

## Study of teaching evaluation based on WeChat public platform

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**Abstract.** Teaching evaluation is an important part of the whole teaching process, it is a process of improving teaching. WeChat public platform is a new type of information push platform for a large number of users, simple and easy to use. Combined with the existing results of teaching evaluation, analyzes the educational function of WeChat public platform, which will be applied to teaching evaluation, propose the design idea of using the WeChat public platform to complete the teaching evaluation, which makes up for the deficiency of the traditional evaluation, provide new ideas for the application of the WeChat public platform to teaching.

### Introduction

WeChat is a mobile instant messaging communication service developed by Tencent Inc [1], can realize real-time one-on-one communication, has become an important social media platform for computer-mediated communication [2]. WeChat public platform is a one-to-many information delivery platform based on WeChat. Teaching evaluation is an important part of the whole teaching process, according to the teaching objectives to make value judgment of the students' behavior change through the teaching activity, to provide a basis for improving teaching, improve teaching quality process [3]. In this paper, with the help of WeChat public platform, put forward a kind of instructional design of teaching evaluation based on WeChat public platform.

### Teaching evaluation and WeChat public platform

#### Teaching evaluation

Many scholars have conducted in-depth research of teaching evaluation, although their research focus is different, but basically contains the following three points: Firstly, teaching evaluation is a kind of value judgment; Secondly, teaching evaluation mainly involves three aspects, that is the teacher's teaching, student's learning and eventually teaching effect; Thirdly, teaching evaluation is the measure between teaching effectiveness and teaching objectives. These three points are the essence of teaching evaluation [4].

The importance of teaching evaluation makes more and more researchers focus on evaluation. Luli Tao et al [5] who analyzed based on three aspects, first, create an appropriate evaluation environment, get rid of the situation of "without scene". Second, use evaluation of technical support to improve formative evaluation. Third, emphasis on self-evaluation of students and teachers, play a role in the development of the evaluation.

#### WeChat public platform

WeChat public platform has many advantages:

**A large amount of users.** WeChat has become popular online communication software, and more and more people join the team of use of WeChat.

**Easy to develop.** WeChat public platform "edit mode" lets teachers to easily use each function of

the platform.

**Send the diversity of content [6].** You can send text, picture, voice, video, graphics and news five kinds of information.

**Timeliness of the information.** WeChat can be one to one or one to many instant communication, we can make evaluations more quickly and efficiently.

### WeChat public platform for the realization of teaching evaluation

Teaching evaluation is based on the teaching objectives, according to certain rules to make a description of teaching effectiveness, the purpose is to promote the teaching and learning [7]. In the traditional teaching evaluation, teaching evaluation form is single; mostly take the form of exams [8]. This paper uses the WeChat public platform to combine of formative evaluation and summative evaluation, the combination of independent evaluation, peer evaluation and teacher evaluation, the combination of quantitative evaluation and qualitative evaluation.

#### The combination of formative evaluation and summative evaluation

Summative evaluation more attention to the results of teaching for the entire period, but the learning is a dynamic development process, focus only on the result is not enough, the whole learning process should requires the same attention. Formative evaluation is in the teaching process, in order to improve the teaching and learning process for students and results, to achieve promote learning, to maximize learning purposes. In traditional teaching, due to technical means, it is difficult to achieve the formative evaluation, but WeChat public platform can help us achieve this evaluation, Fig.1

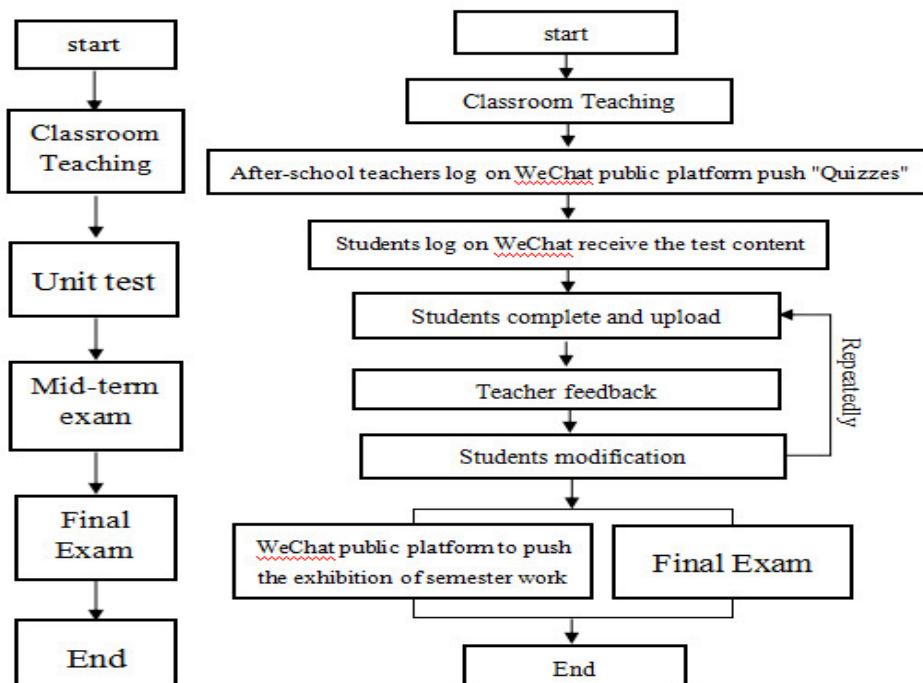


Figure 1(a) Traditional teaching evaluation process

Figure 1(b) The combination of formative evaluation and summary evaluation based on WeChat public platform

Teachers can have a "Quizzes" through WeChat public platform, through the mass or automatic reply function, every day after school, platform mass texting to students an openness, curriculum-related issues, or students send keyword "Quizzes" to subscription number, platform will automatic reply the question to students after receiving the key words. Answer is not fixed, students can use the knowledge that learn from today, or combine the content of previous study, and make a variety of solutions. And the same day finished and sent to the platform, teachers can

evaluate the students' learning, and make the appropriate adjustment to the next day. Teachers can give the results to the students in the same day, strengthen the right part, and correct the wrong places for the student. The timeliness of this evaluation also guarantees the realization of formative evaluation.

Emphasis on formative evaluation, while also concerned about the summative evaluation. In the traditional form, after students handed in their homework, the teacher gave an evaluation, it is the end of the teaching activities. These works are easily lost. The platform can save all the uploaded works for students, at the end of semester, teachers can make a small exhibition of students' work and sent to every student, let students reflect on what they have done this semester, also allows parents to see the results of a semester's efforts of their children. Forming a summary of a semester, combine with the traditional form of the final exam in order to jointly complete the summative evaluation

### **The combination of independent evaluation, peer evaluation and teacher evaluation**

In the traditional teaching evaluation, mostly teachers assign some homework, students return home to complete it, the next day returned. Teacher returned students after teacher evaluation, Fig.2(a). Teaching evaluation based on WeChat public platform joined the independent evaluation and peer evaluation, student is not only the object of the evaluation, but also the subject of the evaluation. Because the timeliness of WeChat exchange, students can quickly obtain a comprehensive result of the three evaluations, and changes in a timely manner, upload homework again, get evaluation again, modify again, evaluation and modification can be achieved several times, ultimately improve their learning, Fig. 2(b)

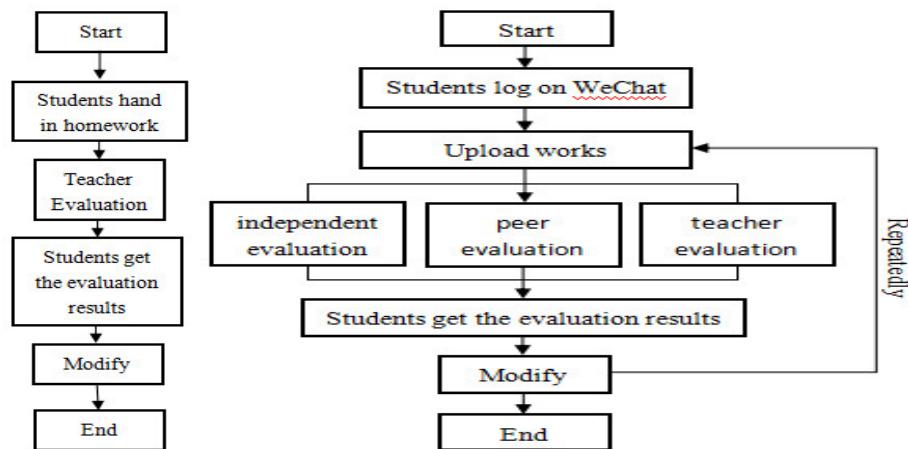


Figure 2(a) Traditional teaching evaluation process    Figure 2(b) The combination of independent evaluation, peer evaluation and teacher evaluation based on WeChat public platform

Constructivism advocated self-study, advocates students to actively participate in the study, students as the center of teaching activities, they need to identify their advantages and disadvantages and need to understand their inner mental state. They also have voice for evaluation. Students need to attach the evaluation of their work when they upload work, and can also send a rating scale to students by teachers to guide students to independent evaluation.

In peer evaluation, students are not only being reviewed, but also the reviewers. Teachers can mass the works that be received to them through WeChat public platform, or students send keyword to the subscription number, such as "works", automatically obtain all works. Everyone must carefully observe the work of others, and put forward the advantages, disadvantages and suggestion, and send the evaluation result to the subscription number. In the process of peer evaluation, students can see the advantages of other people's work to improve their own shortcomings. So the peer

evaluation is not only evaluation, but also a learning process.

Teacher evaluation mainly provides a kind of guidance for students to construct the meaning of knowledge, and guide students to improve their work, improve their learning. Teacher sends the final evaluation results to each student through the platform, let the students modify their own work and then upload again, evaluation again, and then modify again, evaluation can be realized many times.

### The combination of quantitative evaluation and qualitative evaluation

Quantitative evaluation refers to using standardized test to obtain the objective score. Test has been widely used in daily teaching, but there is a few of evaluation scale to evaluate teachers by students, this paper puts forward a scale, as shown in table 1, teachers can send to students through the platform, after the teacher receives data via computer terminal, they can analyze their characteristics and problems in the teaching, adjust teaching strategies, improve the teaching.

Teaching evaluation not only to evaluate the degree of knowledge acquisition and master, but also want to evaluate students' analysis, application, high level of intelligence factors such as creative thinking, and attitude, emotion and other non-intellectual factors. However, quantitative evaluation is difficult to do this, so the need for qualitative evaluation, while WeChat public platform provides the technical possibility to implement qualitative evaluation.

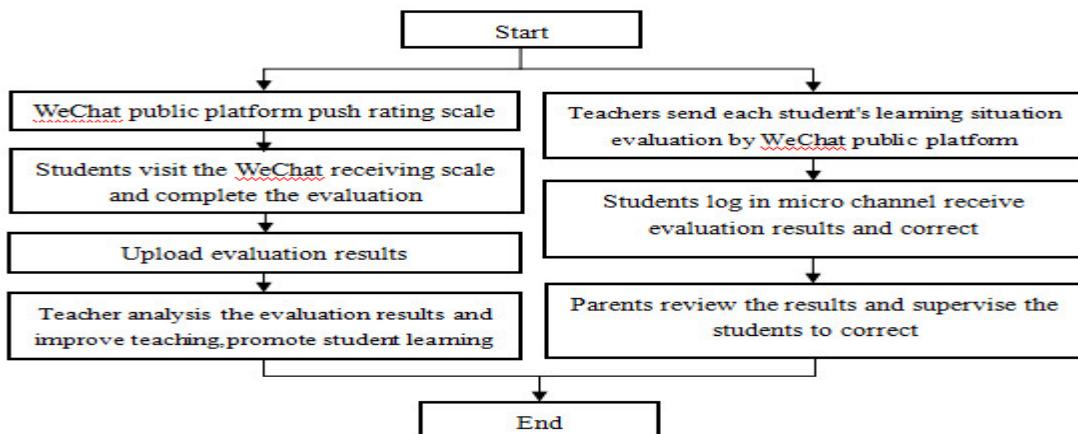


Figure 3 The combination of quantitative evaluation and qualitative evaluation

Table 1 Evaluation scale

Indicators Project	Evaluation Standard	Rating			
		Four	Three	Two	One
Classroom Teaching	Teaching language is clear and accurate				
	Teaching content and progress suitable for the student's knowledge base				
	To stimulate students' interest in learning				
	Encourage students to participate actively in class discussions				
	Serious answer students' questions				
After-school tutoring	Adequate answer time				
	Timely response to students' questions about various forms of schoolwork Such as: WeChat				
	Correcting homework and feedback in time				
	Provide rich classroom supplementary materials				
	Focus on students' psychological and emotional state				

Every day after school, teacher sent the evaluation of students' classroom performance to students

through WeChat public platform, and points out the shortage of students and suggestions for improvement. For each student targeted evaluation and guide. Let students understand their learning situation, consciously make improvement, continuing to improve learning. At the same time these evaluations will let parents see students' learning situation, is conducive to timely communication between teachers and parents.

## **Conclusions**

Teaching evaluation is an important part of the whole process of teaching, in this paper, used the new technology of WeChat public platform put forward the design ideas of the combination of formative evaluation and summative evaluation, the combination of independent evaluation, peer evaluation and teacher evaluation, the combination of quantitative evaluation and qualitative evaluation, and show WeChat public platform used in the specific process of teaching evaluation in the form of a flowchart, strive for comprehensive and objective evaluation of the teacher's teaching and student's learning. At the same time, these three evaluation methods are used in instant messaging platform, there are no such ways of traditional evaluation, they are new technology combined with traditional evaluation.

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