

Construction of WeChat Platform for Public Art Education in Colleges and Universities under the New Media Environment

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Keywords: New media environment; college public art education; WeChat platform

Abstract: With the advancement of science and technology, the integration of information-based teaching and traditional teaching has provided a new opportunity for the establishment of public art courses based on WeChat. As a kind of general education, public art education can be said to be the key to quality education for college students. Its development has always been concerned and valued by the government, social media and scholars. Combined with the development of new media such as WeChat, it has undoubtedly added a new way for the implementation of public art courses. Therefore, the combination of new media and college public art courses has become an important topic in current public art education. The application research of WeChat in the public art curriculum of colleges and universities provides a strong support for the design principles of public art courses based on WeChat and the construction methods of public art courses, and promotes the rapid development of public art education in colleges and universities.

1. Introduction

Wechat has many influential factors in the application of public art courses in colleges and universities. College learners are direct users of public art courses, and their behavioral habits are different from their learning purposes. Educators are developers of public art courses, and their construction methods are there are also differences and preferences in educational purposes. Therefore, this study questionnaire is based on the study and opening of the curriculum, the willingness and preference of opening and learning as research points, and the factor impact analysis from the two dimensions of educators and learners. According to the research results, the factors that influence educators to carry out public art courses on WeChat include whether there is team support and policy support, whether the individual's energy is abundant, the degree of interest is strong, the expected effect and actual effect of the course opening, and between teachers and students. Interactions, etc. The factors influencing learners to participate in public art courses in colleges and universities include the degree of personal interest, the ability of independent learning, the good learning experience and the exquisite degree of the content of the course content. Finally, the development strategy is proposed for the existing problems. The university level should improve the policy establishment incentive system to ensure the orderly development of the WeChat course; encourage teamwork and rationally allocate resources to optimize the educator team [1-3].

2. The Significance of Establishing WeChat Platform in Public Art Courses in Colleges and Universities

2.1 Opening up new service means

The WeChat platform has an open push method, which has relatively obvious immediacy, real-time interaction and convenient advantages. It is a new type of information service means in the information age. The public art course of colleges and universities can open the WeChat platform, which can quickly and quickly push information to readers. On the other hand, readers can also use the WeChat platform to obtain the resource information of public art courses in colleges and universities anytime and anywhere, and communicate with the public art courses in real time. [4].

2.2 Meet the needs of college readers

According to incomplete statistics, WeChat users aged 20 to 30 accounted for 74% of the total number of WeChat users, and WeChat users accounted for 64.51% of the total WeChat users. College students are a relatively wide group of WeChat platform users. We open a WeChat platform in college public art courses, which is very suitable for the needs of college students. They can quickly learn about the new information of public art courses through the WeChat platform [5].

2.3 WeChat platform construction and operation costs are lower

WeChat is an instant communication software. It is a communication tool with high cost performance. It can transmit file information to each other through WeChat platform. The public art course of colleges and universities offers a WeChat platform with less investment. As long as professionals are maintained in time, they can provide various information services to readers [6].

2.4 WeChat platform is rich in information dissemination

WeChat platform has the functions of supporting text “picture” language and video, which can support massive information transmission. College public art courses can organize various activities through WeChat platform, extend service scope and expand service mode [7].

3. Method for constructing public platform of public art course in colleges and universities

3.1 WeChat mobile learning platform

In the WeChat public platform, the WeChat platform was developed by the Tencent team, and the system is very stable, ensuring that hundreds of millions of users can use it online at the same time. Secondly, the WeChat platform user experience is good and learners are willing to use it. Finally, educators can send targeted articles by selecting user groups when posting, which undoubtedly guarantees the accuracy of pushing articles. At the same time, the learner's message area of the article must be reviewed by the educator before it can be displayed. Educators can display the problems of the learners' concentration and the comments in the analysis, and play a guiding and stimulating role. The WeChat public platform makes it easier for educators to manage [8].

3.2 Automatic reply function configuration

The highlight of WeChat platform editing is “automatic reply”, which can reduce the operating cost of WeChat by means of artificial intelligence. Automatic reply settings can be divided into automatic reply, automatic message reply and automatic keyword reply. For example, in order to facilitate the search of learners, the educators use the “Chinese Landscape Appreciation” to set keywords in the background. As long as the learner enters “China Landscape Appreciation”, the relevant courses can be viewed immediately, eliminating the process of finding and turning over historical messages, and the operation is convenient and simple. However, this method of operation is not stable. Some learners do not know that they can quickly find them by means of keywords, or some learners may make mistakes in the input process, which may result in the keywords being unrecognizable. However, with the update of the version, the bottom of the WeChat public account can be set to a hierarchical “menu” column, a better level and theme of the convex micro-platform platform, allowing the learner to quickly find the channel entrance [9-10]. Figures 1 and 2 show the background editing process and the automatic reply function configuration process.

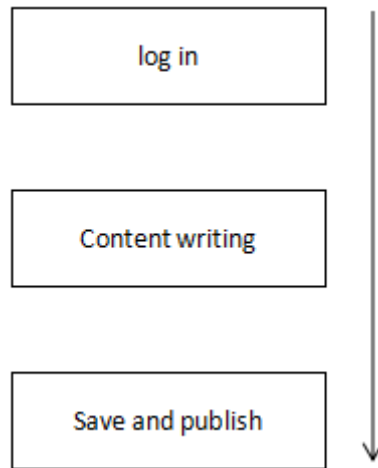


Figure 1 background editing process

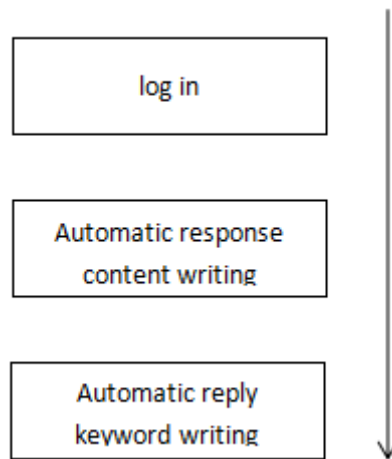


Figure 2 automatic reply function configuration process

3.3 Learning evaluation monitoring function configuration

Learning evaluation is based on a kind of monitoring on the learning interaction, and it is more focused on the assessment of learning outcomes. Learning evaluation includes self-evaluation and other people's evaluation. Others' evaluation can come from educators or learners can evaluate each other. The purpose of both evaluations is to improve learning. Learning evaluation is based on the assessment results. The specific assessment is based on the degree of completion of the learning objectives. The single assessment refers to the examination of the learning content. The overall assessment is the final means to test whether the learner has completed all the learning content. It is a kind of leak detection. The way to fill the gap. Strengthen self-discipline and management. In this kind of monitoring, we constantly correct our own learning methods in a timely manner, and constantly strengthen knowledge and improve the quality of learning during the correction period [11-12]. Figure 3 Public art curriculum monitoring mode.

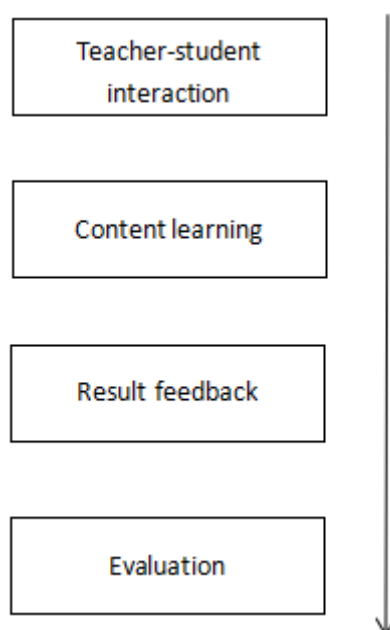


Figure 3 public art curriculum monitoring mode

4. Analysis and Evaluation of the Effectiveness of WeChat Platform in Public Art Education in a University

4.1 Basic analysis

Data analysis is carried out for the background data of the WeChat platform of a public art education in a university, and the content of the text is pushed for the follow-up evaluation work.

(1) Background data analysis of WeChat platform

According to the back-end data statistics of a public art education WeChat platform of a university, it can be seen that: 1 The number of net-increasing users has been growing rapidly since its establishment; 2 The growth trend began to slow down after one month; 3 With the release of new content, the number of users continues to grow substantially. .

(2) Graphic push content data

From the statistics of the following graphic data, students are still very active and directional in the choice of push content. It can be said that the data can reflect the interests of the majority of students. Table 1 shows the text of the push content.

Table 1 text push content data

Push content title	First day reading data	Read the next day
Small meat carnival	3099	4333
Elders and juniors of daily etiquette	3161	4173
Popular knowledge of folk music	3071	4016
Street dance	3315	4652

4.2 Evaluation

It can be seen that the recognition of art communication and the desire for elegant art by most students are enormous. The highest reading volume is the report push of elegant art into campus activities. In addition, it can be seen that the attention group does not average the reading of pictures and texts, which means that college students have a clear choice of graphic content. It can be shown that the majority of college students have their own value recognition. When they actively receive art education, they will have voluntary behavior and are willing to actively learn and promote the

content.

4.3 Link original page read data evaluation

In the process of WeChat push, there is a way to link the original page to read. We use the data statistics function of WeChat software to conduct statistics, and the statistical results are shown in Figure 4.

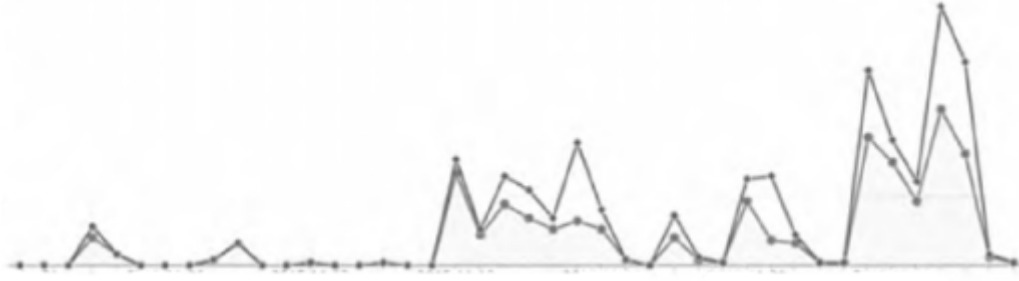


Figure 4 link original page reading data

It can be seen that the corresponding article in the figure shows that the well-made micro-show is visible, colorful, and the combination of animation and sound can not only enhance the comprehensiveness of art education, but also attract students to pay more attention to art. The quiet and unrealistic realm of public art.

5. Conclusion

Under the network environment, people conduct academic communication and communication through the network. The public art curriculum of colleges and universities should deepen its service model, open the application of WeChat platform, provide sufficient literature resources for college teaching and academic research, and deepen the service value of public art courses. Connotation. At the same time, the WeChat public platform, as a more active technology in the new media, has been integrated into the daily life of contemporary college students. It has a greater impact on the use behavior of college students, and its application correctness can be guaranteed in the analysis of the article.

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