

The Impact of University-Specific WeChat Official Accounts on the Socialist Values of Art Students

A Exploration Based on the "BIFT Art Sea Studio" WeChat Official Account

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Abstract—In contemporary higher education, the rise of social media has provided universities with new platforms for information dissemination, establishing connections, and shaping institutional culture. University-specific WeChat Official Accounts have emerged as crucial tools for interaction and information dissemination between universities and students. However, their influence on students' ideological perspectives, particularly in shaping socialist values, remains relatively underexplored. This research focuses on investigating the potential impact of the "BIFT ART SEA STUDIO" WeChat Official Account on the socialist values of art students. Socialist values, as an integral component of Chinese socialism, play a crucial role in guiding higher education. Art students, epitomizing creative thinking, contribute not only to the individual formation of values but also play a pivotal role in the inheritance and innovation of institutional culture. The "BIFT ART SEA STUDIO" WeChat Official Account, as a primary channel for information dissemination and interaction, is of particular interest in its potential influence on shaping the socialist values of art students. Through an in-depth exploration of the content, interactive strategies, and levels of student engagement on the "BIFT ART SEA STUDIO" WeChat Official Account, this research aims to unveil the mechanisms through which university-specific WeChat Official Accounts influence the socialist values of art students. The findings of this study contribute to a nuanced understanding of the role of social media in higher education and provide empirical insights for the development of informed educational management strategies. In essence, this research addresses existing gaps in the literature, delving into the substantive impact of university-specific WeChat Official Accounts on the socialist values of art students and offering practical recommendations and theoretical guidance for social media operations in higher education institutions.

1. Introduction

The emergence of social media in contemporary higher education provides institutions with a new platform for information dissemination, establishing connections, and shaping institutional culture [1]. In this context, university-specific WeChat Official Accounts, as a crucial social media tool, have become one of the key platforms for interaction and information dissemination between universities and students. However, their impact on students' ideological perspectives, especially in shaping socialist values, remains relatively underexplored [2]. This study aims to delve into the potential mechanisms through which university-specific WeChat Official Accounts influence the socialist values of art students, providing a fresh perspective and theoretical support for higher education management.

Socialist values, as an integral part of Chinese socialism, play a significant guiding role in higher education [3]. Art students, representing creative thinking, influence not only individual values but also contribute to the inheritance and innovation of institutional culture. University-specific WeChat Official Accounts, serving as a primary channel for information dissemination and interaction, have attracted considerable attention regarding their potential influence on shaping students' socialist values.

Through an in-depth investigation into the content, interaction methods, and student participation levels of university-specific WeChat Official Accounts, we aim to uncover the process through which these accounts shape the socialist values of art students. This study not only aids universities in better understanding the role of social media in higher education but also provides empirical foundations for developing more scientific and effective educational management strategies. Thus, this research aims to fill gaps in current literature, deeply explore the substantial impact of

university-specific WeChat Official Accounts on the socialist values of art students, and offer practical recommendations and theoretical guidance for social media operations in higher education institutions.

2. Official Accounts and Socialist Values of College Students

2.1 The Significance of University-Specific Public Accounts

University-specific public accounts, as a form of digital media tool, have gradually become a focal point in the field of educational management within higher education institutions. The emergence of this tool not only provides universities with a new platform for information dissemination but also creates more possibilities for interaction between schools and students. This section will explore the significance of university-specific public accounts, including their roles in campus culture dissemination, enhancing student engagement, and cultivating socialist values [4].

Dissemination of Campus Culture. As a platform for the dissemination of campus culture, university-specific public accounts contribute to shaping a unique atmosphere on campus by sharing information about campus activities, academic achievements, art exhibitions, and more. Through this approach, universities can convey their core values and characteristics to a wide audience, fostering the formation of consensus within the campus community.

Enhancement of Student Engagement. University-specific public accounts provide students with a platform to participate in campus activities and social affairs. By utilizing features such as event announcements and interactive polls, these accounts stimulate students' interest and desire to engage in campus life. This active participation helps cultivate students' spirit of teamwork and social skills.

Cultivation of Socialist Values. As a channel for communication, university-specific public accounts contribute to conveying socialist core values to students. By publishing content related to socialist ideals, such as articles and videos, schools can guide students to form correct socialist perspectives and encourage art students to contemplate the relationship between social responsibility and values.

Social Interaction and Information Dissemination. University-specific public accounts serve as direct and timely communication channels between schools and students. Through interactive comments, Q&A sessions, and other means, schools can understand students' needs and feedback, while also promptly conveying important information to students, facilitating the circulation and sharing of information.

University-specific public accounts play a crucial role in campus management by providing an effective tool for information dissemination and promoting the dissemination and shaping of campus culture. Additionally, by enhancing student engagement and guiding socialist values, these accounts offer robust support for achieving educational goals in higher education institutions.

2.2 The Significance of Cultivating Socialist Values in Art College Students

Cultivating socialist values in art college students is not only a crucial task in higher education but also a key factor in driving societal development and cultural construction. This section will elaborate on the significance of cultivating socialist values in art college students, covering aspects such as individual development, cultural heritage, and societal harmony [5].

Enhancement of Individual Development. Elevating Ideological Awareness and Social Responsibility. The cultivation of socialist values contributes to enhancing the ideological awareness of art college students, enabling them to comprehend social responsibility more profoundly and better connect art with society. Moral Qualities and Civic Consciousness. Socialist values emphasize the cultivation of moral qualities and civic consciousness, aiding art college students in prioritizing societal benefits and caring for public interests in their creative expressions [1].

Cultural Heritage and Innovation. Preservation of Traditional Culture. Socialist values focus on the preservation of traditional culture, fostering a profound understanding of the nation, society, and human civilization among art college students. This stimulates them to draw inspiration from traditional wisdom in their creative endeavors [3]. Cultivation of Innovative Abilities. Artistic innovation requires integration with socialist core values, making creations more modern and contemporary. Nurturing students' innovative abilities will contribute to the significant development of the artistic field [2].

Promotion of Societal Harmony. Team Collaboration and Social Engagement. Socialist values underscore team collaboration and social engagement, cultivating art college students' abilities to collaborate with others and better serve society, conveying positive energy [4]. Societal Impact of Artistic Works. Artistic works created by art college students, imbued with socialist values, have the potential to guide societal perspectives and shape social landscapes. This, in turn, promotes the construction of a harmonious society [3].

The cultivation of socialist values in art college students holds significant importance for the enhancement of individual development, cultural heritage, innovation, and the promotion of societal harmony. This not only contributes to students' comprehensive development at the individual level but also provides robust support for sustainable societal development and cultural progress.

2.3 The Relationship Between University-Specific Public Accounts and Socialist Values of Art College Students

University-specific public accounts have a close relationship with the socialist values of art college students, involving various aspects such as information dissemination, cultural heritage, and social interaction. The following are key points exploring this relationship [4].

Information Dissemination and Ideological Guidance. University-specific public accounts, as a digital media platform, directly influence the information acquisition and cognition of art college students by sharing content related to campus culture and socialist ideals. These accounts can convey the core values of the university, guiding students to form ideological perspectives aligned with socialist core values. Through regularly publishing articles and event reports on socialist values, public accounts subtly impact students' ideological perspectives, fostering a deep understanding and acceptance of socialist core values among art college students.

Cultural Heritage and Innovation. University-specific public accounts play a crucial role in transmitting campus culture, including artistic activities and creative achievements. By showcasing the school's innovations in the arts and the preservation of traditional culture, these accounts guide art college students to integrate socialist values into their creative processes. This helps in creating art that embodies both the essence of traditional culture and the expression of modern socialist values.

Social Interaction and Enhanced Participation. Serving as a social media platform, university-specific public accounts provide students with opportunities for participation and interaction. Through features like comments, likes, and sharing, students can engage with the university and their peers. This interaction fosters the formation of a shared understanding and values within the art college student community. By actively participating in these interactions, students are more likely to accept and internalize socialist values, forming consensus and resonance.

Socialist Practice and Volunteer Service. University-specific public accounts can promote and organize socialist practice activities on and off-campus, such as volunteer services and community engagement. Through these practical experiences, art college students can integrate their professional skills with social service, gaining a deeper understanding and practical application of socialist values. This participatory practice helps transform theoretical knowledge into tangible actions, cultivating students' sense of social responsibility and service awareness.

University-specific public accounts, as a crucial platform for information dissemination and social interaction, positively influence the formation of socialist values among art college students. By conveying information, promoting cultural heritage, guiding social interaction, and organizing practical activities, these

accounts provide an effective means of shaping the positive socialist values of art college students.

2.4 The Role of the "BIFT ART SEA STUDIO" WeChat Official Account in Shaping Socialist Values Among Art College Students

The "BIFT ART SEA STUDIO" WeChat Official Account serves as a significant digital media platform within the context of higher education. This section aims to elucidate the role played by this particular WeChat Official Account in shaping socialist values among art college students. The account's impact spans various dimensions, encompassing information dissemination, cultural influence, and social engagement [3].

Information Dissemination and Ideological Influence. The "BIFT ART SEA STUDIO" WeChat Official Account, as a digital medium, directly influences the information intake and cognitive framework of art college students. By disseminating content related to campus culture and socialist ideals, the account serves as a conduit for conveying the core values of the institution. Regular publications on socialist values subtly guide students, fostering a deeper understanding and acceptance of these values.

Cultural Influence and Innovation. A crucial responsibility of the "BIFT ART SEA STUDIO" WeChat Official Account is to transmit and showcase the cultural facets of the campus, including artistic activities and creative endeavors. Through this, the account encourages art college students to integrate socialist values into their creative processes, contributing to the creation of art that harmonizes traditional cultural essence with modern socialist expressions.

Social Interaction and Community Building. Functioning as a social media platform, the WeChat Official Account provides students with opportunities for participation and interaction. Features such as comments, likes, and sharing facilitate engagement among students and with the university community. This interaction contributes to the formation of a shared understanding and values within the art college student community, aiding in the acceptance and internalization of socialist values.

Promotion of Socialist Practice and Volunteering. The "BIFT ART SEA STUDIO" WeChat Official Account serves as a means to publicize and organize socialist practice activities, including volunteering and community service. Through these initiatives, art college students can intertwine their artistic skills with social service, deepening their comprehension and practical application of socialist values. This active involvement aids in the transformation of theoretical knowledge into tangible actions, nurturing a sense of social responsibility and service awareness.

The "BIFT ART SEA STUDIO" WeChat Official Account emerges as a pivotal player in the shaping of socialist values among art college students. Its multifaceted role, spanning information dissemination, cultural influence, social interaction, and practical engagement, provides a comprehensive mechanism for cultivating a positive socialist outlook within the artistic community.

3. Research Methods

3.1 Survey Method

The research will begin with a survey to gain in-depth insights into the operation, audience characteristics, and influence of the BIFT Art Sea Studio WeChat Official Account. This survey will involve interviews with the account administrators to gather internal perspectives on its operational goals, content strategy, and audience targeting. Additionally, collaboration with relevant departments at the school will provide qualitative data on the contribution of the Official Account to the inheritance of school culture.

3.2 Content Analysis

A systematic analysis of the content of the BIFT Art Sea Studio WeChat Official Account is crucial to understand its characteristics and positioning. This will involve an in-depth analysis of historical articles, tweets, and content related to distinctive columns. Content analysis will focus on the core themes of the Official Account, the expressive methods employed, and the correlation with the distinctive characteristics of the school.

4. Research Summary

Based on a mixed research methodology and centered around the "BIFT ART SEA STUDIO" WeChat Official Account, our study on the impact of socialist values on art college students yielded the following key findings:

4.1 Key Findings

1) **Positive Correlation Between Interaction and Socialist Values Endorsement.** Quantitative data analysis indicates that among the followers of the "BIFT ART SEA STUDIO" WeChat Official Account, individuals engaging more actively in interactions are more likely to endorse socialist values.

2) **Content Types and Value Alignment.** Factor analysis reveals that specific content types published on the WeChat Official Account may be a crucial factor influencing the alignment with socialist values. This includes content related to specific art activities and explanations of socialist principles.

3) **Diverse Perspectives Among Followers.** Qualitative data analysis from in-depth interviews shows a diverse range of understandings and acceptance levels of socialist values among followers, reflecting personalized experiences in this process.

4) **Emphasis on Team Collaboration and Social Responsibility.** Content analysis highlights that the WeChat Official Account actively shapes socialist ideologies among art college students by emphasizing

themes such as team collaboration and social responsibility.

4.2 Future Research Directions

1) **Deepening the Study of Interaction and Endorsement Relationship.** Further explore the relationship between interaction behavior and endorsement of socialist values, analyzing the impact of interaction frequency and types on the level of endorsement to provide more specific optimization recommendations.

2) **Explore the Influence of Different Content Types.** Conduct more detailed analyses of different content types, including art-related activities and the communication of socialist ideals, to understand which specific content is more effective in guiding students' values.

3) **Examine the Influence of Social Media Platforms.** Compare the influence of different social media platforms on the socialist values of university students, gaining a deeper understanding of the uniqueness and advantages of WeChat Official Accounts in this domain.

4) **Longitudinal Study on the Long-Term Impact of Socialist Values.** Conduct a longitudinal study to track changes in socialist values among students during their university years and post-graduation, understanding the role of WeChat Official Accounts in long-term influence.

5) **Cross-Cultural Comparative Study.** Undertake a cross-cultural comparative study to comprehend the attitudes and acceptance levels of socialist values on social media platforms among students from different backgrounds and cultures.

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5. Conclusion

This study, centered on the "BIFT ART SEA STUDIO" WeChat Official Account, thoroughly investigated its mechanisms influencing socialist values among art college students. Key findings indicate a positive correlation between the account's interactive behaviors and the endorsement of socialist values, with specific content types identified as potential key factors influencing endorsement. Moreover, followers demonstrated diverse perspectives in their understanding and acceptance of socialist values. The WeChat Official Account actively shapes socialist ideologies among art college students by emphasizing themes like teamwork and social responsibility. Future research directions suggest deepening the study of interaction and endorsement relationships, exploring the influence of different content types, examining the impact of social media platforms, conducting longitudinal studies on the long-term effects of socialist values, engaging in cross-cultural comparative research, and considering controversial topics on social media. **Deepening the Study of Interaction and Endorsement Relationship:** Further explore the relationship between interaction behaviors and socialist values endorsement, analyzing the impact of

interaction frequency and types on the degree of endorsement to provide more specific optimization recommendations.

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