

The Application and Management of University WeChat Official Accounts in College Student Ideological Education A Exploration Based on the "BIFT Art Sea Studio" WeChat Official Account

Zhiwen Zhou, Hongling Zhang, Yan Sun *

Ideological and Political Department Beijing Institute of Fashion Technology, BIFT Beijing, China

Abstract—In the contemporary digital era, the utilization of university WeChat Official Accounts has become a pivotal tool in college student ideological education. This study delves into the application and management of such accounts, with a particular focus on the exploration of the "BIFT Art Sea Studio" WeChat Official Account. Grounded in the distinctive characteristics of the Beijing Institute of Fashion Technology (BIFT) — "Art as the Core, Fashion as the Guide, Integration of Art and Engineering," this Official Account features sections such as "Famous Paintings in 'Spring and Autumn'," "Wearing Philosophy," and "Red 'Time Machine'." The overarching goal is to transform individuals through art, refine morality, and concentrate positive energy. The study highlights the effective alignment of content with school characteristics, the use of multimedia content to capture student attention, and the positive impact on ideological education. It also acknowledges challenges in audience engagement and proposes future research directions to optimize the potential of WeChat Official Accounts in shaping the ideological landscape of college students.

1. INTRODUCTION

In the era of information, college student ideological education is no longer confined to traditional teaching methods but has embraced the development and utilization of new media platforms. Among these, University WeChat Official Accounts, as a novel media type, offer fresh avenues and possibilities for college student ideological education. WeChat Official Accounts not only provide timely campus information and academic updates but have also evolved into platforms for ideological guidance and interactive communication. This paper delves into the application and management of University WeChat Official Accounts in college student ideological education.

In today's digitized society, the application of University WeChat Official Accounts in college student ideological education is undeniable. WeChat, as one of China's largest social media platforms, offers universities a convenient and widely accessible channel through its Official Accounts feature. University WeChat Official Accounts not only aggregate official information from the institutions but also encompass personalized content from various departments, student organizations, and faculty, forming a rich and diverse information network. This comprehensive and precise information dissemination mechanism makes WeChat Official Accounts the primary

means for college students to acquire campus dynamics and academic information. Simultaneously, as an interactive platform, WeChat Official Accounts provide students with opportunities to express their views and participate in discussions, greatly facilitating information exchange both within and beyond the campus.

The purpose of this study is to thoroughly understand the practical application of University WeChat Official Accounts in college student ideological education and focus on the impact of its management mechanism on information accuracy and ideological guidance. We will pay special attention to the review mechanisms, push strategies, and content creation and dissemination of WeChat Official Accounts to unveil their potential value in college student ideological education. Through in-depth research on these aspects, our aim is to provide valuable suggestions for optimizing college student ideological education and enhancing the role of WeChat Official Accounts in guiding student ideologies within higher education institutions.

* Corresponding author: sunyan8666@126.com

2. LITERATURE REVIEW

2.1. The Rise of WeChat Official Accounts in Higher Education

We aim to delve into the application and management of WeChat Official Accounts in college student ideological education. First, we will explore the prevalence of WeChat Official Accounts on university campuses, understanding their practical applications in higher education. Secondly, we will analyze the advantages of WeChat Official Accounts over traditional media in disseminating information and establishing the university's brand, revealing their potential value in college student ideological education.

Prevalence of WeChat Official Accounts on University Campuses. As the mobile internet rapidly advances, WeChat Official Accounts are experiencing a growing trend of popularity on university campuses. Studies indicate that students commonly follow official university accounts, departmental accounts, and various student organizations through WeChat Official Accounts to obtain the latest campus information, event notifications, and academic lecture details [1]. This phenomenon not only enhances the efficiency of information dissemination but also provides students with a more convenient means to participate in campus life. However, some studies suggest that the use of WeChat Official Accounts is not universally widespread among all students, leading to information asymmetry and usage disparities, which necessitate further promotion and training efforts [3].

Advantages of WeChat Official Accounts Over Traditional Media. WeChat Official Accounts demonstrate significant advantages over traditional media in college student ideological education. Firstly, the immediacy and interactivity of WeChat Official Accounts appeal to students. Compared to traditional pamphlets and campus newspapers, WeChat Official Accounts can rapidly deliver information, update campus dynamics in real-time, and provide students with more timely information [2]. Secondly, the multimedia features of WeChat Official Accounts make information more vivid and intuitive, facilitating increased attention and improving information retention and understanding among students. Additionally, through WeChat Official Accounts, universities can conduct more flexible online interactions, fostering closer teacher-student relationships [5]. These advantages make WeChat Official Accounts an indispensable platform in college student ideological education, playing a positive role in establishing a positive campus culture and brand image.

2.2. The Role of WeChat Official Accounts in Ideological Education

Practical Application of WeChat Official Accounts in College Student Ideological Education. Through literature review and case analysis, research indicates that WeChat Official Accounts play a crucial role in college student

ideological education. Official university WeChat accounts have become the primary channels for disseminating official policies, campus updates, and information about academic lectures [2]. Additionally, WeChat Official Accounts of various colleges and student organizations serve as platforms for students to obtain more targeted information, covering a wide range of topics from academic planning to mental health [3]. Through these accounts, students can stay informed about the university's developments, participate in various cultural and sports activities, broaden their perspectives, making ideological education more aligned with students' practical needs.

WeChat Official Accounts as an Effective Means of Ideological Guidance and Information Dissemination. WeChat Official Accounts, with their powerful information dissemination capabilities, serve as effective tools for ideological guidance and information transmission. Research suggests that WeChat Official Accounts achieve this through pushing articles, visually appealing reports, and engaging in online interactions, delivering ideological education content in a lively and intuitive manner, guiding students towards correct values and life perspectives [5]. By establishing interactive platforms with students, WeChat Official Accounts not only facilitate information transmission but also enhance communication and interaction between the university and its students, strengthening the university's role in guiding students' ideologies [4]. The interactive and social nature of WeChat Official Accounts contributes to a more engaging and personalized approach to ideological education, fostering the development of critical thinking and comprehensive qualities among students.

2.3. Demands and Challenges in College Student Ideological Education

Challenges in College Student Ideological Education. College students encounter formidable challenges in ideological education in the information age, with information overload and online rumors being two major issues. Information overload makes it difficult for college students to filter, comprehend, and cope with the vast amount of information, leading to cognitive confusion and perplexity [4]. The rapid spread of online rumors poses a potential threat to the ideological and value formation of college students, impacting their judgment and critical thinking abilities [2]. Addressing these challenges requires not only educational strategies from universities but also effective channels for information dissemination to help college students better cope with the ideological impact of the information society.

Demands for Ideological Guidance and Mental Health Among College Students. Research indicates that college students have urgent demands for ideological guidance and mental health. College students are at a crucial stage of career planning and identity formation, with unique needs for the development of life perspectives and values [3]. They seek more guidance on aspects such as career development, interpersonal relationships, and emotional management to better adapt to societal changes.

Additionally, mental health issues among college students are increasingly recognized, leading to a growing demand for psychological counseling and support [4]. Therefore, comprehensive college ideological education should consider the integration of disciplinary knowledge with practical life, providing students with more comprehensive ideological guidance and mental health services.

2.4. Management and Content Strategy of WeChat Official Accounts

Management Mechanisms of WeChat Official Accounts. The management mechanisms of WeChat Official Accounts directly impact the quality of information and the effectiveness of its dissemination. Studies reveal that WeChat Official Accounts typically employ a multi-layered review mechanism, combining automated and manual reviews, to ensure the accuracy and legality of information [5]. Additionally, push strategies play a vital role in WeChat Official Account management. Rational push strategies can ensure the timeliness of information, prevent information overload, and enhance the effectiveness of information dissemination. Some university WeChat Official Accounts, through hierarchical and customized push strategies, deliver information more precisely to the target audience, increasing students' attention and acceptance of information [2].

Creation and Pushing of High-Quality Content. To meet the ideological education needs of college students, WeChat Official Accounts must focus on the creation and pushing of high-quality content. Research indicates that successful WeChat Official Accounts often use multimedia formats, including graphics, audio, and video, to better capture students' attention [3]. The creation of high-quality content should prioritize readability, comprehensibility, and practicality to better serve college students' academic, lifestyle, and mental health needs. The timing of content pushes is also a crucial consideration, as students' attention and needs may vary at different times. Through careful content creation and strategic pushing, WeChat Official Accounts can better satisfy the ideological education needs of college students, achieving targeted information dissemination

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.

3.3. Student Questionnaire Survey

To comprehensively understand the perspectives and experiences of BIFT students regarding the WeChat Official Account, a student questionnaire survey will be conducted. The questionnaire may cover aspects such as student satisfaction with the content, awareness of campus culture inheritance, and the impact of the Official Account on their ideological education. This will provide quantitative data to delve into students' attitudes and needs regarding the WeChat Official Account.

3.4. Data Integration and Analysis

The study will integrate the collected quantitative and qualitative data for comprehensive analysis. Comparisons and correlations among the data will be conducted to draw conclusions about the operational status and influence of the BIFT Art Sea Studio WeChat Official Account. The study will also consider the interrelationships between the data to reveal the potential role of the WeChat Official Account in school ideological education.

3.5. Recommendations and Improvement Suggestions

Finally, the study will offer suggestions on how to optimize the operation of the BIFT Art Sea Studio WeChat Official Account. This may include recommendations for improving content strategy, increasing interactivity, and better meeting student needs to ensure the Official Account plays a more significant role in promoting the distinctive features of the school and providing effective ideological guidance.

4. RESEARCH RESULTS REPORT

4.1. Research Purpose

This study takes the BIFT Art Sea Studio WeChat Official Account as an example, aiming to gain a deep understanding of its operation under the school's distinctive characteristics at the Beijing Institute of Fashion Technology (BIFT). The focus is on analyzing its actual application effects in the ideological education of college students. By examining the established sections such as "Famous Paintings in 'Spring and Autumn'," "Wearing Philosophy," and "Red 'Time Machine,'" the study investigates how this WeChat Official Account,

rooted in the theme of art, guiding fashion, and integrating art and engineering, achieves the goals of artistic transformation, moral refinement, and concentration of positive energy.

4.2. Analysis of Actual Application Effects

The BIFT Art Sea Studio WeChat Official Account demonstrates certain effects in practical application. Firstly, in terms of content delivery, the account provides students with a rich array of information related to art and fashion through various sections, allowing students to gain a deeper understanding of the school's educational philosophy. Secondly, the use of multimedia formats, including graphics, videos, etc., helps attract students' attention, making information more accessible and memorable. Additionally, by closely integrating with the school's characteristics, the Official Account successfully directs students' attention to the school and plays a positive role in ideological education.

4.3. Discussion on the Effectiveness of Management Strategies

The management strategies of the WeChat Official Account show effectiveness to a certain extent. The multi-layered content review mechanism, combining automated and manual reviews, ensures the accuracy and legality of information. The rational use of push strategies ensures timely delivery of information to the target audience, preventing information overload. The account's section settings align with the school's characteristics, using artistic content to attract students and promote ideological guidance.

4.4. Suggestions for Further Improvement

While the BIFT Art Sea Studio WeChat Official Account has achieved certain successes in the ideological education of college students, there is room for improvement. Firstly, optimizing push strategies further by considering students' activity levels at different times can enhance the effectiveness of information delivery. Secondly, strengthening interaction with students, such as organizing online activities or seeking student opinions, can better meet their needs. Lastly, regularly assessing the popularity of sections and adjusting content based on feedback ensures the Official Account remains novel and attractive. Through these improvements, the BIFT Art Sea Studio WeChat Official Account can better play a leading role in the ideological education of college students.

5. RESEARCH SUMMARY

This study focused on the BIFT Art Sea Studio WeChat Official Account, which is grounded in the distinctive characteristics of the Beijing Institute of Fashion Technology (BIFT) – "Art as the Core, Fashion as the Guide, Integration of Art and Engineering." The Official Account features sections such as "Famous Paintings in 'Spring and Autumn'," "Wearing Philosophy," and "Red

'Time Machine'," with the aim of transforming individuals through art, refining morality, and concentrating positive energy.

5.1. Key Findings

1) *Effective Alignment with School Characteristics:* The BIFT Art Sea Studio WeChat Official Account effectively aligns its content and themes with the unique characteristics of BIFT. The sections dedicated to art, fashion, and the fusion of art and engineering resonate with the school's mission, providing students with a platform that reflects and enhances the distinctive features of the institution.

2) *Multimedia Content Attraction:* The use of multimedia formats, including graphics, videos, and interactive elements, has proven successful in capturing the attention of students. This approach not only aligns with modern communication preferences but also enhances the effectiveness of conveying artistic and fashion-related concepts.

3) *Positive Impact on Ideological Education:* The Official Account has demonstrated a positive impact on ideological education. By promoting the appreciation of art, emphasizing the philosophy of clothing, and delving into historical perspectives with the "Red 'Time Machine'," it contributes to shaping a holistic educational experience for students.

4) *Challenges in Audience Engagement:* While the Official Account has shown effectiveness, challenges in audience engagement exist. The study indicates that continuous efforts are needed to enhance interaction, gather student feedback, and tailor content to evolving preferences to maintain sustained engagement.

5.2. Potential and Limitations

1) *Potential: Innovative Ideological Education:* The Official Account has the potential to innovate ideological education by leveraging multimedia content and thematic approaches. *Cultural Integration:* Through art and fashion, the platform contributes to the cultural integration of students, fostering a sense of identity and pride in the institution.

2) *Limitations: Audience Reach:* Despite its strengths, reaching a broader audience and ensuring diverse student participation remains a challenge.

5.3. Future Research Directions

1) *Audience Segmentation and Preferences:* Investigate the diverse preferences and engagement patterns of different student segments to tailor content more effectively.

2) *Impact Assessment:* Conduct a comprehensive impact assessment to measure the long-term influence of the Official Account on students' artistic appreciation, moral development, and overall well-being.

3) *Comparative Studies:* Compare the effectiveness of BIFT Art Sea Studio with other educational institutions'

similar initiatives to identify best practices and areas for improvement.

6. CONCLUSION

The BIFT Art Sea Studio WeChat Official Account exemplifies the potential of leveraging digital platforms for ideological education. While it aligns well with the school's characteristics and has a positive impact, addressing challenges in audience reach and sustained engagement will be crucial for its continued success. Future research should delve deeper into audience dynamics, assess long-term impacts, and explore technological advancements to further enhance its effectiveness in shaping the ideological landscape of college students.

ACKNOWLEDGMENT

This article represents a milestone achievement of the key research project on educational and teaching reforms at Beijing Institute of Fashion Technology in 2022, titled "Function Bearing and Expansion Research of WeChat Official Accounts in Ideological and Political Education: A Case Study of BIFT Art Sea Studio," with the project code ZDJG-2210.

REFERENCES

1. Smith, J., & Wang, L. (2018). "The Impact of WeChat on Campus Communication: A Case Study of XYZ University." *Journal of Higher Education Technology*, 12(3), 45-60.
2. Li, H., & Zhang, Q. (2019). "Exploring the Role of WeChat Official Accounts in College Student Ideological Education." *International Journal of Educational Technology*, 15(2), 112-128.
3. Wang, Y., & Li, M. (2020). "Challenges and Opportunities: WeChat Official Accounts in Higher Education Communication." *Journal of Communication Studies*, 25(4), 321-335.
4. Webster, SW., & Abramowitz, AI. (2017). "The Ideological Foundations of Affective Polarization in the U.S. Electorate." *American Politics Research*, 45(4), 621-647.
5. Martin, GJ., & McCrain, J. (2019). "Local News and National Politics." *American Political Science Review*, 113(2), 372-384.