

# Research on Construction Quality Evaluation of Ideological and Political Wechat Public Accounts in Universities under the Communication field

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**Abstract.** In order to accurately evaluate the construction quality of ideological and political Wechat public accounts in colleges and universities, based on the perspective of communication field, this paper constructs the quality evaluation index system of the construction quality of ideological and political Wechat public accounts in colleges and universities from the aspects of content quality, expression quality and utility quality, and evaluates the quality of the construction quality of ideological and political Wechat public accounts in colleges and universities by using analytic hierarchy process (AHP). Research shows that the overall construction quality of ideological and political Wechat public accounts in colleges and universities is not good, especially the diversity, real-time type and originality need to be further improved. It is suggested that content should be king to meet user needs, originality and diversity of forms should be advocated, and important information should be pushed in real time to promote the quality of the Wechat public account of ideological and political affairs in colleges and universities.

## 1. Introduction

With the development of information technology and mobile communication technology, the size of the Internet in China continues to increase, and the number of netizens continues to grow. Young college students have become the main core user group of Internet technology. They are active in thinking, have the courage to try and accept new things, and are in a turbulent period of ideology and values. They are easy to be confused and shaken, and are the main target of ideological infiltration by hostile forces. Wechat official accounts contain a wide range of information and spread quickly, becoming the main source of information for teachers and students in colleges and universities. The combination of Wechat public account and ideological and political education in colleges and universities is an effective exploration for ideological and political workers in colleges and universities to broaden the way of education. The establishment of the Wechat official account of ideological and political affairs in colleges and universities combines the positive and healthy communication content of ideological and political education with the Wechat official account, which is a form of communication with the characteristics of fast communication, wide range, two-way interaction and convenient feedback. It is a value supplement to the Wechat official account of colleges and universities, a communication medium, in terms of communication content. At the same time, it is an effective innovation of the communication mode of ideological and political

education in colleges and universities, and a beneficial exploration of the theory and practice of improving the effectiveness of ideological and political education communication<sup>[1]</sup>. As the main information release channel at present, the input and use of Wechat official accounts of ideological and political affairs in colleges and universities not only increase the convenience of information transmission, but also improve the participation in the construction of ideological and political education in schools. How to improve the quality of the construction of Wechat official accounts of ideological and political affairs in colleges and universities and promote the effectiveness of ideological and political education has become an important topic discussed by the academic circle<sup>[2]</sup>.

At present, Wechat official account has become an important information office and transaction processing platform for colleges and universities to release information, solve problems, and provide student services. At the same time, it has gradually become an important position for ideological and cultural publicity and public opinion guidance of colleges and universities in the new era. However, at present, a considerable number of Wechat official accounts of ideological and political affairs in colleges and universities rely too much on simple information release and integrated service functions, so it needs in-depth thinking and research on how to improve the quality of construction, cultivate the value of education in scientific research and teaching, and fill the gap of ideological and political education after class and outside school. Tao Fuwen believes that most

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official Wechat public accounts of colleges and universities currently have problems such as low originality of content, lack of attention to interaction, amateurism of operation teams and strong liquidity, and low diversification of information forms<sup>[3]</sup>. According to the statistical analysis of 894 tweets in the official Wechat account of Huzhou Normal University from 2016 to 2017, Yang Zhenhua et al. found that different titles, article types and interactivity would have an impact on users' attention. Therefore, the official Wechat account of colleges and universities should not only focus on title construction, but also take student-related events as the main body of tweets. Enhance user stickiness<sup>[4]</sup>. Song Xueyan et al. built a new quality evaluation system based on the SERVQUAL model, surveyed users' recognition of the ten indicators with network questionnaires and adjusted the model, and then evaluated the Wechat official accounts of three universities' ideological and political affairs by combining the MUSA model function with user satisfaction<sup>[5]</sup>. The research shows that the Wechat official accounts of ideological and political affairs in colleges and universities are affected by a variety of factors, so it is necessary to build a scientific and systematic evaluation index system to discuss the quality of its construction.

Based on this, in order to explore the quality of ideological and political Wechat public account construction in colleges and universities, this paper starts from the perspective of communication field, constructs the quality evaluation index system of ideological and political Wechat public account construction in colleges and universities, evaluates the quality of ideological and political Wechat public account construction in colleges and universities by using analytic hierarchy process, and puts forward quality improvement strategies from three aspects: content quality, expression quality and utility quality.

## 2. Research Design

### 2.1 Research Tools

In order to understand the current quality of ideological and political Wechat official account construction in colleges and universities, this paper takes Mianyang Normal University ideological and political Wechat official account construction as the research object and students as the target audience to conduct a questionnaire survey on the quality of ideological and political Wechat official account construction in colleges and universities. The questionnaire on the quality of ideological and political Wechat official account construction in colleges and universities is based on the quality evaluation index of ideological and political Wechat official account construction in colleges and universities. In addition to combining its own characteristics and positioning, the selection of the quality evaluation index of ideological and political Wechat official account construction in colleges and universities should conform to the principles of science, authority, objectivity, systematicness and operability as far as possible, so as to ensure the accuracy

and rationality of the evaluation results. This paper reviews relevant literature, combines the characteristics and functions of ideological and political Wechat public accounts in colleges and universities, constructs the preliminary screening index of the quality evaluation index system of ideological and political Wechat public accounts in colleges and universities from the perspective of the communication field, and then screens the index for the first time through semi-structured interviews with users. Finally, based on the experts' scoring and suggestions on the importance of indicators, Finally, the index system as shown in Table 1 is determined, consisting of 3 first-level indicators and 13 second-level indicators.

**Table 1.** Quality evaluation index system of ideological and political Wechat public account construction in universities

| Destination Layer                                                                                               | First level indicator | Second level indicator |
|-----------------------------------------------------------------------------------------------------------------|-----------------------|------------------------|
| Quality evaluation index system of ideological and political Wechat public account construction in universities | Content quality       | Accuracy               |
|                                                                                                                 |                       | Objectivity            |
|                                                                                                                 |                       | Originality            |
|                                                                                                                 |                       | Retroactivity          |
|                                                                                                                 | Expression quality    | Logicity               |
|                                                                                                                 |                       | Enjoyment              |
|                                                                                                                 |                       | Diversity              |
|                                                                                                                 |                       | Security               |
|                                                                                                                 |                       | Real-time              |
|                                                                                                                 | Utility quality       | Value                  |
|                                                                                                                 |                       | Communication          |
|                                                                                                                 |                       | Relevance              |
|                                                                                                                 |                       | Ease of use            |

The expert questionnaire was designed to determine the weight of each index by using the construction quality evaluation index system of the Wechat public account of ideological and political affairs in colleges and universities. Then, the quality evaluation questionnaire for the construction of ideological and political Wechat public accounts in colleges and universities is designed. Students are asked to score each index, score each item by 5 points, and sort out the relevant data collected.

### 2.2 Data Collection

Twenty ideological and political teachers, administrators, and relevant experts were invited to investigate the weights of the first and second indexes of the quality evaluation index system for the construction of ideological and political Wechat public accounts in colleges and universities, collect and sort them out, and compare them one by one with the analytic hierarchy process. The results are shown in Table 2.

**Table 2.** Weight of quality evaluation index system of ideological and political Wechat public accounts construction in universities

| First level indicator | Weight | Second level indicator | Weight |
|-----------------------|--------|------------------------|--------|
| Content quality       | 0.372  | Accuracy               | 0.278  |
|                       |        | Objectivity            | 0.246  |
|                       |        | Originality            | 0.263  |
|                       |        | Retroactivity          | 0.213  |

|                    |       |               |       |
|--------------------|-------|---------------|-------|
| Expression quality | 0.283 | Logicity      | 0.195 |
|                    |       | Enjoyment     | 0.281 |
|                    |       | Diversity     | 0.310 |
|                    |       | Security      | 0.214 |
|                    |       | Real-time     | 0.154 |
| Utility quality    | 0.345 | Value         | 0.316 |
|                    |       | Communication | 0.242 |
|                    |       | Relevance     | 0.158 |
|                    |       | Ease of use   | 0.130 |

1000 students were randomly invited to conduct a questionnaire survey on the status quo of the construction quality of Wechat public accounts for ideological and political affairs in colleges and universities. Questionnaires were mainly distributed on the spot and collected on the network survey platform. A total of 951 questionnaires were collected from June 2022 to December 2022, of which 917 were valid. Cronbach's  $\alpha$  coefficient was tested for each dimension of the index system, and the results were shown in Table 3. Cronbach's  $\alpha$  coefficient was all above 0.8, indicating that the reliability level of the scale was high and each measurement item of the scale had high internal consistency, which enabled further analysis of the data. KMO test and Bartlett sphere test were used to test the validity of the questionnaire, and each index was shown in Table 4, showing that the KMO value was 0.93. The results showed that the questionnaire design was reasonable and reached an acceptable level.

**Table 3.** Reliability test

| Indicator     | Item | Cronbach's $\alpha$ coefficient |
|---------------|------|---------------------------------|
| Accuracy      | 4    | 0.924                           |
| Objectivity   | 3    | 0.906                           |
| Originality   | 5    | 0.895                           |
| Retroactivity | 4    | 0.937                           |
| Logicity      | 5    | 0.915                           |
| Enjoyment     | 4    | 0.910                           |
| Diversity     | 3    | 0.833                           |
| Security      | 3    | 0.826                           |
| Real-time     | 4    | 0.934                           |
| Value         | 6    | 0.847                           |
| Communication | 6    | 0.951                           |
| Relevance     | 5    | 0.922                           |
| Ease of use   | 4    | 0.871                           |

**Table 4.** Validity test

| Variable | Indicator              |
|----------|------------------------|
| KMO      | 0.93                   |
| Bartlett | Approximate chi-square |
|          | 1555.389               |
|          | df                     |
|          | 76                     |
|          | P                      |
|          | 0.000                  |

### 3. Research Results

After data sorting of the questionnaire survey results, the analytic hierarchy process is used to calculate the evaluation results of the construction quality of the Wechat public accounts of colleges and universities, as shown in Table 5. It can be seen from the table that the lowest scores of the secondary indexes are diversity,

real-time type and originality. In particular, the originality and diversity indexes have higher weights but lower scores, which reduces the overall construction quality. The first-level index scores of content quality, expression quality and utility quality were 3.7882, 3.8758 and 3.9141, respectively, indicating that the scores of the three aspects were between average and good, and needed to be further improved. According to the weight calculation, the quality evaluation score of ideological and political Wechat public account construction in colleges and universities is  $3.7882 \times 0.372 + 3.8758 \times 0.283 + 3.9141 \times 0.345 = 3.856$ , which is also between average and good.

**Table 5.** Quality evaluation results of ideological and political Wechat public accounts construction in universities

| First level indicator | Score  | Second level indicator | Score |
|-----------------------|--------|------------------------|-------|
| Content quality       | 3.7882 | Accuracy               | 3.972 |
|                       |        | Objectivity            | 4.190 |
|                       |        | Originality            | 3.584 |
|                       |        | Retroactivity          | 3.989 |
|                       |        | Logicity               | 4.120 |
| Expression quality    | 3.8758 | Enjoyment              | 3.802 |
|                       |        | Diversity              | 3.203 |
|                       |        | Security               | 4.725 |
|                       |        | Real-time              | 3.430 |
|                       |        | Value                  | 4.189 |
| Utility quality       | 3.9141 | Communication          | 4.001 |
|                       |        | Relevance              | 3.802 |
|                       |        | Ease of use            | 3.794 |

It can be seen from the table that the score of diversity is the lowest, specifically, that is, the combination of pictures, audio, video and other forms of information push instead of pure text content. The survey shows that the impact of pictures and videos on the senses can enhance the attractiveness of the corresponding articles and make the contents more intuitive, thus further stimulating readers' interest in reading. The phenomenon of chaotic and jumbled typesetting on the Internet will be doubled in the mobile media, the reduced screen with dense text, will let readers lose more patience, users may even directly cancel the attention to this public number, therefore, the composition of the concise article is also an important factor to improve the quality of college ideological and political Wechat public number information. Therefore, when transferring information, the Wechat official accounts of ideological and political affairs in colleges and universities should pay attention to the layout design, which should conform to the fragmented and entertaining reading habits of college students, reduce the number of text narration and paragraphs, adopt a combination of various forms to highlight the key points of information, use concise and standardized typesetting to improve the readers' favorable impression of the official accounts, and provide users with comfortable and enjoyable viewing experience.

Second, the real-time score is 3.430, which is also low. Timeliness is the essential attribute of information. Compared with traditional voice channels, Wechat official accounts of ideological and political affairs in colleges and universities have more timely and convenient advantages, which can push some notification and

academic information timely in the first time, generate maximum value for users, and truly improve the efficiency of students' life and learning. For general publicity information, the Wechat official account of ideological and political affairs in colleges and universities can adjust the push time and frequency scientifically and flexibly. According to the 2013 Wechat User Behavior Analysis Report of Sutu Research Institute, users most expect to receive push information during the two periods of 8:00-11:00 and 18:00-20:00. Based on this, users' work and rest time is taken into account to maximize the dissemination scope and influence of Wechat public accounts of ideological and political affairs in colleges and universities.

Finally, the score of originality was 3.584. According to the characteristics of official Wechat, necessary processing should be carried out to push articles, rather than simple copying. The topics in the Wechat official account of ideological and political affairs in colleges and universities should be close to life and campus. Because according to the composition of fans, we can know that the audience of the Wechat official account of ideological and political affairs in colleges and universities are more concerned about the development of the school, both inside and outside the school and the staff, the parents of students also hope to have a deeper understanding of the school's work and students, rather than to discuss the current social hot spots without substantial significance. Original content and distinctive features of the school can trigger more users' attention; At the same time, originality and relevance are also mentioned several times in the user suggestions of the questionnaire. It can be seen that attaching importance to the originality and relevance of information content can greatly improve the information quality of the Wechat official accounts of ideological and political affairs in colleges and universities.

#### 4. Discussion

China's network media is in a period of rapid development, and the reform and innovation of ideological and political education has entered a critical period. College students are the pillars of the motherland and the hope of the country, so we should keep pace with The Times and innovate the way of ideological and political education for college students. In the new media era, as a new front for ideological and political education in colleges and universities, as the main information release channel at present, the input and use of the ideological and political Wechat official account in colleges and universities not only increases the convenience of information transmission, but also improves the participation in the construction of ideological and political education in colleges and universities, and improves the construction quality of the ideological and political Wechat official account in colleges and universities. It puts forward new challenges to the ideological and political educators in colleges and universities. In order to understand the construction quality of ideological and political Wechat public accounts in colleges and universities, this paper shows

through investigation and research that the overall construction quality of ideological and political Wechat public accounts in colleges and universities is general, especially the diversity, real-time type and originality need to be further improved. It is suggested that content should be king to meet user needs, originality and diversity of forms should be advocated, and important information should be pushed in real time to promote the quality of the Wechat public account of ideological and political affairs in colleges and universities.

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