

## The application of WeChat public platform in computer basic courses of higher vocational colleges-- a case study of wenzhou vocational and technical college

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*Abstract: with the rapid development of information technology, the emergence of new technology, technology has brought unprecedented opportunities for the development of education. The traditional basic computer courses in higher vocational colleges are unitary and backward, and there is little interaction between teachers and students in and out of the classroom. This paper attempts to explore the educational functions of WeChat public platform: first, the public platform is the learning support platform; The second is the public platform information editing and publishing as a supplement to the basic computer courses. This paper aims to provide reference for the teaching reform of computer basic courses in higher vocational colleges.*

*Keywords: WeChat public platform; Computer fundamentals; Office software; Application research on.*

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### 1. INTRODUCTION

WeChat public platform (hereinafter referred to as the public number), is a WeChat subscription service launched by tencent on August 23, 2012, mainly for celebrities, government, media, enterprises and other institutions launched cooperative promotion business. [1] users can promote the brand to hundreds of millions of WeChat users through WeChat channels, reduce the cost of publicity, improve brand awareness, and create a more influential brand image. [2] according to the quarterly report data of tencent in 2018, WeChat has reached 1.04 billion users, and WeChat has become the mobile communication tool with the largest number of users in China. By the end of 2017, WeChat had more than 10 million public platforms, including 3.5 million active accounts and 797 million monthly active followers. Public platform has become one of the main functions used by users on WeChat platform, and it is an important means of publicity for individuals, governments, media, enterprises and other organizations. [3] large to the state organs, small to the enterprise sector, and even individuals can apply for WeChat public platform. The daily information editing and release of WeChat public platform, the maintenance of the public platform, as well as the composition and editing of tweets have become essential skills for office workers. Because of the large number of WeChat users and high stickiness, the application of the public platform to teaching activities has attracted the attention of the majority of educators.

"Computer foundation" is a school-wide public basic course in wenzhou vocational and technical college. At present, computer foundation-related courses are generally faced with new challenges, which mainly focus on the following aspects:

(1) At present, most of the courses of "computer foundation" in higher vocational colleges mainly focus on learning Word, Excel, PowerPoint and other office software. In wenzhou vocational and technical college, for example, in recent years, the school of "computer basis" course content has been adjusted to meet the requirement of times development, the teaching materials to teachers "teaching" and students "learning" as the important basis, in order to develop your students operation ability as the goal, according to different specialty, the basic computer courses teaching content is mainly divided into the industrial and commercial, cultural, electrical appliances, financial accounting, etc., according to the different specialty, arrange different teaching cases, is the computer basic courses of traditional a perfect. But the teaching content is relatively single, backward, or stay in Word, Excel, PowerPoint office software learning.

(2) With the continuous development and popularization of computer technology, data processing has been basically carried out by computers in all fields of the industry, and the content of basic computer courses should also adapt to the needs of the new era. Students are already equipped with basic computer application skills before they enter the university. Therefore, the teaching design of basic computer courses in higher vocational colleges should be more oriented to the information literacy required by students for employment. [4] develop students' ability to use computers to solve problems, not just limited to the learning of software operation.

(3) At present, most basic computer courses still adopt the traditional "cramming" teaching mode, in which teachers explain knowledge points and demonstrate operation methods, and students practice on the computer. When explaining knowledge points, students think it is too simple to learn anything, and they do not know where to start when they finish computer operation. [5] there is little interaction in the process of operation demonstration, and this teaching model has been difficult to adapt to the teaching development in the new era. In teaching, we should carry out the thought of "student-centered" and let students participate in the construction of teaching resources.

In view of the common problems in the course of "computer foundation" in higher vocational colleges, this paper proposes the application of WeChat public platform in teaching, in order to provide reference for the teaching reform of basic computer courses in higher vocational colleges, as shown in figure 1:

First, the public number as a learning support platform. As a social media tool, the public account is characterized by mass messaging, which can send text, pictures, voice, video and other forms of media to achieve one-to-many communication and interaction. The official account can be used as a learning support service tool to establish a WeChat public platform for course information release and realize teacher-student interaction.

Second, WeChat public platform operation management as part of the course. Public issue of operation has become an important part of modern enterprise office, will be public, daily updates, operation, management, information editing, publishing supplement computer basic course learning,

expand the extension of basic computer courses teaching content, improve the level of students' office at the same time, improve the competitive ability of the students employment.

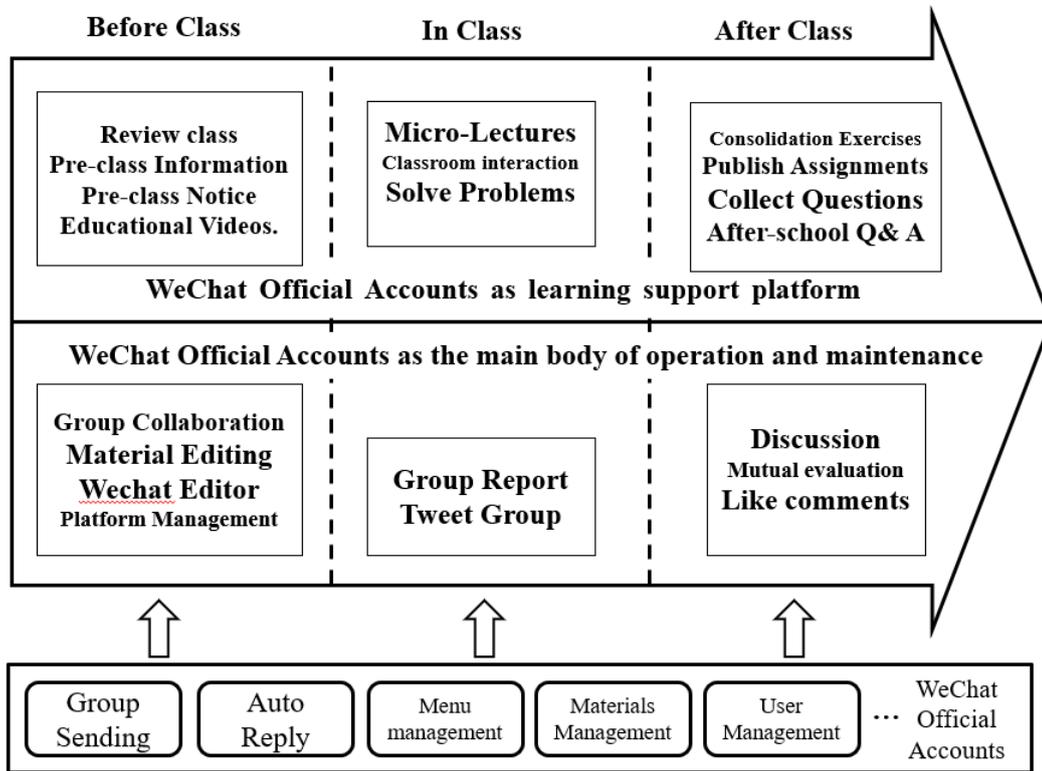


figure. 1 application of WeChat public platform in higher vocational courses

## 2. WECHAT PUBLIC PLATFORM AS A LEARNING SUPPORT PLATFORM

WeChat public platform as a popular information release platform, because of its large number of WeChat users, high stickiness of users, the public platform has been applied to teaching activities by the majority of educators attention. At the same time, WeChat public platform also provides mass message, automatic reply, menu management, material management and other functions, to provide technical support for service education. The author teaches in wenzhou vocational and technical college, and has applied for the "computer foundation" course on the public account "computer foundation learning service platform", with 1427 fans. As a learning support platform, WeChat public platform is mainly reflected in three stages: before class, after class and in class, as shown in figure 1.

### 2.1 Before class: preview

In the traditional class, students have fewer activities before class, lack of teacher guidance, lack of interaction between teachers and students, and it is difficult for students to preview before class. The public account provides a solution for students to study before class: teachers can push notifications and course announcements to students who have paid attention to the public account of the course before class. At the same time, you can put the operation video of the course content in the tweet, so that students can learn in advance. The course content of "computer foundation" is mainly operated by office software. You can also record the operation steps in the form of Gif pictures and push them to the students in the tweets, which is very convenient and fast.

Teaching content of tweets concrete operating steps, can use "editor" 96, "135" editor tools such as get beautiful tweets typesetting, tweets recorded content can be used as ScreenToGif screen tools, software operation steps into GIF dynamic figure, public support within 2 m of the uploaded images, so can meet the requirements of most GIF dynamic figure. As a result, it is difficult to present more complex operations through GIF. Instead, the operation process can be directly made into a video and posted on the public platform for students to view. Both students and teachers can discuss and interact in the comments section of the tweet.

## **2.2 In class: teach yourself**

In the course teaching process, the teaching tasks can be released in the public account to timely remind students of the learning objectives they need to complete; Students can interact with each other through WeChat group, public comment, thumb up and other functions. The public number also has interactive functions such as voting, through these small tools, can achieve real-time feedback of teaching effect, real-time understanding of students' learning effect. In the process of teaching, the software operation process and teaching micro-lesson recording can be released to the public account in advance, so as to provide guarantee for the implementation of students' independent learning and flipped classroom in class.

At the same time, the public number provides convenience for hierarchical teaching. In the process of teaching, students with weak foundation can follow the teacher's operation or video operation to complete the main content of today's course, or they can download the materials of the class by themselves after class, which can be strengthened. For students with a good foundation, the public platform is an extension of the course content. After completing the tasks in the class, students can learn the following courses according to their learning progress. In addition to the teaching content of the course, zhejiang provincial computer rank examination (level 2) (advanced application of office software) real questions and final answers are also added on the public platform, as a supplement and expansion to the teaching content of the course. It is convenient for students to find and download materials before, during and after class.

## **2.3 After class: review**

The after-class link of the official account is mainly used for homework release, key and difficult points summary, as well as the platform for students to communicate and ask questions after class. As the computer foundation course of higher vocational school is a course with strong operability, taking the computer foundation course of wen vocational college as an example, the course adopts the teaching method of combining lecture with practice. A common problem is that students work on what they have said in class and then forget it after a while. Then the WeChat public platform consolidated its advantages after class. Teachers can push the main knowledge points of the week to students regularly, such as on weekends.

Moreover, the teaching objects of the computer foundation course are wide and non-professional teachers, so there are many barriers to the interaction between teachers and students after class. WeChat public platform provides a new way of thinking for the interaction between teachers and students after class. Students can make use of fragmented time to study after class and contact teachers through article comments, background questions and other ways. Teachers can solve common

questions by setting "key word" reply, and also can answer more complex questions manually. WeChat public platform is an effective means to supplement the learning stage before and after class.

### **3. THE WECHAT PUBLIC PLATFORM AS A COMPUTER BASIC LEARNING CONTENT SUPPLEMENT**

What is described above is the application of the public account as a learning support platform in computer courses. The following is to discuss the use of the public account as a supplement to the basic computer learning content. The learning content of "computer foundation" course has been difficult to meet the basic requirements of the current enterprise office, with the popularization of WeChat public platform, almost all large enterprises need talents with new media operation ability, so the author thinks it is necessary to take the operation and management of the public account as a part of the basic computer course.

#### **3.1 Before class: collect data**

In view of the problems of backward and unitary learning contents of basic computer courses in colleges and universities, this study proposes a solution idea: the basic computer course is aimed at first-year students, and for the contemporary freshmen, they already have good information literacy. In order to enrich the content of the course, let students participate in the construction of teaching resources, let students work in groups to find some daily computer knowledge, operation tips, etc., and make a report PPT, report in class. And the collated data will be uploaded to the public number, in the public number editor, the content of the group report to be arranged. So that students really participate in the course learning, but also expand the teaching content of the course, let students participate in the construction of teaching resources.

#### **3.2 In class: report comments**

In class, students in small groups present the results to the class 10 minutes before class. After the report is finished, students will ask questions and make comments according to the group's report. Finally, the teacher summarizes the students' report, the article editing of the official account, and the function of the official account. According to the group report and students' evaluation, each group will get the corresponding grade. According to the opinions of students and teachers, the group processed the content, reviewed by teachers, and finally published the content on the WeChat public platform. Let more students learn office skills, expand the influence of the course, improve students' learning enthusiasm.

#### **3.3 After class: tweet**

Evaluation of after-class learning activities is a process of making scientific judgment on the development and changes of students' learning on the basis of systematically and scientifically collecting, sorting out, processing and analyzing the information related to students' learning. [6] after class, students log on to manage the public platform, reply to questions, and integrate resources. The course evaluation is to evaluate the students' report results through the thumb up, comments and forwarding of the articles published by the group, so that each group can compete with each other, so as to improve everyone's enthusiasm and let students truly participate in the course learning.

#### **4. TEACHING EFFECT AND ENLIGHTENMENT**

This paper mainly expounds the two major educational applications of WeChat public platform: first, the public platform is the learning support platform; The second is the public platform information editing and publishing as a supplement to the basic computer courses. The official account shortens the distance between students and teachers, solves the problems of less interaction and single content of basic computer courses to a certain extent, enriches and expands the teaching content of basic computer courses, and provides a new learning space for students. WeChat public platform provides convenience for students to study in fragments of time, so a tweet should try not to put too much knowledge, mainly small, fine. The resource aggregation of public platform provides convenience for downloading resources. Students' learning resources cannot be well managed, or the resources on the school website after graduation cannot be used. It is convenient to find them on the public platform and download them at any time. Even after graduation, students can continue to pay attention to them, continue to study and extend the influence of teaching. To learn the office software, WeChat public platform editing and maintenance and other computer operation skills for the auxiliary teaching model. Is to "the computer foundation" class course, the teaching reform new thinking.

#### **5. CONCLUSION**

There are also some problems in the application of WeChat public platform in education. For example, it is impossible to count whether students have watched or not, because it is not mandatory for students to watch the content pushed. There are a few issues with a small amount of reading, and it is impossible to ensure that everyone can check the information pushed.

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