Application Research of WeChat Public Account in Innovation and Entrepreneurship Course

1st Hua Zhen
Harbin University
Harbin, China, 150001

2nd Wang Dong
Harbin University
Harbin, China, 150001

Abstract—**With the rapid development of WeChat's new media, more and more fields have gained the transformation of their work content and methods with the WeChat platform. Some colleges and universities have begun to use the WeChat platform in management and teaching, which provides new opportunities for the management of innovative and entrepreneurial courses for college students. Promoting college students' innovation and entrepreneurship courses with WeChat public number has become the choice of many colleges and universities. This paper analyzes the trend of college mobile learning and the advantages of personal WeChat public number in college teaching, puts forward the idea of establishing WeChat public number teaching model, constructs an interactive mobile tutoring classroom, and explores the "Internet + teaching" teaching mode.**

Keywords—*innovation and entrepreneurship, WeChat platform, college mobile learning.*

I. INTRODUCTION

The rapid development of Internet technology has changed people's life, work and learning patterns. "Internet +" has been paid more and more attention in educational classroom applications, which has led to many new teaching modes and ways of interaction between teachers and students. At present, college campuses are almost covered by wireless networks. The proportion of college students owning smart phones is as high as 99%. Mobile phones have become the first choice for people to obtain all kinds of information. In the past, online courses based on computers were not as convenient as mobile phones, and they advocated fragmentation. Today, learning is more suitable for building curriculum resources to the mobile side to assist students in their own learning. This article takes the innovation and entrepreneurship course as an example, uploads the multimedia learning guidance materials and learning materials of the innovation and entrepreneurship course through the WeChat public account, integrates the mobile media and traditional learning media, such as the school curriculum platform, and implements mobile counseling through some applications of WeChat. Classroom, the purpose of achieving full interaction between teachers and students or students and optimizing teaching results.

II. TRACEABILITY OF THE WECHAT PUBLIC PLATFORM

In the past, WeChat is a very hot communication software. Through consulting the relevant documents, it is understood that the users of WeChat have already broken through 1 billion, and it can be understood that 80% people in our country have WeChat account, and WeChat has gradually become one of the many software of the smart phone.

Since the use of WeChat must be connected to the Internet, the core of the relationship between people will be transformed into a mobile Internet, and the difference between WeChat and the PC Internet is gradually shown on the basis of a social network. It can be understood that WeChat is one of the products of the mobile Internet. In the future, mobile Internet and mobile learning will be the focus of research in this field, and will also be the major direction of future development. The WeChat platform is mainly inclined to strong relations. The strong relationship can be understood as the personal social network has a great convergence, people's work and related information are roughly the same. The relationship between people is more closely. This is the biggest difference between the WeChat public platform and other social products.

The Information Alliance of educational resources can be understood as the integration of a large number of educational resources through the Internet platform, and the further optimization of the allocation of resources is the prerequisite for teachers to obtain high quality teaching resources. By optimizing and sharing a large number of educational resources through the Internet and providing more quality teaching resources and more teaching materials for the learners, the instructors can also optimize the teaching management through a variety of teaching tools.

The scholars in the educational circles have pointed out that the value of the alliance can be fully realized only by sharing the high quality schools, high quality teacher resources and high quality teaching resources, especially in parts of the economically underdeveloped areas, the part of the region has always been lack of teacher resources and teaching. As a result, the Internet platform will provide better resources for the Department and reduce the cultural gap between China and the region.

III. THE COMMUNICATION MODE AND COMMUNICATION CHARACTERISTICS OF WECHAT

A. Flexible Interaction Method

In the past, the communication between the school and the parents of the students was through the one-way information dissemination method such as the Web system and mobile phone text messages. With the rapid development of information

technology, the emergence of the WeChat public account, the traditional web-based system between the family and the school. Home-school communication with mobile phone text messages is a one-way information dissemination, mainly used to send information to parents. Home-school interaction based on WeChat public platform is a two-way information exchange. In addition to the school to push information through the public number, parents can also reply to the school text, pictures, voice, video and other information, can be synchronized online communication with the school administrator, but also asynchronous communication. In addition, unlike traditional web systems, parents do not need to use the PC browser in a time-consuming and labor-intensive manner. They can feed information anytime and anywhere through a smart phone and interact with the school, which has powerful convenience and flexibility.

B. A Wide Audience, Easy to Operate, Rich Information

With the rapid development of the era of big data, the popularity of 4G network services has become more and more high in people's daily life. Therefore, the management of WeChat public platform will enable more comprehensive and fine management. On the other hand, operating micro-channel public platform is very convenient and easy to understand content, every user will be able to apply for certification platform, using its own account, by adding the letter nuanced platform, every user will be able to obtain information Aspects break past limitations in time and space, and can interact with others on multiple platforms in a variety of information types. More conveniently, once the information on the platform is sent, the user will receive the information immediately, the synchronization of the information is very powerful, and the information transmission has the advantages of high efficiency and accuracy.

C. open equality, enhanced interaction, flexible and private

The openness of new media can be understood as the fact that information transmission on the WeChat public platform is not limited by time 你好，space, so it is called open. Compared with the past students' moral education work, it is generally through class meetings, classroom learning, etc., and the carrier is very limited. With the advent of the information age, people's ordinary life is more and more informational, and the WeChat public platform should also meet social needs. produce, along with the increasing with the number of micro-messenger users, micro-channel public platform related functional modules also will develop more rapidly, more perfect, the degree of use of the platform more and more Gao, also as a micro-channel for the majority of industry-leading application software domain, and social life increasingly inseparable. By logging into the WeChat public platform, students will be able to access the information resources they need to improve their work efficiency.

IV. THE CONSTRUCTION OF WECHAT PUBLIC NUMBER IN THE COURSE OF INNOVATION AND ENTREPRENEURSHIP

Innovative and entrepreneurial classroom teaching is still the main form of teaching activities in Colleges and universities. Through the establishment of the mobile auxiliary platform based on the WeChat public number, the traditional and monotonous teaching mode is changed and the new teaching mode of "Internet + Teaching" is explored. Its modules are designed and implemented to follow the main functions and movement of WeChat. The design principles of learning and the learning needs of the students. The idea of building a mobile tutorial is very similar to that of a common teaching platform, but it is more simple and efficient. The teacher will upload the course guidance materials designed and made to the WeChat public to publish it, and the students can study independently at any time, and then send them through the WeChat group so that the update notice can be obtained in time, and the students can also be updated in time. With regard to content feedback at any time, content information of teachers, students and WeChat public is organically linked to a community, forming a virtual tutorial class.

V. THE CONSTRUCTION OF WECHAT PUBLIC NUMBER COUNSELING INNOVATION AND ENTREPRENEURSHIP CLASSROOM

The construction of the mobile counseling innovation and entrepreneurship classroom is mainly for teachers to produce good teaching content, upload it to the WeChat public number platform, and let students pay attention to this WeChat public number and learn about the teaching content independently. And then through the micro-channel group, the teachers, students, the public micro-channel number in the corresponding content information even as a community, mentoring constitute a virtual classroom. The main contents are as follows.

A Collection and Production of Learning Resource Materials

The teachers should be teaching material of courses taught collected in accordance with the teaching objectives and teaching content section, design and production well, as possible illustrations, audio and video and other micro-lesson many forms coexist. The WeChat public account resources are divided into two categories, one is the curriculum resources that exist in the menu navigation link, so that students can learn content anytime, anywhere. The other category is based on the schedule of the teacher's class, plus the latest developments in the industry to develop the content of the graphic information. Regardless of the type of curriculum resources, the production process is an assessment of the information technology capabilities of teachers. It is very important to require teachers to have the ability to edit images, audio and video. The well-crafted content of the course is a key factor in the application of the follow-up course.

B Construction of the WeChat Public Course Platform

The WeChat public account is divided into a front-end content reading platform for students, and a background operation platform that WeChat provides to teachers to produce and publish and manage various types of information. There are three first-level menus in the content reading interface design: course documents (including: course introduction, syllabus, lesson

plans and lectures, PPT), video courseware (sub-directories according to chapters), exercise test (set sub-directories by chapter), including exercises and answers). Teachers can make corresponding graphic and text information according to the relevant content of the new dynamics of the e-commerce industry, and carry out regular push to maintain the content of the course.

C   Teachers and Students pay Attention to WeChat Public Number

In order to allow students to regularly receive the content of the WeChat public account, students need to pay attention to the subscription number, thus forming a target audience based on the public number of information, and based on the existing navigation menu in the public platform. Content, students can choose the corresponding learning content and conduct independent learning.

D   Set The WeChat Group Instant Interaction

In order to achieve full interaction and communication between teachers and students, students and students, teachers can also establish corresponding WeChat groups, allowing students to join this WeChat group. When it is necessary to discuss, the teacher can forward the corresponding graphic information in the WeChat public account to the WeChat group. The students can receive the group broadcast information in the WeChat group, and then can consult and fully express the opinions, and the voice and graphic can be realized. Information interaction makes it easy for students and teachers to answer questions.

VI.   SETTING UP THE CONTENT MODULE OF WECHAT PUBLIC'S INNOVATION AND ENTREPRENEURSHIP CLASS

The difference between WeChat public number and PC learning is that the content is concise and clear, and navigation is not too complicated. According to the characteristics and contents of the course, WeChat public platform can set up the following functional modules: theoretical learning, case study, innovation and entrepreneurship, and curriculum notifications. The main functions of each module are described as follows.

A   Theoretical Study

It mainly aims at the design of the content of the classroom knowledge, including courseware, teaching case, example and so on. It helps students to understand the teaching ideas and contents of the teachers in advance and prepare for preview. Through the courseware browsing and teaching cases, the teacher is able to follow the teacher's progress in class so that students can work twice as well as confidence; and after class, Students and teachers can be online to answer questions and puzzles, not restricted by time and space, teachers have to communicate with students, master the students' learning situation, and improve the quality of teaching.

B   Case Study

For the operational course, the case study is particularly important, because the class or the experiment time is restricted, the student can not practice well, the teacher says the operation does not play back, the reference step also has no goal, the Internet is not allowed to collect many time conditions, it is best to consolidate on the public number at anytime and anywhere. innovation and Entrepreneurship

In this module, the "latest technology" and "related application" are designed to allow students to easily understand the frontiers of their knowledge in the resources such as graphic and literary, video and other resources. It can play a very good guiding role in career planning and technical application, and make up for the disjunction between the school and the society. In order to improve college students' entrepreneurial ability and innovative thinking.

C   Course Notice

Regular announcement of course related information is better than group notification or telephone transfer. Of course, because the public address can only send information one day, it is necessary to synchronize with WeChat group.

V. CONCLUSION

The progress of science and technology and the rapid development of mobile Internet have great influence on traditional classroom teaching. The construction of digitalized campus, the development of educational informationization, and the popularization of smart phones of teachers and students bring a good environment for the reform of traditional teaching in Colleges and universities. In order to better adapt to the development of the times and improve the quality of the teaching of innovative and entrepreneurial courses, the leadership and teachers and students of colleges and students should actively explore new ways of mobile interactive assisted teaching based on smart phones and explore a new teaching method which is more scientific and efficient and can adapt to the form of mobile interactive teaching. It not only stimulates the new teaching method of the mobile interactive teaching form. Students' autonomy in learning, at the same time, also improves the effectiveness of teaching, and improves teachers' own information ability.

REFERENCES

[1] Wu Z, Hospital B C, University C M. Study on the WeChat Public Number for Health Education in Municipal Hospital of Beijing[J]. Sci-tech Innovation and Productivity, 2016.

[2] Wang Y. The Practical Exploration of Constructing the Interactive Platform of Literary Classic Reading Course by We Chat Public Number[J]. Journal of Ningbo Radio & Tv University, 2017.

[3] Hai L H, Zhang T, Amp I, et al. Brief on the Application of WeChat Public Platform in the Practice Teaching of Ideological and Political Course in Colleges and Universities[J]. Journal of Xian Aeronautical University, 2016.

[4] Peng Y Q. Exploration and Implementation of the Training Course of Rail Transit Vehicle Specialty Based on WeChat Public Number Platform[J]. Journal of Guangdong Communication Polytechnic, 2017.

[5] Wang B. Investigation and analysis of the status of the WeChat public number of Journals in Chinese Science Citation Database[J]. Chinese Journal of Scientific & Technical Periodicals, 2016.

[6] Huang J, Library D P. A Study on Service model Innovation of WeChat Public Number in University Library[J]. Library, 2017.

[7] Yang J. Research on the Application of WeChat Public Number in Modern Teaching——Taking the Course of Automobile Consumer Psychology as An Example[J]. Journal of Anhui Vocational & Technical College, 2017.

[8] Meng C. Troubles and Exploration of Sci-tech Journals' We Chat Public Number of Universities[J]. Technology & Innovation Management, 2015.

[9] Qi C. Research on the Application of WeChat Public Platform in Teaching and Education for Private Higher Institutions[J]. Journal of Heihe University, 2017.

[10] Song-Jia L I, Fei X U. The Design of Micro Course Platform Based on WeChat Public Number in Colleges and Universities[J]. Value Engineering, 2017.

[11] Zhang J, Jiang F, Zhang Y. Design of Mentor-student Project Management System Based on WeChat Mini Program[J]. Office Informatization, 2018.

[12] Wu Z, Hospital B C, University C M. Study on the WeChat Public Number for Health Education in Municipal Hospital of Beijing[J]. Sci-tech Innovation and Productivity, 2016.

[13] Peng G, Shi C C, Jie F. Research of WeChat Public Number's Security of Power Information System[C]// 2015 joint international mechanical,electronic and information technology conference. 2015.

[14] Zhang J, Jiang F, Zhang Y. Design of Mentor-student Project Management System Based on WeChat Mini Program[J]. Office Informatization, 2018.