and content must be thoughtful. As fragmented reading goes deeper into life, students want to be inspired by ideas in a short period of time. This requires content to be professional, and try to avoid "old-fashioned talk."

(7) The public account keeps the daily frequency of the best update, which can not only keep the followers active, but also have sufficient time to conceive the next tweet to ensure the quality of the tweet.

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