

Research on Value Assessment of Wechat Public Number Transaction

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Abstract - After years of development, Wechat Public Platform has become an indispensable part of the self-Media industry. It has also become the dependence of numerous micro-credit users, and has also brought direct income to more self-Media people. This paper takes Wechat Public Number as an object, and discusses its value evaluation and related issues in the process of trading, analyses the development process of Wechat tool, its public platform and public number, the market demand and transaction process of Wechat public number trading. It studies the problems of data authenticity discrimination, transfer mode, potential risk, legal effect and policy application in the process of public number trading of Wechat, probes into the basis, ideas and methods of Weixin Public number transaction valuation.

Key words: Wechat Public Number; Transaction Value; Public Number Value Evaluation

I INTRODUCTION

The appearance of Wechat has greatly improved people's way of life [1]. There is a saying that Wechat is not only a means of communication, but also a way of life [2]. Wechat has a huge number of users, many enterprises, institutions or individuals need a platform to connect with the huge micro-credit user group , which produces the Wechat public number [3].

The emergence of Wechat public platform has brought huge business opportunities to more people [4]. With the huge number of users of Weixin (Wechat), the public platform of Wechat has become the benchmark of new media after a few years' development [5]. At present, the number of public numbers has already exceeded 20 million. Numerous account transactions have taken place under the huge base [6]. The trading market potential of Wechat public numbers is huge.

II DEVELOPMENT AND TRANSACTION OF WECHAT PUBLIC NUMBER

A. Development of Wechat Public number

Wechat Public Number is an application account applied by developers or merchants on Wechat Public Platform, which could communicate with QQ account [7]. Through the public number, merchants is able to communicate and interact with all the specific people in all directions through words, pictures, voice and video on the Wechat Platform [8]. This forms a kind of Wechat which mainstream online and offline realizes interaction. Marketing methods. Table 1 shows the important time points and events of the birth and development of

Wechat Public Number.

TABLE I. THE IMPORTANT TIME POINTS AND EVENTS OF WECHAT PUBLIC NUMBER

Time (Period)	Event
Aug. 17, 2012	Wechat Public Platform is officially open to public organizations or individuals.
Aug. 23, 2012	Wechat Public Number officially launched.
Mar. 19, 2013	Wechat opened its "custom menu", but it is only used by organizations or enterprises.
Aug. 29, 2013	In the Wechat public platform, data statistics functions are added, including fan management, accurate analysis of reading pictures and texts to hours and years, fan gender, mobile phone models used, fan affiliation and other statistics.
End of 2015	The number of public numbers registered has exceeded 10 million +.
End of 2016	The number of public numbers registered has exceeded 16 million +.
Mar. 8, 2017	The Wechat Public has added the function of putting fans' messages on the top. Operators have more control over their public numbers. They can leave interesting or useful fans' messages at the bottom of the public document according to their personal preferences.
Mar. 16, 2017	Wechat Public Platform added appreciation function in the background of Public Number, which further improved the liquidity of Public Number.
End of 2017	The monthly activity of the public number reached 3.5 million, and the number of registrations exceeded 21 million +. The monthly activity increased by 14% compared with 2016. In 2017, the number of active fans reached 800 million, accounting for more than 80% of micro-credit households.

B. Market Demand of Wechat Public Number Trading

In 2017, the registered public number of Weixin has exceeded 20 million +. There are many professional self-Media teams among operators [9]. An excellent team will operate dozens to hundreds of public numbers at the same time [10]. By the end of 2017, the original function number of Wechat Public can reach about 1200 yuan in the market. In December 2017, Wechat's public account was fully open to original functions, which brought good news to buyers who need original function accounts in the market.

C. The trading process of Wechat Public Number

Public number transactions are usually conducted through third-party intermediary platforms [11]. Buyers contact third-party intermediaries by selecting the desired Wechat public number through third-party websites. However, in order to protect resources, most of the platforms currently do not usually push the public name card directly to the buyer, but they will send back-end screenshots of the public number to

them, such as the number of fans, the proportion of men and women, the number of fans in the region, the analysis of reading pictures and texts, etc. If the buyer is still interested, a deposit (usually 20% of the transaction value of the public number) is required and a "call agreement" is signed, which can be refunded if the public number does not match the description of the third party salesman [12]. If the buyer decides to buy the public number after reading it, the salesman is responsible for creating a transaction discussion group, and the buyer and seller talk directly, while the salesman acts as a third party to supervise and answer questions, and the buyer and seller discuss to confirm the transaction. Or two of the third-party salesmen communicate the buyer's and seller's prices and other agreements separately.

After the two sides confirm, they begin to draw up the contract. When the signing the contract is finished, the buyer pays to the third party platform, at the same time the seller submits all the information of the account to the buyer. The buyer modifies and confirms the information of the account. The third party guarantees the smooth passage of the transaction. By confirming the completion of the transaction, the third party platform lends money to the seller to ensure the safety of the transaction process. Contracts signed by public number buyers and sellers can be scanned or delivered by express. The contract must be signed with the main body of the account. If the subject of the public number is an individual, the transferor of the contract should be the subject himself. The transaction process depends on the contents of contract to restrict. The third party should provide complete contract information to restrain the transaction of both parties to ensure that the interests of both parties are not infringed. The contract only needs the signature of the parties. In fact, the proportion of such personal account transactions is not low.

If the main body of the public number is an company, it must sign the transfer contract in the name of the enterprise, otherwise it will bring greater risks to the transaction process. If the transferor sells the account without authorization, it is suspected of fraud and the contract is invalid. A new business license is required after the transaction is completed. Sometimes in order to ensure the validity of the contract, the buyer can apply for the seller's remote video (hand-held ID card or business license) and record the whole contract signing process, to ensure the validity of the contract. The third-party intermediary trading platform guarantees the security of the transaction process. The intermediary fee is 3% (A5 net), 7% (Wanyiyun net), or 10% (Weisheng net and Fishclaw net) of the transaction volume of public number. Both sides should agree in advance in the discussion group which party will pay the handling fee. The handling fee will be deducted before payment to the seller. During the transaction, the buyer pays the money to the third party platform. During the process of the buyer's docking, the buyer gets the account number, modifies the data and confirms that within 24 hours after the end of the transaction, the third party platform pays the transaction money to the seller.

D. Problems in the Public Number Trading of Wechat

The problems involved in the process of trading Wechat public numbers mainly include the following aspects:

1) Risk of the Seller's Account Retrieval

Because some accounts are not handed over carefully, leading to the original owner can retrieve the account by some means. Once the account information is retrieved and revised again, the buyer will suffer losses. Therefore, when the account is handed over, it is necessary to sign a very rigorous contract and agree on the appropriate treatment methods, the risk will be reduced in such a way.

2) Flow Income Account

Once the traffic owner, or amount master as it usually called, is opened, the identity of the opener cannot be changed, which means that even after the transaction, the bank card bound by the traffic owner must only be used by the original account operator. The general solution is to require the original owner to bind the flow owner's bank card at the same time or to bind a new registered bank card and hand it over to the buyer synchronously, which is extremely insecure for the buyer. So there is a certain danger in the change of the amount master.

3) The Transfer of Public Number of Enterprise Subject

In order to change the main body of an enterprise public number, the Wechat number should transfer the purchased account to the account of another main body of the enterprise. Some buyers will omit this step and still use the business license of the original owner to operate the public number, which has proved to be very unsafe.

4) Legal Benefits of Signing Public Number Trading Agreement

There is no provision in the current law for self-Media transactions. Tencent's official attitude towards public number trading is also non-supportive and non-intrusive. From this point of view, when a breach of contract occurs in a transaction, even if there are contractual constraints, most of them will choose to solve it privately.

5) The account was closed during the transaction

In the process of trading, the original owner must stop all activities of the account, do not publish, do not publish advertisements, and the account has to be in a standstill state. But some sellers will hope that the account will continue to play a role in the last few days. They will take risks to receive and publish many advertisements. The probability of account violation or even being blocked is definitely very high. In the course of transaction, there will be certain treatment methods when the account is sealed in the transaction contract.

6) Authenticity of Wechat Public Number Data

There are some public numbers whose data are superficially very good, but their authenticity is questionable. This requires a certain ability to identify accounts. In the process of trading, the data displayed by the public numbers should be analyzed in depth. If the account data is fraudulent, it will mislead the value of the public numbers [13].

7) Policy Change of Wechat Public Platform

The policy changes of Wechat public platform have a profound impact on the value of each type of public number

[14]. For example, at the end of last year, the Wechat team opened up the "original statement" and message function, making the original white number a worthless existence.

III VALUE ASSESSMENT OF WECHAT PUBLIC NUMBER TRANSACTION

A. Truth and False Judgment of the Transaction Value of Wechat Public Number

For public number transactions, the identification of public number data is undoubtedly one of the most basic professional abilities of third-party salesmen and buyers.

According to the Special Study Report on Brush Quantity of China Wechat Public Number in 2017 published by iiMedia Research - a leading global third-party data mining and integrated marketing organization for mobile Internet, 80.6% of the public numbered in 2016 had brush behavior, which rose to 86.2% in 2017. This shows that brush behavior is relatively common and shows an increasing trend. But at the same time, more than 50% of the public readers are still in the blind area of brush perception. Some public number operators, through some special means, paint an account with empty fans but no actual reading amount into a high-quality account in a short time, which improves the value of the public number, with the purpose of deceiving investors in financing or raising advertisers' prices.

The way to distinguish the value of public numbers can be simply summed up as "experience (knowledge, probability)+logic (principle, law)". There are several ways of recognition as follows:

1) Headline reading is unstable in different days: a public number read only a few hundred two months ago, and now it reaches tens of thousands; a public number read often between eight thousand and nine thousand, but only a few hundred in a few days;

2) Longitudinal comparison of headline reading and other content reading in the same day: Generally, the reading of sub-articles is about 30% to 50% of headline reading, and the proportion of public numbers with excellent quality will be more disparate;

3) Judging by other common sense:

The number of people who give praise to Wechat, that is, the proportion of people who give praise after reading: Generally speaking, the proportion of people who give praise after reading is above qian'fen, which is normal. The proportion of accounts with good stickiness can reach more than 1%, and that of very few accounts can reach more than 10%.

Read messages: A headline reading often reaches 120,000 original public documents, the number of messages only one or two is very abnormal.

B. Evaluation of the Transaction Value of Wechat Public Number

1) Visual Data of Wechat Public Number

For Wechat public numbers, the presentation of data is often the first criterion for the evaluation of public numbers.

The four data of Wechat's public number value - UV, sex ratio, number of violations and number of points of approval, can be viewed intuitively through the background of Wechat's public number.

- UV: The ratio of the number of articles read by the public number to the number of fans is called "UV". Usually, the number of UV accounts in the public number trading market will be more than 5%, and the number of accounts with 20% or more will be very high quality. The number of fans often represents the popularity of a public name. More importantly, the proportion of reading and fans is the value of a public number.
- The proportion of men and women: Under the premise of a certain UV, the higher the proportion of women's powder, the greater the price of single powder, and the proportion of public numbered women's powder in some emotional topics and cosmetics can reach 100%.
- Violations: Violations are the risk of investing in an account. The more violations the public number got, the bigger the probability of the account being blocked. Therefore, in the transaction, the number of violations is the buyer's point of great concern. Salesmen need to carefully examine the number of irregularities, which can be classified into several categories, some of which are advertising irregularities, and some of which are inappropriate statements. They are the "blemish" of the public number, which is always accompanied by the growth of the public number.
- Number of praise: Spotting praise is an expression of psychological identity, which reflects readers' attitudes or cognitive tendencies to a certain extent. There is also a proportional relationship between the number of praises and the number of readings: the proportion of point praises to the number of readings commonly varies from 3‰ to 5‰, and very few can reach 10‰.

These four data support the basic framework of public number value, and are also the criteria for estimating the value of public number in the current public number trading market.

2) Wechat Public Number Type

There are many kinds of Wechat public numbers, and their value will not be the same. The more vertical the content of the public number, the closer the basic types of fan groups are, which is more attractive to buyers. The most popular types of public numbers in the market are as follows.

● Public Number of Female Fans

The proportion of female fans is often used as an important indicator of the public's liquidity. Women have the essence of impulsive consumption, emotional women or cosmetics, and the public number of dress and adornment types is the most popular target in the trading market, and the public number with the strongest liquidity.

● Financial Public Number

Financial public numbers are mainly about stocks, commerce, lottery, finance and economics [16]. Financial

public numbers are an admirable category. Most of the fans who will pay attention to this kind of public number are those who are engaged in the financial industry. They have strong consumption ability, which improves the liquidity of the public number. This kind of public number is the "diamond" in the public number market. It's not surprising that the price of a single fan can reach 10 yuan or even tens of yuan.

● Science and Technology Public Number

People who pursue science and technology are always more interested in new things. Science and technology number belongs to a highly vertical public number. Most of its fans are technology practitioners or technology houses. Their hobbies are willing to "recharge their beliefs".

3) Wechat Public Number Ranking

At present, there are mainly new lists and public number rankings for the self-media. The top public slogans in the list are supported by the brand appeal of well-known or semi-well-known Big V, with original articles as the core, such as Mimmon and Pa PI sauce.

With the credit endorsement of a well-known brand, its fans will have a place to belong to, and the operators will get twice the result with half the effort. As a buyer, the higher the ranking of the public numbers he plans to purchase, the more reassuring and satisfying he will be.

4) The liquidity of Wechat Public Signal

The four data mentioned above are the framework of public number value, and liquidity, or cashability, is the foundation of public number value.

Cashability is the biggest attraction for buyers in Wechat public number trading. Cash channels mainly come from information flow owners and advertisers. The profits of these two main bodies have different attractions for different buyers.

The main body of information flow is the most intuitive income. After the user clicks the advertisement at the bottom of the article after reading it, there will be a given amount of funds to enter the account. Usually, the message of video signal is higher, because the exposure rate of video is greater, and in the circle of friends, the probability of forwarding is higher.

Advertisers, as the main channel of revenue in public numbers, are the greatest embodiment of the realizable value of public numbers. Advertising costs for some well-known public numbers are clearly marked. A soft tweet or a hard tweet is only the operation of publishing articles for operators, but it can bring considerable revenue.

IV CONCLUSION

The birth of Wechat Public Platform has brought a boost to the development of new media, complemented and grown together with Wechat. The emergence of Wechat has made people's lives more convenient. The emergence of Wechat public platform has broken the old pattern of traditional media and carried huge business opportunities to countless self-Media owners.

Through the transaction of Wechat Public Number, more people are willing to participate in the construction and application of Wechat Public Platform, and more third parties join in the transaction of Wechat Public Number. However, the trading market of it is not mature enough, where there are many problems. It is necessary to evaluate the trading value of Wechat's public number on the base of distinguishing the authenticity trading value of Wechat's public number. The basis of evaluation includes not only the four data that support the basic framework of public number value, but also the type, ranking and performance of public number.

With the continuous improvement of the functions of Wechat public platform, I believe that in the near future, the public number trading market will have a rapid development, with its huge base, to promote the further healthy development of self-Media technology and its application.

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