



**RESEARCH ON THE SUCCESS FACTORS OF WECHAT IN CHINA**



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**RESEARCH ON THE SUCCESS FACTORS OF WECHAT IN CHINA**

**Thematic Certificate**

To

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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## ABSTRACT


Title: A Study of WeChat Success Factors in China

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China gained full functional connectivity to the internet in the 1990s. Since then, the internet has developed rapidly and penetrated every corner of economic society. This rise in internet communication caused competition to grow in information transmission, and instantaneous propagation of massive information became a reality. Traditional marketing faced many obstacles with ever-changing consumer demand and market demand, and marketers had to find methods to adapt. A new form of marketing, social media marketing, became an essential marketing tool for enterprises through technology. The explosive growth of information continues to influence consumers' consumption concepts steadily and purchasing behavior. Consumers now tend to mostly lean towards advice and information from their social networks and everyday users, which further encourages the development of social media marketing. Now that devices big and small can connect directly to the internet, instant communication has increasingly become an indispensable component of everyday life. WeChat is an application that provides phone calls and text messaging services as a fitting way of connecting with others over the internet. Daily life has shifted where a phone number is no longer needed; people now trade their WeChat account out of convenience in all aspects. As a result, WeChat's monthly activity index reached 1.15 billion users in 2020.

This research objectives were to provide valuable information through literary

analysis, interview, and an in-depth understanding of WeChat to analyze the reasons for the success of WeChat and why everyone chooses to use the application. It will show if users feel that usage is a requirement for interpersonal communication or a convenient application and commercial value.

**Keywords:** WeChat, communication, social platform



## 摘要

题目： 中国微信的成功因素研究

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从上世纪90年代我国实现互联网的全功能连接以来,互联网得到了飞速的发展并已经渗透到经济社会的各个角落,在给几乎所有行业带来冲击的同时,也带来了新的发展机会和巨大的发展空间。在这一潮流下,社会化媒体顺势而生并飞速发展,改变了传统的信息传递方式,带来了海量信息的瞬时传播。传统营销首当其冲,已不能满足千变万化的消费者需求和市场需求,不得不随之进行改变重组。由此衍生出一种新的营销形态——社会化媒体营销,成为企业新的营销利器。同时,信息爆炸式的增长也潜移默化的影响着消费者的消费观念和购买行为,更趋于向自己所在社交圈获取消费建议,进一步促进了社会化媒体营销的发展。伴随着互联网移动化的大趋势,即时通信将日益成为人们生活中不可或缺的一部分,而即时通信中的佼佼者——微信,也将愈加受到重视。微信已取代电话和短信作为一种联系和感觉的方式,而微信已成为一种新的方式。生活方式不是与他人取得电话号码,而是获得微信帐户。微信可以在所有方面为我们提供便利。到2020年,微信的月度活动指数达到11.5亿用户。

因此本文希望通过文献分析抽查问卷调查和对微信软件的深入了解,能够分析微信成功的原因,使每个人都在使用微信,无论是人际交流还是方便的应用和商业应用值。

**关键词：** 微信软件    成功原因    移动社交平台

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July 02, 2021



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# 1. INTRODUCTION

## 1.1 Research Background

There are two major premises for the success of WeChat. The first is Tencent's product, and the second is Zhang Xiaolong's work. To understand WeChat without these two points is one-sided and biased. In Tencent's internal projects, as long as they are officially released products, they are basically tens of millions or hundreds of millions of users. If you make a product with only 20 million users, you are embarrassed to say hello to others and say that you are a product manager of Tencent. And Zhang Xiaolong, after experiencing the peak of Foxmail's personal software and the baptism of QQ mailbox, has become a success. In the product field, Zhang Xiaolong has become a wise thinker and practitioner. He needs a great product to realize his ideas.

In August 2012, the WeChat public platform was officially launched. Through WeChat, subscription and push, the social writing path of individual authors in this era was restarted. In September of the same year, Grassip almost became the first official account for technical people. In December, MacTalk also joined the platform. Then a large number of people who love writing and reading settled on the WeChat public platform. The official account connects the emotions of writers and readers through a strong association, which is not achieved by any software in the past. An excellent original author who writes an article will receive hundreds of comments. This kind of interaction is especially valuable in this era of information fragments flying in the sky.

At the current stage of my country's rapid economic development, market-oriented development is in the mid-to-late transition period. Small and medium-sized enterprises are accelerating the pace of industrial restructuring and industrial upgrading, and a new round of industrial transformation is about to come. At this time, traditional marketing management no longer adapts to the rapid development of the market, and we must focus on exploring new marketing management strategies in order to make small and medium-sized enterprises invincible and avoid the inevitable technological elimination brought about by industrial transformation. With the expansion of WeChat's dissemination effect, the research on the information dissemination mechanism of this new medium's technical means has become more



and more popular.

According to Tencent's 2018 fourth quarter results, the number of monthly active accounts on WeChat and WeChat reached 1.09.8 billion, a year-on-year increase of 11.0%. I see hundreds of millions of social videos uploaded and shared on the WeChat platform from the official website every day. Enterprise WeChat is an app that uses some of the functions of the mobile version of WeChat to modify and improve the mechanism. This app promotes a more advanced communication between business users and customers, and digitizes user files for analysis, and more importantly, it can assist office management and strengthen internal communication.

In order to strengthen the standards of large and small enterprises, most enterprises have introduced this enterprise version of WeChat. So far, about 80% of China's top 500 companies have become enterprises. The number of registered users of WeChat is 4.5 million monthly active public accounts, and the number of public active users is 8.7 billion, an increase of 16% and 22% respectively.

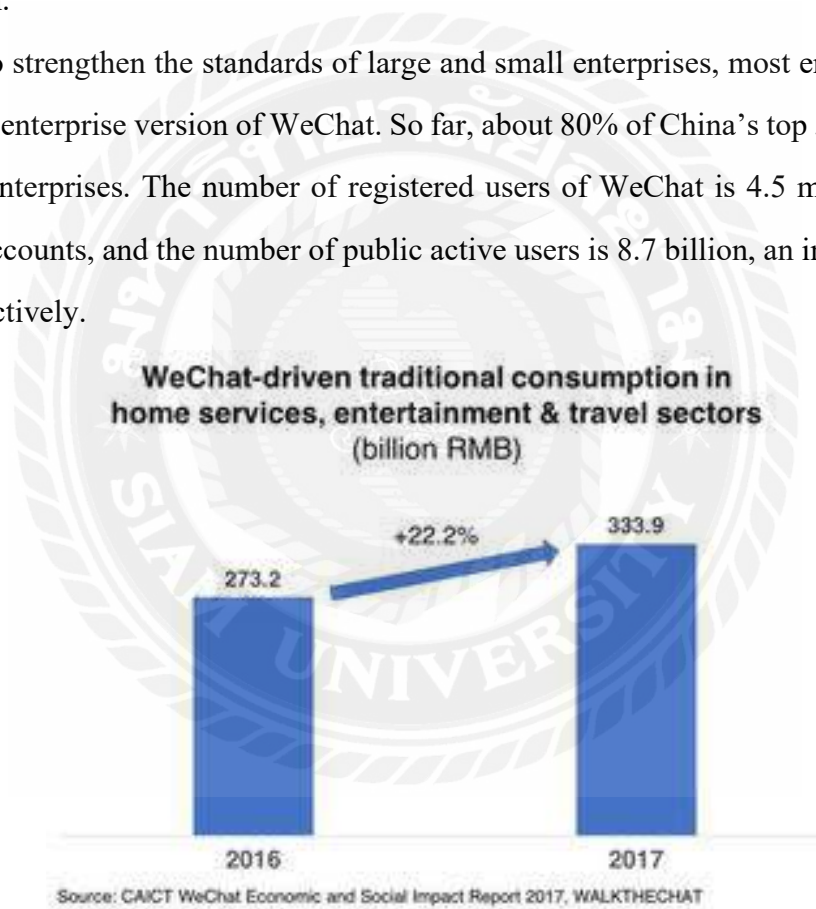


Figure1 WeChat 2018 Impact Report

At the same time, the WeChat team has been enriching the functions of WeChat and WeChat to facilitate users' daily lives. We have greatly improved the new video function, allowing users to share 15-second short videos with friends. More importantly, we have attached AI-recommended background music function on WeChat to bring users a richer experience. Enterprise WeChat is an enterprise application integrated with WeChat. It

strengthens the interaction between enterprises and customers, digitizes user files for data analysis, and assists in office management and strengthens internal communication.

To the attention of companies and scholars, the mobile Internet is mainly mobile, which is very different from the client Internet. The mobile Internet is an extension of the Internet. It can be connected to the Internet anytime and anywhere. After so many years of development, it has been fully integrated into our lives. And I take WeChat as a topic in mobile Internet social networking, hoping to understand and analyze how WeChat can stand out from the crowd and seize opportunities.

## **1.2 Research questions**

(1) Clarifying the reasons for the success of WeChat and its significance analysis, what enlightenment does it bring?

(2) What are the reasons for the success of WeChat in China?

## **1.3 Research objective**

"WeChat" is Tencent's most successful mobile Internet application today and the fastest growing new software in the history of the Internet. If QQ and Qzone are Tencent's big data platforms on PC, then "WeChat" is a big data open platform on Tencent's mobile.

WeChat has many products of the same type, mainly Michao, Feilao, Woyou, Yichao, etc. WeChat has a variety of ways to play, such as party group addition, find someone to join the carpool, voice blessing, travel boredom, family chat, new student group chat, etc. So, are these powerful functions not available in WeChat's competitive products? Compared with the alternative products on the market, what are the advantages of WeChat? Therefore, the objective of this article is to understand the reasons for the success of WeChat, analyze it, and learn some marketing strategies in the summary process, and hope to provide more experience for WeChat similar industries or software.

## **1.4 Research significance**

Smart phones continue to influence people's living habits. Modern and fast-paced lifestyles make people have more demands. At the same time, driven by the mobile Internet, people have higher requirements for mobile phones that can quickly access the mobile Internet. Since the Apple I phone created a new era for smart phones in 2007, various handed terminal systems have emerged and quickly occupied the market with the advantages of lightness and speed. Functional phones were mainly used for calling and sending text messages. Customers choosing mobile phones were mainly concerned with low prices. Appropriate reference to brand value. However, smart phone purchases require customers to transfer to the operating system, Internet speed, sensory experience, and even processor technology. Smart phones, with their intelligence, convenience, and strong interaction, occupy people's fragmented time, but also "pull" users from TVs and computers to mobile phones. Young people are slowly changing functional phones to smart phones, even elementary school students holding smart phones in their hands. The customer base and potential customer base of smart phones will grow day by day. Based on the above, the development of smart phone applications for them is the general trend in this article.

## **1.5 Research content**

This article focuses on the reasons for the success of WeChat, and elaborates on the idea of asking questions-analyzing problems-putting forward countermeasures. This article is divided into five parts to study. The specific content is as follows.

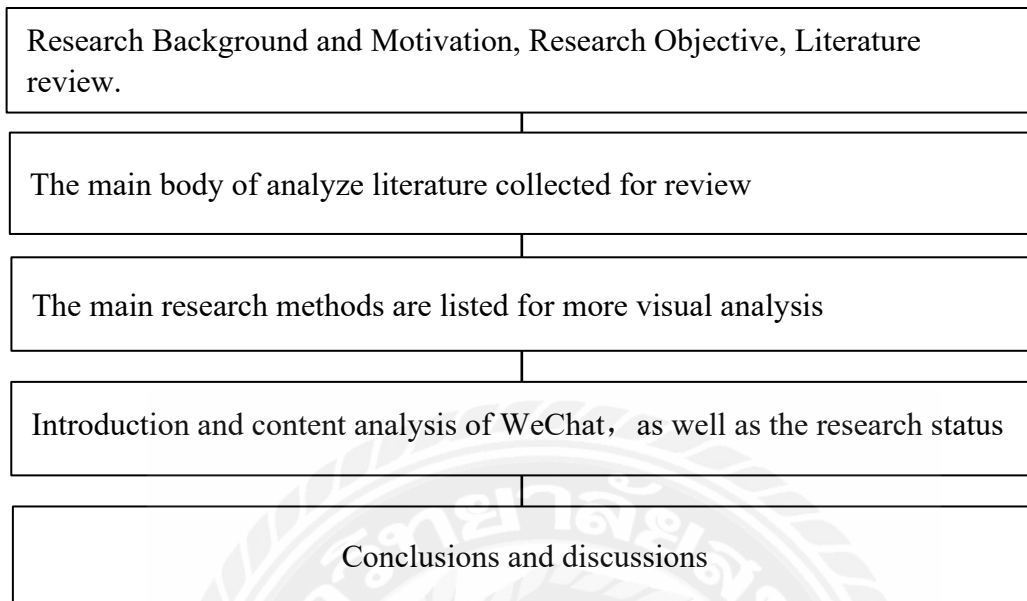
Chapter One gives a general introduction to the research Background、 research purpose and significance of the present study and research content of the thesis etc;

Chapter Two, the main body of analyze literature collected for review;

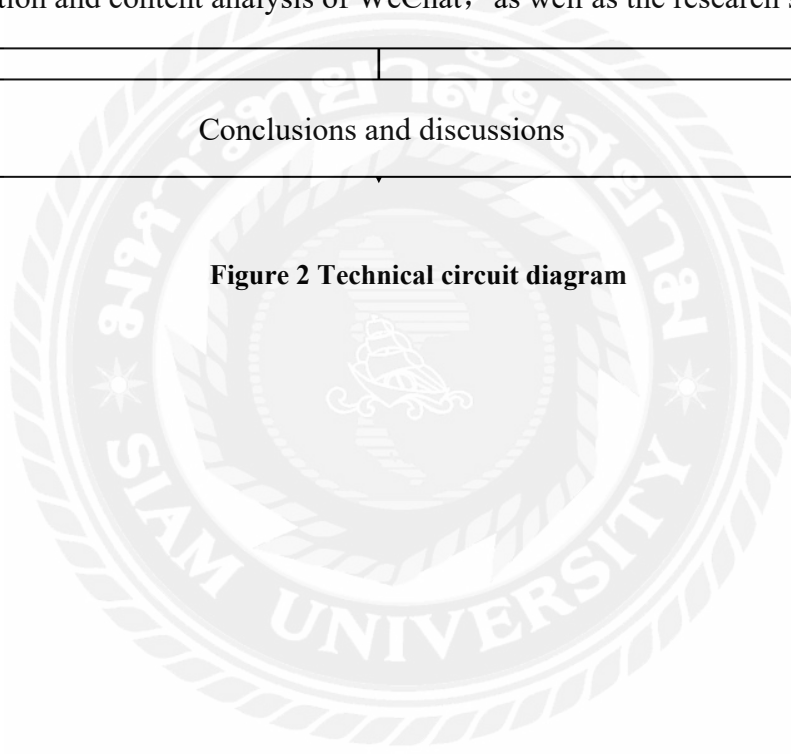
In Chapter Three, the main research methods are listed for more visual analysis;

In Chapter Four, introduction and content analysis of WeChat, as well as the research status;

Chapter Five, it is to research and put forward concludes for raised in chapters 3 and 4;



**Figure 2 Technical circuit diagram**



## 2. LITERATURE REVIEW

### 2.1 Analysis of the attributes of WeChat

Some scholars believe that WeChat is a brand-new social media, and some researchers regard WeChat as an important platform for the development of self-media. They believe that WeChat, as a communication platform, can integrate pictures, text, audio, and video more conveniently and quickly. The majority of self-media people regard it as an extremely promising development carrier. But on the other hand, the current WeChat public accounts are just islands, with relatively difficult communication, relatively single channels, and lack of relevant data for analysis. If you look at it from the perspective of "self-media", WeChat can only be regarded as a "semi-finished product" at best. Its social function is far greater than its communication media function.

It seems that some people regard WeChat as a kind of "new media", and some people just regard it as a "social tool", and their opinions cannot be unified. (Wang & Yu, 2014 ) discussed the social attributes of WeChat from the perspective of functional theory, and believed that, to a certain extent, WeChat has the characteristics and attributes of "new media", but unlike media, WeChat acts more as a media platform for information exchange and transfer. , If we directly call WeChat "new media", it is still slightly biased. But the reality is that when we mention new media, we undoubtedly also include WeChat. Therefore, this article believes that it is understandable to regard "WeChat" as a new media, which makes it easier for us to break the simple focus on WeChat, but to analyze the changes in the entire media world through the popularity of WeChat and find the law of media development.

As a brand-new information dissemination method, the rise of WeChat has indeed brought challenges to traditional communication theories. Regarding the advancement of WeChat's communication mechanism, Tong Hui analyzed the four aspects of WeChat's communication subject, target, communication channel, and communication content from the perspective of the "5W" model of communication in the article "WeChat Communication Studies and Its Impact" The communication characteristics of WeChat. He believes that WeChat communication is spread in the interpersonal circle in a point-to-point manner, which has the characteristics of relatively narrow communication targets, interoperability of communication channels, and fragmented communication content. Fang (2016) also gave a comprehensive overview of the communication mechanism and characteristics of WeChat. In the article "Research on WeChat Communication Mechanism and Governance Issues", he also believes that WeChat communication mainly focuses on peer-to-peer interpersonal communication. The content disseminated by WeChat has the characteristics of personal privacy and quasi-real-name system, and the ability of mass communication is weak. It is a communication software with strong interpersonal relationships as the main social relationship. From this, we can see that for the communication mechanism of WeChat, most scholars believe that

WeChat is first an important interpersonal communication tool, and secondly, it plays a certain mass communication function. Some scholars have discussed the reasons for the rise of WeChat from the perspective of the theory of "use and satisfaction", and believe that WeChat has become the current society.

The most popular way of communicating with information is simply because WeChat meets the needs of the audience. Han & He (2015) conducted a quantitative analysis based on the use and satisfaction theory and the media system dependence perspective to examine the audience's use behavior, contact motivation, and satisfaction with WeChat media functions. The study found that the audience's motivation for using WeChat media functions can be summarized into three orientations: information acquisition, social interaction, and functional experience. The audience's preference for content types and the above three motives have a significant impact on WeChat media satisfaction, and women The use of WeChat media is more satisfied. Understand the psychological needs and psychological tendencies of the audience using WeChat, which in turn can make us see that WeChat communication is different from other media's unique communication mechanism. From traditional media to new media, it is a process of re-excavating the attributes of media communication, which allows us to see the return of media communication functions.

## **2.2 The impact of WeChat on social interaction**

The fundamental change in the way people are connected is the manifestation of WeChat's social influence, which is prominently manifested in that it turns people into a state of connection that is always online and everywhere online. WeChat is a network space for social individuals to display themselves and interpersonal communication. WeChat interpersonal communication simulates real-life interpersonal communication situations through technical means Especially spawning

Create a large number of online communities with social significance. Some scholars have analyzed the communication function of WeChat from the perspective of social network analysis, and believe that as a virtual community based on social networks, WeChat helps to cultivate social capital.

The emergence of online virtual communities has replaced real communication and interaction in real life. In this environment where virtual and reality are intertwined, human performance has become a topic of concern to scholars. Some scholars believe that WeChat communication is a kind of strong interpersonal communication. Therefore, in the self-presentation of WeChat, the social self is greater than the material self and the spiritual self. Xu (2012) explained some phenomena of WeChat Moments based on Goffman's "drama theory", and revealed some of the psychological manifestations of WeChat users in constructing a "public image". Xu Qianli believes that in WeChat, the performance of actors is divided into four modes, each of which represents a performance

meaning: 1) idealized performance; 2) misunderstood performance; 3) mystified performance; 4) remedy Performance, and described the psychological motivations of these "performances". In this sense, the "I" in WeChat does not match the "I" in reality. This intricately intertwined identity with reality has become an asset of mediators.

### **2.3 The impact of WeChat on government affairs**

With the establishment of some government WeChat official accounts, the influence of WeChat on government affairs has also become a point of concern for scholars. Many government, police, judicial, education and other departments have established their own official WeChat platforms, similar to government Weibo, such as the official WeChat platform of Zhaoqing City Public Security Bureau "Ping An Zhaoqing". Zhu (2019) believes that government WeChat has become an important platform for the disclosure of government information at all levels, and an important window for online mass line education practices. The government WeChat provides a variety of ways for the expression of government information, ensuring the accurate delivery of government information, Let the government and the people communicate more smoothly. These are all positive comments on government WeChat, but in actual operation, due to the immature development, there are also some problems. One is the confusion in the positioning of some government WeChat accounts, and the other is the failure to achieve real government-civilian interaction. Therefore, the development of WeChat for government affairs needs further exploration. It is not "existence" that is good. If it is not used well, it will not help government affairs and communication between officials and people. It is better to save some manpower, material resources and energy.

### **2.4 WeChat and traditional media**

Existing researches related to social media marketing focus more on information transmission and user communication. Reyck & Degraeve (2006) pointed out after comparing the communication media and their applications of traditional media and social media: Compared with traditional media, social media has better performance in terms of communication speed, influence scope, effect feedback and time efficiency. Communication media will gradually develop in the direction of socialization, which will play a positive and positive role in enterprise marketing. Trusov and Bodapati (2009) pointed out in their research that users' online comments on products based on social media platforms would have a considerable impact on enterprise marketing. Similarly, Kozinets Robert (2010) further pointed out that social media should become a platform for consumers to express their own opinions and suggestions, and consumers can obtain product-related information and other users' comments on products through the platform to assist them in making purchase decisions. Later, Kietzmann and Hermkens (2011) showed through research that channel and content

are the most important components of social media, and social media marketing relies on the interaction between individuals and organizations. Hausmann and Poellmann et al. (2013) also emphasize that the main purpose of social media is to promote communication among users. In the same year, Snead pointed out on this basis that the selection of targeted customers should also be the key to social media marketing.

As a new information dissemination platform, WeChat has been valued by many traditional news media and tried to use it. According to statistics, more than 100 media and programs have opened WeChat public accounts. For example: CCTV News, Guangzhou Daily, etc. The combination of WeChat's own characteristics and traditional media has brought a series of changes and impacts to news communication activities. With the help of the WeChat public account as a communication platform, many traditional media have tried to maximize the communication advantages of WeChat in the important links of news communication activities such as news production, news push, news reception, and audience feedback. All aspects of news dissemination activities in WeChat have brought influence and changes.

Facing the impact of new information dissemination methods such as WeChat, many scholars are paying attention to the coping methods of various traditional media. Summarizing the opinions of various scholars, in terms of how traditional media can connect with WeChat, everyone's views are mainly focused on the following aspects: Use WeChat's characteristics of rapid information dissemination to issue authoritative interpretations and voices in a timely manner; Bring the brand advantage of traditional media to the new media field Extend and expand<sup>[14]</sup>; Build WeChat into an effective way for audience participation. Although WeChat has received the attention of traditional media, and each media has opened its own official public accounts, due to the inaccurate integration of communication methods and operational ideas, there are still many problems with traditional media public accounts, such as: Vague positioning , Can not make their own characteristics; serious homogeneity of information, uniformity; not good at maintaining fan users, interaction is not in place, and so on. These have become problems that traditional media must face and solve on the road of media integration..

## **2.5 The development status of WeChat in China**

Based on the study of journalism and communication, micro-credit's personalized expression and unique communication types make it the most popular instant messaging software for young people nowadays. The rapid development of WeChat has attracted the attention of some experts and scholars, and there are also many very good studies. Many articles analyze the meaning of WeChat from the perspective of communication or social networks. For example, Xiong Zhuqin wrote



"Analysis on the Factors of Successful Operation of WeChat Official Accounts—Seeing How "Wei Taizhou", which has more than 1 million users, gets fans." The purpose of her research is to locate the content, growth and maintenance of fans involved in the operation of WeChat official accounts. This article takes "Wei Taizhou" as the analysis object to explore the main factors of the success of WeChat official accounts. Method: The article analyzes in detail from three aspects: the positioning of the content, the change of presentation mode, and the maintenance of the background. Conclusion: In the era of new media, local media's official account insists on user-oriented, content is king, and with the latest information dissemination technology, it can fully meet the needs of users and increase user stickiness. It can also break a road to success.

Wang Yunliang wrote "WeChat Success Revelation" and discovered some enlightenment and experience brought by the success of WeChat. He wrote the article in January 2011 and went online; in March 2012, the number of users exceeded 100 million; in September 2012, it exceeded 200 million; in January 2013, it exceeded 300 million; in October 2013, it exceeded 600 million. WeChat, this mobile Internet instant messaging product developed by Tencent, has risen rapidly in the mobile Internet application market that is contending for hegemony in just over three years, from imitating "rookie" to industry leader, from "little lotus to the top" to "a list of small mountains". While we marveled at the dazzling legendary story, we came back to our senses and couldn't help but be more curious about the story behind its success. The in-depth study of the success of WeChat also brings us many useful enlightenments to explore and think about the ideological and political work in the new era.

Yuan Wenli and Zhao Fei once studied "WeChat's Success to Analyze the Structural Defects of Its Future Development". In the article, they believe that since Tencent launched WeChat in early 2011, WeChat users have exceeded 500 million, and they have shown a good momentum of international development. From the early stage of the main social function, to today's numerous and all-encompassing functions, WeChat is transforming from a mobile phone application to a full range of Internet services, and gradually covers all aspects of people's lives, with distinctive features of globalization and palatalization. But we must also realize that WeChat has both its inherent advantages and structural defects that cannot be ignored. In the future development process, it must be further improved under the premise of safety and ease of use.

In "Analyzing the Success of WeChat from a Psychological Perspective", Jiang Mingyuan believes that WeChat, as a social software, has been favored by all walks of life after it was launched in 2011. WeChat has become an irreplaceable mobile chat software among modern people, and it has also become an important part of modern social life. This article aims to analyze the success of WeChat from the perspective of psychology, and clarify the psychology that WeChat satisfies people as a communication software to make it popular in all walks of life in a short time.

In "Research on the Communication of Fitness Concepts in the New Media Environment-Taking WeChat as an Example", Wang Weiyao believes that WeChat was officially promoted by Tencent on January 21, 2011. It is a software similar to QQ that can provide instant messaging services. A quick dating tool. But besides being a chat software, it is also a powerful self-media. Users can log in to their WeChat accounts on tablets, web pages, and mobile phones. At the same time, they can also send some wonderful content they watch to their friends in the form of links or share them in the circle of friends. WeChat has now become one of the important means of social communication. It has the advantages of convenience and speed and unique operation mode, and is loved by the people. Taking WeChat as an example, the paper did a survey and research on the spread of fitness concepts in the new media environment, using questionnaire survey method, mathematical statistics method, and literature data method research methods to draw the following conclusions: 1. The ratio of men and women to 200 WeChat users is relatively balanced. The proportion of young people is relatively high. Most WeChat users have paid attention to at least one fitness concept official account, more than 90% of users will watch the news pushed by the official account, and more than half will practice communication and have a high degree of recognition for the article. 2. The advantage of new media communication is that it has the advantages of extensiveness, time-saving and compatibility in the communication process; the advantages of overall comparative analysis outweigh the disadvantages; and the attention of WeChat users to fitness concepts is on the rise, and it can be better A good platform for spreading fitness concepts. 3. WeChat's fitness concept is fragmented and time-sensitive. 4. The marketing ability, motivation and convenience of WeChat to spread fitness concepts are the reasons for its success. The limitation of WeChat's dissemination of fitness concepts is that the amount of accumulated information is not strong enough, which limits the large-scale information of fitness concepts to a certain extent and the lack of feedback. 5. The development direction of WeChat's dissemination of fitness concepts should be more diversified, and more attention should be paid to the promotion of scientific fitness concepts. The prices of higher-priced items such as horse riding and golf can be adjusted. In response to the problems of WeChat's dissemination of fitness concepts, the following suggestions are made: 1. The state should vigorously encourage national fitness, support the development of new media and WeChat, and introduce a more secure supervision system. 2. Push the news with the help of companies or well-known public accounts to achieve the effect of widespread dissemination. 3. Make good use of the advantages of star effects such as sports or film and television, and effectively spread the concept of fitness through the timeliness of WeChat communication. 4. The official account operation editor should make the push file more attractive. 5. Invest in what you like and increase the promotion of ball projects; at the same time, you can enter the official account pages of other projects by reading the original text to increase the possibility of being concerned.

Zhang (2013) wrote "Research on the Influence of Social Attributes on the Relationship between Perceived Value and Advertising Attitudes-Taking WeChat Moments Advertising as an Example." With the rapid development of Internet technology in the 21st century, various emerging industries have taken advantage of the trend. As a connection point between users and businesses, social media has not only improved the quality of life of the people, but also greatly promoted social and economic development. WeChat is a typical representative of social media platforms. It builds a relationship network based on offline acquaintances, with strong user stickiness and large scale. WeChat Moments ads rely on the WeChat social platform to spread in the chain of acquaintances, without advertising costs, and one-to-one communication has obvious advantages. Many advertisers and brands looked at business opportunities and quickly settled on WeChat to place advertisements, and achieved very good advertising effects.

Research based on mobile Internet is not only in the field of communication. There are some articles and books on instant messaging in the field of communication and mobile Internet. Yuding, a city of instant messaging represented by Xin, has also attracted the attention of many experts and scholars, but most of the researches use WeChat as an instant messaging. A member of the entire instant messaging field. However, in 2010, "Michao" software was born in China, and then a large number of similar software such as Youni, Kouxin, Momo, WeChat, etc. emerged. This instant messaging software not only changed the way people communicate, but also It also led the expansion of social tools from "weak relationship link network" to "strong relationship link network". "Instant Messaging: New Mobile IM Changes the Market Pattern", introduced the influence and changes of several representative mobile instant messaging software such as WeChat and Malian on the mobile Internet field. At the same time, it also gives suggestions on the transformation from a single operator to a comprehensive supplier for the structural characteristics of operators. If we compare WeChat with traditional SMS services, we mention the impact of WeChat on the traditional operation of SMS and MMS services, but analyze the customer stickiness of traditional SMS, and think that it is "difficult" for WeChat to replace SMS in a short time. These studies have outlined the development of WeChat in the mobile Internet and have high reference value.

WeChat (*Weixi*, micro-message) was first released by the Chinese multinational company Tencent Holding Limited in January 2011. With currently more than one billion monthly active users (Tencent, 2018), it has become one of the most important applications on smartphones in China. WeChat presents a multipurpose smartphone application, going beyond the features offered by its counterpart WhatsApp popular in Western countries. The multipurpose platform WeChat integrates a variety of services such as messaging, socialization, and mobile payment services, and steadily

expands its functionality by integrating new services such as city services allowing users, e.g., to book transportation or to pay for traffic fines in China's metropolitan areas. In the context of social media use, the core functions of WeChat include messaging services with other users and/or sharing photos/videos via the *moments* function. In line with the features of WhatsApp, its Chinese counterpart offers free video and voice call features and a large range of emoticons to emphasize the emotional state of the users. Through Jeffrey Knocker, Christopher Parsons, Lotus Seed, "How International Users Unwittingly Build up WeChat's Chinese Censorship Apparatus" that the past ten years A large number of studies have shown how China's online platforms are routinely reviewed to comply with government regulations. As Chinese companies enter markets outside of China, their activities have also received close attention. For example, TikTok, a video-based social media company, has been accused of censoring content on its platform, which is sensitive in China. Grindr is an online dating platform for gays, bisexuals, transgenders, and homosexuals owned by China. It is suspected of being used to monitor, track or otherwise harm American users.

WeChat is the most popular social media platform in China and the third largest social media platform in the world. Although the platform occupies a dominant position in the Chinese market, it is also working hard to achieve the internationalization of global users and attract users. Like other Internet platforms operating in China, WeChat will also comply with the rules and regulations of relevant Chinese authorities on banned content. Previous Citizen Lab research has shown that WeChat must maintain a balance because it tries to stay within the red line of the Chinese government and attract international users. WeChat censors users who have registered accounts with phone numbers in mainland China. This review is conducted without notifying the user, and is dynamically updated, usually in response to current events.

In previous work, there is no evidence that these censorship functions affect users who have not registered phone numbers in China. These users can send and receive information that cannot be sent and received by users with registered accounts in China. In this report, we show that files and images shared between non-Chinese registered accounts are subject to content surveillance and used to build a WeChat database for reviewing Chinese registered accounts. Through the analysis of the WeChat privacy agreement and policy documents, we found that the company did not provide a clear reference or explanation for the content monitoring function. Therefore, if you do not conduct your own technical experiments, users will not be able to determine whether and why content monitoring should be implemented. Therefore, non-Chinese users who send sensitive content through WeChat may inadvertently contribute to political censorship in China.

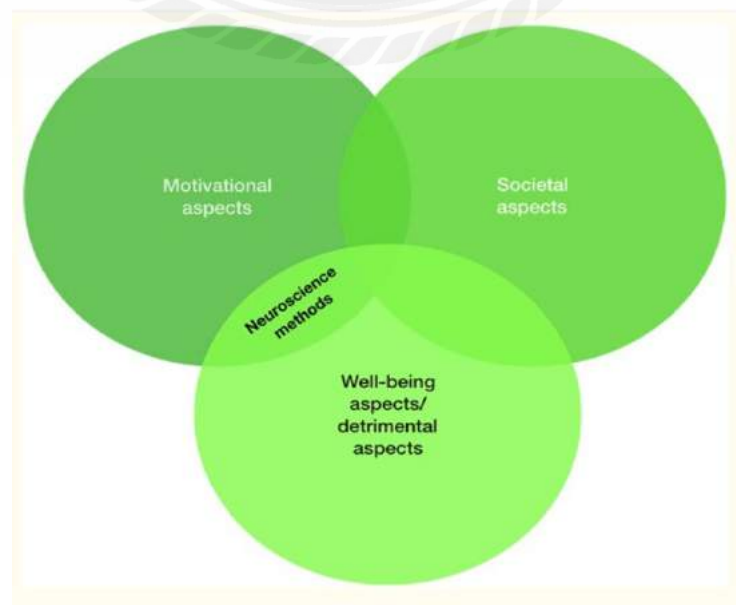
Early work on WeChat usage aimed at understanding motivational aspects of WeChat usage. In this context, Gan and Wang (2015) (an interview study with 18 participants), and Wang et al. (2015) pointed out that the need for social exchange represents one of the strongest driving forces to use

WeChat. This view can be supplemented by the findings of Mao (2014) showing in 200 students that WeChat is also used to relax and for stress relief. On one hand, the students of this study in particular appreciated that WeChat enables them to stay in contact with friends; however, and on the other hand, they also stated that their own peers encourage them to use WeChat more often [hence social pressure may be a driving force promoting excessive and potentially problematic use, see also the next section and the new work by Li et al. (2018) on stressful life events, WeChat addiction and life satisfaction]. Going beyond the work by Mao (2014), Lien and Cao (2014) provided evidence that motivational factors such as (satisfying the need for) entertainment, sociality, and information on WeChat impact the attitude toward WeChat. The attitude toward WeChat itself was linked to positive word of mouth (speaking positively about WeChat and its functions), whereas both the attitude toward WeChat and the variable of word of mouth were positively influenced by the factor trust in WeChat (see page 108 in Lien and Cao, 2014). Of note, Pang (2016) identified four factors predicting WeChat usage: passtime, affection, sociability, and fashion. Although the frequency of WeChat use per week was best predicted by the passtime variable (e.g., WeChat being pleasant rest, fun, and relaxant), time spent on each session was best predicted by the factor affection (e.g., help and thank other people).

Despite the increasing growth of WeChat, research on the potential effects of WeChat usage on the societal and individual levels is currently scarce. Several reasons may have contributed to the lack of systematic research in this field. First, despite growing research on the effects of social media use, previous research has mainly focused on the most popular social media platforms in Western countries, such as Facebook/WhatsApp. Juan kho et. al (2017) argued Excessive use of WeChat, social interaction and locus of control among college students in China. This study also showed that greater excessive use of WeChat is associated with higher external locus of control and greater online social interaction skills. These results reveal that WeChat has unique and strong appeal among college students in China. However, given potential cultural differences as well as the more complex integrated functions of WeChat, the previous findings in the Western countries may not be simply extended to determine potential impacts of WeChat in China and other countries with high-usage numbers. Second, despite its popularity in Asia, WeChat is still not well known and used by many individuals living in Western countries. As switching costs are high, it is not easy for them to change from the current social media (e.g., Facebook) to a new one (e.g., WeChat).

In the context of the steadily growing numbers of WeChat users and its rapid extension of functions over the past years, which led to highly interwoven interactions with everyday life, specific research on the effects on the societal and individual levels is needed. From our perspective, research needs to focus on different perspectives to account for the complex effects, which will be outlined after reviewing currently available empirical research on WeChat. In the present work we will focus on three different research approaches with high relevance for WeChat research (also illustrated in

Figure 3). We will discuss motivational aspects of WeChat usage (see section “Motivational Aspects of WeChat Usage”) along with potential detrimental aspects of WeChat use on mental health (see section “Detrimental Aspects of WeChat Usage on Mental Health”). Clearly, these fields are entwined. Although motivational aspects first aim at understanding why individuals use WeChat, some of these motivational aspects might be associated with detrimental aspects. A review by Ryan et al. (2014) on Facebook addiction revealed that several factors of the uses and gratification theory such as searching for companionship when being lonely might be linked to addictive tendencies toward Facebook, but more in general “inconsistency in the measurement of Facebook addiction makes it difficult to propose compelling arguments regarding this condition” (p. 145). In short, being depressed and/or lonely might result in searching for and perhaps also finding online support. This positive reinforcement might further result in a transit from habitual to excessive usage of Facebook without solving one’s own social problems in the offline world. Moreover, lonely persons might be in particular prone to get depressed due to processes of social comparisons triggered by the many happy and exaggerated Facebook profiles demonstrating the often superficially perfect lives of other users (Song et al., 2014; Tandoc et al., 2015). The investigation of motivational/well-being/detrimental areas of social media usage – in the present context WeChat – might also strongly benefit from neuroscientific studies, because brain processes underlying these psychological processes are in part well understood and provide an additional layer of information explaining why individuals use social media platforms and/or develop addictive tendencies (Montag et al., 2017). For this reason, the present review also presents initial neuroscientific findings on WeChat usage/addiction. Finally, and as depicted in Figure Figure1,1, the present review also provides some first insights into the effects of WeChat usage on a societal level (see section “WeChat Usage: A Societal Perspective”) before concluding with a brief outlook on future research questions.



**Figure 3 Inspiring relationships between fields**

Wenbo Kuang (2013) report's is a comprehensive review of the developmental status of WeChat and demonstrates that WeChat's development is in line with the diffusion of innovation theory. It explores features of WeChat, including user behavior, user structure, user relationship, etc. It analyzes the advantages of WeChat in communication, such as user-friendliness, multimedia communication, cost-free usage and higher user loyalty, as well as the disadvantages of WeChat, such as information overload, the proliferation of spam and poor security, however there are some common features: (Obar, Jonathan A.; Wildman, Steve, 2015) Social media are interactive Web 2.0 Internet-based applications (Kaplan, A. M., & Haenlein, M. 2010). User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization (Boyd, Danah m.; Ellison, Nicole B, 2007). Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

## **2.6 The innovation and importance of WeChat**

Due to its portability and personalization, WeChat has become a common communication method and information acquisition channel used by the public. As a new information dissemination platform, the development momentum of WeChat cannot be underestimated. Whether it is academia or industry, its research is also closely followed. Especially since 2013, there has been more and more research on WeChat. In HowNet, I searched the keyword "WeChat" and found 8,771 results in the journalism and media disciplines. A third area in WeChat research initially explored the impact of WeChat usage on the societal level. Western researchers are increasingly concerned about the impact of filter bubbles and echo chambers due to personalized news feeds such as on Facebook undermining democratic processes (Zuiderveen Borgesius et al., 2016; see also the potential and problems of psychological profiling/microtargeting; Kosinski et al., 2015; Matz and Netzer, 2017). Among others, informing yourself via a personalized news feed, which is presented to you according to your "Like" profile, might lead to biased views on the world and even radicalization, in particular if persons inform themselves only via social media about the daily news. Please see also Table Table11 showing that both Facebook and WeChat have such a news feed included in their application informing users on their social networks but also aspects in line with their personalized interests. Note that effects of such a personalized news feed on pluralistic opinions in society might differ depending on the different forms of governance across global societies.

WeChat has reached an enormous popularity with great potential in the discourse of societal areas of relevance (e.g., DeLuca et al., 2016) and also using WeChat for educational purposes (Zeng

et al., 2016). Given that also older generations are using WeChat in the meanwhile [Huang and Zhang, 2017; see also an additional small study on socio-demographics of WeChat usage by Deng and Lin (2015)], the study of the WeChat platform will be of interest to get insights into a wide array of human behavior. This might be of special relevance when considering the new social credit system of the Chinese government used as a tool to develop a national reputation system of the Chinese population (BBC.com, 2015).

Aside from this, it will be necessary to take a detailed look at the many possible distinct areas of WeChat behavior clearly going beyond broad WeChat usage. The necessity to focus on the actual behavior on a platform has also been stressed in a recent work by Rothen et al. (2018) investigating problematic Facebook use. Note that in the work on WeChat by Montag et al. (2018) it also has been shown that frequency of paying was inversely linked to the gray matter volume of the nucleus accumbens, a key reward-processing region of the brain. Therefore, self-report studies and also studies employing methods from Psychoinformatics need to assess the specific functions used and how often such distinct behaviors are shown. Again, we point toward the manifold features of WeChat indeed making it a multipurpose platform. In sum, it is not only of relevance to understand how long or frequent a person is using WeChat on a daily level, but clearly what kinds of activities are shown on an individual level and whether this leads to problems in everyday life.

In the realm of the recently introduced concept of Internet Communication Disorder (Wegmann and Brand, 2016; Montag et al., 2018), we have already mentioned above that lower gray matter volumes of the subgenual anterior cingulate cortex have been associated with higher WCA. Indeed, it is not clear, if Internet Communication Disorder and WCA, or perhaps better called WeChat Use Disorder (again see footnote 1 describing problems in terminology), might warrant an own disorder in a future edition of the International Classification of Diseases (ICD) issued by the World Health Organization (WHO). Nevertheless, the recent inclusion of Gaming Disorder in ICD-11 underlines the need to study behavioral addictions, as also recently emphasized by a current commentary by Potenza et al. (2018) in *Nature*. Moreover, important psychological questions to be answered in the context of WeChat usage will also touch the area of a digital etiquette (Montag and Diefenbach, 2018), and more detailed, if WeChat usage leads to lower social connection/taking less care of one's own children (Kushlev and Dunn, 2018), possibly also resulting in lower empathy (Melchers et al., 2015; Lachmann et al., 2018). A new study by Kushlev et al. (2019) also demonstrated that smartphone usage reduces smiles between strangers. It also needs to be better understood at what levels WeChat may benefit users in everyday life and may even enhance resilience due to its potential stress-relieving effects or increased social support. This might be possible in many areas including administration of everyday life issues, health, and obviously communication.

Related research articles showed a geometric upward trend that increased year by year. Consult



a large number of documents related to the feasibility and legal basis of the successful development of WeChat, and related documents about the WeChat system and system, to understand the current status of China's WeChat system management, and to analyze current problems and propose Some suggestions to find theoretical support and practical experience for the smooth progress of this research.



### 3. RESEARCH METHOD

The main research methods used in this article are case analysis method, literature research method, Induction method. Explain the theoretical basis involved, conduct research based on the specific situation of WeChat, analyze the current development status of WeChat in China, solve some difficulties and promote WeChat future development.

#### 3.1 Qualitative research method

Questionnaires, seminars, interviews

The author will use the form of questionnaire, discussion and interview to understand the proportion of WeChat in the population, as well as users' comments and other first-hand information. The three methods were mainly interviews, supplemented by questionnaires and discussions. The interviewees were divided into schoolmates and social figures in terms of occupation. They ranged in age from 14 to 55. More than 90% of the respondents know WeChat, while the prevalence of WeChat among middle-aged and elderly people over 40 is much less than that of young people under 30. Among young people, the vast majority of users choose to use WeChat mainly for convenience and free, but there are also 23-year-old like Yi who mainly use "drifting bottle" for entertainment and recreation. Among the interviewees, a representative Li who does not use WeChat is 50 years old. She thinks the contact on the mobile phone can be through the phone call SMS, there is no need to use WeChat. The reasons for less use of WeChat by people over 40 years old are as follows: First, many middle-aged and elderly people are not very receptive to new technologies and do not feel that smart phones are inconvenient to operate; Second, not many people use WeChat in the surrounding environment. The proportion of WeChat and regular use of WeChat was. In addition, the interview found that the usage and penetration rate of WeChat are much higher than other instant messaging software. From the initial version of WeChat to the latest version, the author has years of experience in using WeChat and witnessed the development of WeChat from a simple text transmission software to an instant messaging software with over 100 million users. Meanwhile, the author found that friends around him gradually joined the ranks of WeChat. As one of Tencent's hundreds of millions of users, the feelings of users are always the most real. Therefore, the author will analyze the reasons for the success of WeChat and the impact of WeChat on people's life in terms of technology and culture, based on my personal feelings and my own opportunities to understand smart phones

### 3.2 Case study method

WeChat has now become an important brand promotion platform, and merchants have settled in whether it is a public account or a circle of friends. Facing hundreds of millions of user groups, WeChat has begun to advertise in the circle of friends. Recently, the precise advertisements of BMW and Coca-Cola that appeared in the circle of friends have also become a lot of noise. The reason why WeChat has become a major marketing base ultimately stems from its unique communication model. First of all, WeChat's large user scale and unique user characteristics have laid the foundation for the marketing of WeChat advertising. The gradual increase in WeChat users' own stickiness is conducive to the formation of corporate brand loyalty; Second, WeChat is based on acquaintances. Intercommunication media, WeChat Moments provide a very favorable platform for word-of-mouth marketing, because of the strong trust among acquaintances; Furthermore, WeChat's precision marketing capabilities are strong. Since companies can obtain basic user information through the public platform, they can figure out user psychology. Come and do what you like. Therefore, some scholars believe that WeChat provides an important opportunity for marketing activities in today's society, making marketing activities more in line with the human needs of the socialization principle, and making an important supplement to the interaction and friendliness of the marketing process. WeChat marketing is far more than basic platforms such as public accounts and Moments. WeChat stores and WeChat malls have become larger marketing bases. WeChat has indeed played an unprecedented role in promoting the rise and development of "WeChat business".

In the 1990s, computers gradually entered thousands of households. People sitting in front of the computer, through the PC Internet, experienced different landscapes around the world, and understood different information. However, with the increasing popularity of the mobile Internet, users use the PC to surf the Internet. The time is gradually replaced by mobile phones. Mobile Internet is rapidly occupying the market with its terminal mobility, the convenience of access to the network, the diversity of content and the wide use of the foundation, and the utilization rate is rising, especially with the emergence of 3G (third-generation mobile communication system). It plays a historical role in the development of the mobile Internet. The 3G network is not only compatible with basic functions such as calls and short emails in the 2G (second-generation mobile communication system), but can also increase the system capacity, provide support for multimedia services and high-speed data transmission services. Compared with the traditional 2G mobile phone network, it has the characteristics of high speed, multimedia and personalization. Its fast transmission speed is not only for web browsing, but also for video calls, downloading and watching movies, and even multiple applications at the same time. This gave the emergence of WeChat a foundation for network support. Nowadays, in the era of information explosion, the massive amount of information is difficult to estimate, and the pressure of work and life also makes people's time, interest, and behavior appear

"fragmented", making it difficult to have complete time to read the information. Under this circumstance, the "anytime, anywhere, fast and convenient" network such as the mobile Internet satisfies people's psychological demands of using fragmented time to obtain news and entertain. Especially after the popularization and development of smart phones, the perfect combination of the two has brought tremendous changes to people's lives.

WeChat is a variable. For Tencent, the possible opportunity in the next ten years is QQ, which brings endless wealth. For Tencent's instant messaging client, users, cash, traffic, brand, At the beginning, a client manufacturer has become the largest Internet company in China from point to surface. The problem is here. Although Zhang Xiaolong is powerful, the chief product manager of Tencent, praised by Ma Huateng, QQ and other business units have already felt the pressure, a social tool myth or re-creating a social empire no matter what, they are marginalized and benefited. Redistribution will all put them in danger. Obviously, for those who have been squeezed, the voice intercom function can also be found in mobile QQ, and it can also find nearby applications lighter and more concisely. These new changes reveal a lot of insights. The taste of WeChat appears. Obviously, they don't want to make WeChat unique. Tencent's resources and brand can enable WeChat to grow rapidly; With the rapid development of the Internet,

The communication platform WeChat has become an indispensable communication software for people. Among them, WeChat has quickly entered the masses of people, and the vast majority of netizens will open and use WeChat accounts. In the fourth quarter financial report of Tencent in 2018, it is obvious that the number of WeChat users exceeded 1.09 billion for the first time. Regarding the increase in the number of WeChat users, Tencent pointed out in its financial report for the first quarter of 2018 that the success of the launch of mini games has benefited the mini program ecosystem as a whole. In addition, the QR code shopping function launched for merchants is one of the smart retail initiatives, which improves transaction efficiency. 30% of WeChat users use WeChat more than 25 times a day, 55.2% of WeChat users have more than 10 WeChat page views per day. The vast majority of WeChat users pay more attention to and use WeChat public accounts. Before conducting quantitative research, this article selects a case to analyze the status quo of WeChat and the reasons that led to its success as a reference, combined with the results of quantitative analysis, and provide suggestions for value co-creation. First, analyze objective reasons. First, The user base of WeChat benefits from the accumulated storage of Tencent QQ for many years. But WeChat is different. Here, people establish their own small circles, and they can talk, voice, send pictures and videos one-on-one, etc., paying more attention to microscopic individuals and their feelings. Compared with Weibo, the essence of WeChat is user-controlled software, which emphasizes humanity. And from the subjective analysis of product development, WeChat has done a very good job in user experience. Although WeChat version 5.0 has been on the path to commercialization, it is still carefully weighed

against the quality of user experience, so that users are not disturbed, but are given the satisfaction of active manipulation. When studying the success factors of WeChat, this paper analyzes Tencent's financial report in detail, supports some of the points raised in the paper through representative cases, and analyzes and discusses the development factors and improvements of WeChat.

### **3.3 Literature review method**

WeChat, with its personalized expression and unique style of communication, has become the most popular instant messaging app among young people. The rapid development of WeChat attracted some experts and scholars attention, also has a lot of very good research, many articles from the perspective of communication or social network analysis of the significance of WeChat, such as Fang Zhixin Cai Libai two teachers from the communication point of view the rise of WeChat in communication field of vision for the development of WeChat are analyzed, This paper makes a detailed analysis from three aspects: the emergence of WeChat, the transmission mode of WeChat and the changes brought by WeChat to the transmission mode. Based on the theory of "practicality and satisfaction", this paper analyzes why audiences have a strong ability to accept WeChat. Another example is De-structing WeChat Information Transmission Mode from the Perspective of Communication, which mainly analyzes the relationship among users, communication content, media and audience of WeChat based on the "mode" theory of Tonraswell. This article clearly introduces and expounds the whole process of WeChat communication, especially in the aspect of communication content detailed analysis of the important relationship between the diversified communication content and the development of WeChat. The above research has a good guiding significance for the study of WeChat and communication. In the field of communication, not only in the field of communications and mobile Internet has some articles about im field works, the represented by WeChat im sure also attracted many experts and scholars in the field of view, but most of the studies are WeChat as a part of an instant messaging to the whole world of instant communication, such as zhang's instant communication: New Mobile Changes Market Pattern, introduces the influence and change of several representative mobile instant messaging software, such as WeChat and Mi Chat, on the mobile Internet field. At the same time, the structural transformation of operators is also given

From a single operator to integrated suppliers and other recommendations. In addition, a media report "The rise of WeChat is not the" life and death charm "of traditional SMS" also compared the traditional SMS service of WeChat and, mentioned the impact of WeChat on the traditional SMS service of WeChat, but analyzed the stickability of traditional SMS customers, and believed that it would be "difficult" for WeChat to replace SMS in a short time. All these studies have summarized

the development of WeChat in mobile Internet, which has high reference value.

In this report, the existing literature on mobile media will be studied, observed, analyzed and summarized to understand the current development process and future prospects of mobile media applications. The above works will provide theoretical support and train of thought for the analysis and research of the author, making the theory of the paper clearer and the structure more scientific.



## 4. DATA ANALYSIS

This chapter mainly studies the reasons for the success of WeChat, so it mainly analyzes the status quo of WeChat. From media research and WeChat public system, it sorts out the relevant literature on public platforms and related literature, and establishes a complete theoretical framework. At the same time, through the collection of network data and related cases in this article, we have grasped the accurate development status and empirical data of WeChat, and based on this, put forward opinions, found many problems, and put forward corresponding countermeasures.

### 4.1 Analysis of Current Enterprise Overview

WeChat is a free application that Tencent launched on January 21, 2011 to provide instant messaging services for smartphones. It supports cross-communication operators and cross-operating system platforms to quickly send free voice messages (requires a small amount of network traffic) over the network. , Videos, pictures and text. At the same time, you can also use the sharing of streaming media content and location-based social plug-ins "Shake a Shake", "Drift Bottle", "Circle of Friends", "Public Platform", "Voice Notepad" "Wait for service plug-ins. WeChat was planned and launched by Shenzhen Tencent Holdings Co., Ltd. in October 2010 and was created by the product team of Tencent Guangzhou R&D Center.

Its development history:

On January 21, 2011, WeChat released a 1.0 beta for iPhone users. This version supports importing existing contact information through QQ number, but only has simple functions such as instant messaging, sharing photos and changing avatars. In the subsequent three beta versions, WeChat gradually increased the reading of mobile phone address books, the intercommunication with Tencent Weibo private messages, and the support for multi-person conversation. As of April 2011 At the end of the month, Tencent WeChat gained 4 to 5 million registered users.

On May 10, 2011, WeChat released version 2.0, which added a voice intercom function like Talkbox, which made the WeChat user base significantly increase for the first time. In August, WeChat added a stranger dating function of "View Nearby People", and its users reached 15 million. By the end of 2011, WeChat users had exceeded 50 million.

On October 1, 2011, WeChat released version 3.0. This version added the functions of "Shake a Shake" and Drift Bottle, added support for the Traditional Chinese language interface, and added Hong Kong, Macao, Taiwan, the United States, and Japan. Users in three regions are bound to mobile phone numbers.

In March 2012, the number of WeChat users exceeded the 100 million mark. On April 19, WeChat released version 4.0. This version adds photo album functions similar to Path and Instagram,

and can share photo albums with friends. On July 19, WeChat version 4.2 added a video chat plug-in and released the web version of the WeChat interface. On September 5th, WeChat version 4.3 added the function of shaking and uploading pictures, which can easily transfer pictures from the computer to the mobile phone. On September 17, Tencent's WeChat team announced that the number of registered WeChat users has exceeded 200 million.

On February 5, 2013, WeChat released version 4.5. This version supports real-time intercom and multi-person real-time voice chat, and further enriches the functions of "shaking" and QR code, and supports searching, saving and migrating chat records. At the same time, WeChat 4.5 also added voice reminders and navigation functions based on the location sent by the other party.

On August 5, 2013, WeChat 5.0 for ios was launched. Emoji store and game center were added, and the scan function was newly upgraded. You can scan street view, scan barcode, scan QR code, scan word translation, scan cover, On August 9th of the same year, WeChat 5.0 Android was launched.

On August 15, 2013, the number of registered users of WeChat's overseas version (WeChat) exceeded 100 million, and 30 million new users were added within one month. On October 24, the number of Tencent WeChat users exceeded 600 million, with 100 million daily active users.

On December 31, 2013, WeChat 5.0 for windows phone was launched. Emoji store, bank card binding, collection function, mailbox binding, sharing information to Moments and other functions were added.

On January 4, 2014, WeChat added the taxi-hailing function provided by "Didi Taxi" to the product.

As the most popular social information platform nowadays, WeChat is also a major entrance to the mobile terminal. It is evolving into a major business transaction platform, and its disruptive changes to the marketing industry and the new media industry are beginning to appear.

## **4.2 Analysis of WeChat Performance**

### **WeChat platform is not perfect**

Few people go to the official account to see the news, but the reading volume of professional dry goods articles is low. Some online promotion and online marketing articles and experience methods shared, because these methods are relatively practical and do not contain any bragging rights. There is no false ingredient

Compared with the national humanities and social sciences articles, the experience and methods of dry goods are often only aimed at a certain industry, a certain user group, or even a certain type of enterprise. Only those who are at this stage and have such needs do exist. The audience will actively or passively accept dry articles



The vocabulary is more obscure, the reasoning is more than the story, the statement is more than the burden. There is no tortuous plot similar to a novel, nor the fun of entertainment news. In the eyes of most people, dry goods are very boring and even difficult to understand. Therefore, not many unrelated people will read related articles.

The title of the article cannot attract the attention of the audience. In today's information explosion era, fragmentation of reading has become the mainstream. The audience receives too much information every day. If they did not catch the audience's attention in the first time, they would just skip it. At the same time, the quality of the article is not high and the audience Will not take the initiative to forward and share, low exposure rate, resulting in low reading volume.

Therefore, it is necessary to increase the reading volume of dry goods articles to make the articles fuller and truer

### **Platform promotion requirements have not been realized**

The biggest factor is the lack of creativity in the event itself and the unattractive prizes. Nowadays, there are a huge number of individuals, businesses, and companies doing WeChat activities. There are countless activities generated and released every day. There are so many types that come and go, and the homogeneity is serious, such as big carousel lottery traffic, scan code to send vouchers Wait, the prize itself is not very attractive, the form is not innovative, and it can be seen everywhere. The audience is numb to these, and the desire to participate cannot be mobilized, so how can it be effective?

Therefore, if you want to make WeChat activities "live", you must innovate and add your own characteristics in the activity format, activity copywriting, and activity prizes. Even interact with other apps and games to promote

## **4.3 Analysis of Current WeChat Customer Feedback**

### **Private issues problem**

The real-name system makes it impossible for criminals to take advantage of the establishment of a safe protection system. The QR code is time-limited,

Establish a public interest litigation system for the protection of personal private information. The issue of personal private information security is similar to that of food, drugs, and ecological environment. It has the same characteristics as the large number of people involved, the scattered violations, the low cost of infringement, and the high cost of rights protection. It is recommended to include such infringement cases into the scope of public interest litigation, and establish public

interest litigation and independent litigation. Integrated litigation system. Determine the departments involved in the company's big data and regularly review the data privacy of these departments. Finally, when formulating and implementing data privacy protection measures, it needs to be based on the business needs and development of the enterprise. Anonymize data. One way to achieve minimization is to encrypt personally identifiable data elements. Another method is to identify the data of individuals with similar values, and then average it into a comprehensive income value, and integrate it into a larger data analysis.

Implement normalized supervision in accordance with the law. In view of the reality that victims have limited restraint effects, law enforcement agencies should take the initiative to improve the enforcement of laws and regulations, strengthen active supervision, establish normalized information reporting, random inspections, censuses, and key enterprise investigation systems, and timely verify the integration of information collection, storage, and use. Regularity. Whether it is based on any company philosophy or product positioning, its goal is to meet user needs, based on user needs. It should require a humanized design that allows users to choose whether to leave or leave the message. Although this universal and unified operation is standardized and simple to operate to a certain extent, the privately enjoyed content of information belongs to people and The common product of all people allows users to make their own decisions, choose whether to leave or leave the message. For the display of the content of the Moments, the time span is too long, and there are too few choices. There are only four types (all, one year, three Months, three days) Since the system intends to set the display of content.

### **WeChat Merchant problem**

Accumulate users from WeChat merchants and combine online and offline marketing. Commodity promotion, communication with customers, conclusion of transactions, etc. There are even some micro business associations that provide offline experience and online consumption mode of purchase. This marketing model is more beneficial to users than Taobao e-commerce's marketing model that relies solely on online marketing.

The boutique model, with quality first, is conducive to the development of word-of-mouth marketing. Compared with Taobao e-commerce, the micro business pays more attention to its own word of mouth. this was initially due to the differentiation strategy of the early WeChat business. The early WeChat business recognized that WeChat as a marketing platform was compatible with Taobao and Tmall. in order to make up for the shortcomings of the industry platform, they chose a differentiation strategy, focusing on quality, which is cheaper than goods but quality there is no guarantee that Taobao e-commerce is distinguished. At the same time, because the main customers in the initial stage of the WeChat business were acquaintances, they knew the sense of responsibility

to acquaintances has visibly deepened the importance of micro-businesses to quality. And micro-businessmen prefer to be short of products and strive for excellence the pursuit of fineness is reflected in the level of consumers or customers and it has become a good reputation, and WeChat's own strong social relationship is this spread of word of mouth and the credibility of word of mouth provide guarantee. Increase in sales and customer reputation brought by word-of-mouth marketing benefits such as high levels and reduced customer sensitivity to commodity prices have in turn promoted micro-businesses' emphasis on quality.

### **pay problem**

With a scan, a payment link appears, but to achieve the closed loop of the entire purchase behavior, the existence of a payment channel is also required. The previous version of WeChat needs to jump to the WAP page to realize payment, which brings inconvenience to customers, while the WeChat payment of WeChat 5.0 emphasizes one-click payment. Bind a bank card, and then set the WeChat payment password. After each payment, only the WeChat payment password is required to complete the payment. This is also the reason why online banking has become so popular in recent years that convenient and fast payments are always what customers want on the basis of safety. The traditional way of investigating real objects in a physical store, recording the model number and then buying it online on a PC client is dwarfed. Many customers have a strong desire to consume at the time, and may calm down or forget about it later, and the function of allowing payment enables instant purchase.

## 5. CONCLUSION

This chapter is mainly about conclusions and measures, and puts forward the research conclusions of the paper and recommendations for WeChat implementation.

### 5.1 Conclusion

The reason for the success of WeChat is firstly the big backend of Tencent. Tencent has a huge user group of QQ. Initially, WeChat used QQ for promotion. Secondly, it is the popularity of smart phones. There are smart phones, basically They are all young people. These groups all have QQ. In a sense, smartphones have promoted WeChat again.

With the popularity of smart phones, WeChat began to register with phone numbers, which greatly facilitated the middle-aged and elderly user groups, and voices can be used when WeChat comes out, which can reduce the frequency of text messages and calls. WeChat appeared in early 2011. This was the most rapid development of smart phones. My QQ was born in the PC era, and its function points were mainly for computers. It took almost twelve years from 1999 to 2011. , We have added a lot of friends, or familiar. or unfamiliar, the QQ space has also become miserable, we urgently need an instant messaging software with the social nature of acquaintances, which created the opportunity for the birth of WeChat, Lei Jun also saw Opportunity, Michao was developed, even one month earlier than WeChat.

Continuous innovation and surprises. The excellent WeChat team adheres to the philosophy of less is more, making WeChat very simple and easy to use, and now it is integrated with the payment function. A successful product needs to follow the trend. A huge traffic entrance requires its own hard work. The traffic entrance will lead users in. If the product is not perfect, it will slowly lose. Therefore, there must be innovation in function points. WeChat is undoubtedly an almost perfect product. You can make freephone calls, free text messages, Moments of Friends, Drifting Bottle, nearby people, public accounts, and other function. WeChat public platform is an information dissemination medium under the modern new media environment. Subscribers can choose different platforms to follow according to their interests, social hot spots, or information needed in life. It provides a good targeted platform for our fragmented learning and reading. Compared with reading newspapers before, magazines have the same nature, but the only change is the change of reading medium. According to the current development trend, the WeChat public platform has huge development potential. It can take advantage of its own advantages, integrate the advantages of cross-platform resources, and drive

the integration and development of other network new media under the premise of constantly improving its influence.

## **5.2 Suggestions**

### **5.2.1 Draw conclusions from objective cause analysis**

#### (1) WeChat is more humane

The user base of WeChat comes from the accumulated storage of Tencent QQ for many years. Penguin has changed people's lifestyles. The QQ account is called the necessary information for us to make friends. Hundreds of millions of Q people online also endow Tencent with staggering user resources. I believe this is also the direct reason why the number of WeChat users exceeded 100 million in just one year after its debut. Competitors of the same kind can get millions of users under the same conditions, which is already doing quite well. It is important to know that only after a certain scale effect is formed, can enterprises accelerate user growth through public and media communication. Second, the nature of WeChat is different from Weibo, one of its main competitors. Weibo is also a popular application nowadays, both of which are representatives of self-media nowadays, and the massive information resources of Weibo are dazzling-Weibo is more of a communication medium, close to the function of media. Here users are more browsing, forwarding, and self-evaluation. But WeChat is different. Here, people establish their own small circles, and they can talk, voice, send pictures and videos one-on-one, etc., paying more attention to microscopic individuals and their feelings. Compared with Weibo, the essence of WeChat is user-controlled software, which emphasizes humanity.

#### (2) User scale and user dependence are high

From the perspective of WeChat imitation, Tencent is a company that understands products well. This enables every product that Tencent imitates to stabilize at a certain level, similar to the kind of factory product development. This makes Tencent not have too many problems at the product level. For other small companies that mostly imitate foreign applications, it actually takes a longer run-in period to reach a similar level. The initial imitation of WeChat and Mi Chat was actually kik, but later with the development of WeChat, you will find that it is actually more like Color. Color was originally positioned as a typical stranger communication application. WeChat has made a series of small innovative functions from the perspective of stranger communication, such as drifting a bottle, shaking it, checking nearby people, and showing QR codes. It is these innovative features that really make WeChat users proliferate, rather than relying solely on intercommunication with QQ and QQ mailboxes.

### (3) Tencent's strong execution

As a large company, Tencent's execution of new products does not seem to be inferior to startups. On December 10, 2010, Mi Talk released the Android version, on December 23, the iPhone version was released; on January 12, 2011, the Symbian version was released. WeChat released the iPhone version on January 24, 2011; the Android version on the 27th; and the Symbian version on the 29th. Last year, WeChat released a total of 44 updates on 4 platform versions. It is also imitating a certain new Internet product that has appeared abroad. If a large company does not do poorly in stability, micro-innovation and execution, or even better than a startup, what else does a startup have? Can you complain? Even if you have an original good idea that is successfully copied by a big company, you still don't need to complain-probably the key reason is that your idea is too simple, or you didn't make this good idea a threshold. For startups, the most difficult thing to replicate is entrepreneurship and true innovation ability. If Zuckerberg returned the idea to the Winklevoss brothers, I am afraid that there would not be the current Facebook, because the things that really pushed Facebook to the climax like walls, pokes, and open platforms are not something everyone can make.

When the US media commented on this company with a history comparable to AOL, they were more envious. The services they initially provided were all known for instant messaging, while AOL played soy sauce in the US Internet sector. The innovation is one of the few companies in the world that is close to Facebook in terms of user scale and user dependence. More than a decade of history in the Internet industry is almost a hardcore company. Compared with those companies that once showed a dominance of the world, Tencent's secret to being big but not falling, I am afraid that only innovation is the only explanation, and business is like this.

### (4) Product quality is guaranteed, with strong marketing and product promotion

WeChat has remarkable highlights in terms of details and functions. It is the features of these products that attract early users in the early stage, which is the foundation. In subsequent product improvements, each version of WeChat has outstanding innovations in quality, such as a picture of a rural road that previously carried a short story.

Both the internal staff of Tencent and the product promotion company of outsourcing service have paid hard work for the marketing of WeChat. From the perspective of the carrier, content, methods, creativity, etc. in the previous WeChat communication process, I think Tencent's promotion in marketing has also directly promoted the growth of WeChat.

## **5.2.2 Draw conclusions from the subjective cause analysis of product development**

### (1) Facilitate users to understand information and satisfy mobile payment

Sweep out the new world. The original inconspicuous scan function has been greatly enhanced and will become a super portal for WeChat 5.0 to enter the real world offline from online. Previously, Sweep was mainly used to add friends or to log in to the web version of WeChat. Now the role arrangement assigned to Sweep on WeChat has been subdivided into 5 functions: QR code, barcode, book cover, street view, and translation scanning. I have tried to use a scan to align the barcode or cover. After the mobile phone recognizes the product, it will list the prices of Amazon, Dangdang, Jingdong and other e-commerce companies and related purchase links. In addition, users can scan the cover directly, the effect is equivalent to scanning bar codes. After entering the link, it is the same as the shopping process on the computer. Finally, the powerful street view scanning function, its biggest feature is to allow users to locate their exact location. Just take the mobile phone and swipe it out of the window, and the user's location and the real scene of the buildings and streets around him clearly appear on the mobile phone screen. Many users even said that this has become a "chagang artifact", making many women happy. Finally, if you use the street view to scan the mall, you can display the types of goods displayed in the store and the layout of the mall; if you scan the street catering and entertainment stores, you can show what promotional activities the business is doing.

With a scan, a payment link appears, but to achieve the closed loop of the entire purchase behavior, the existence of a payment channel is also required. The previous version of WeChat needs to jump to the WAP page to realize payment, which brings inconvenience to customers, while the WeChat payment of WeChat 5.0 emphasizes one-click payment. Bind a bank card, and then set the WeChat payment password. After each payment, only the WeChat payment password is required to complete the payment. This is also the reason why online banking has become so popular in recent years that convenient and fast payments are always what customers want on the basis of safety. The traditional way of investigating real objects in a physical store, recording the model number and then buying it online on a PC client is dwarfed. Many customers have a strong desire to consume at the time, and may calm down or forget about it later, and the function of allowing payment enables instant purchase.

## (2) Focus on user experience

WeChat has done a great job in user experience. Although WeChat version 5.0 has been on the path of commercialization, it is still carefully weighed against the quality of user experience, so that users are not disturbed, but are given the satisfaction of active manipulation. After the payment link is opened, WeChat's commercialization path Started to expand into games and emoji stores. In WeChat 5.0, the game center is at the bottom of the "Discover" navigation bar. Open the game center, the system will automatically recommend the game based on the friend is playing, which is also in

line with Tencent's strategy of operating products based on social relationships.

The two newly launched games "Daily Elimination" and "Flying Plane" are in full swing. Users invite their WeChat friends and show off their high scores to attract more users to join, and purchasing props is exactly what the game can bring. An important link to corporate profits. At the same time, WeChat will also launch an emoticon store, which can be used permanently after users purchase a sticker emoticon. Emoticons are presented in the form of a series, all of which are popular cartoon characters. You can save emoticons in the personal center of "Me". On the basis of no charges for WeChat voice, picture, social and other functions that we originally relied on, adding such a charge item from the perspective of marketing is to segment the target group to meet the consumption needs of different groups of people .

### (3) Realize commercial use

At this stage, the number of WeChat registered public accounts has exceeded 1 million, of which the number of accounts authenticated by WeChat has exceeded 40,000. In WeChat version 5.0, WeChat screens the existing WeChat public accounts, which are divided into two categories: subscription accounts and service accounts. Subscriptions are combined and stored in a menu. Although you can send a message a day, users will not be prompted. On the other hand, WeChat tends to cultivate service accounts and tilt high-quality resources to service accounts. This approach prevents numerous public accounts from interfering with users, and the service account can push messages point-to-point, truly providing effective information. The improvement of WeChat reflects its philosophy of "less is more" and "user first".

### (4) Huge market value

With the gradual popularity of smart phones, WeChat is likely to replace traditional social tools, and its market value is immeasurable. The huge number of users is the soil for brewing business opportunities, and the transformation of people's social style is very worthy of business attention. WeChat provides businesses with an advertising platform that is more interactive and exposed than Weibo. It can be used as a good B2C platform. If major e-commerce companies want to seize the opportunity in the future market competition, it is very important to have a good relationship with WeChat. Therefore, the marketing value of WeChat cannot be underestimated. The Internet era in the future must be an era of mobile Internet, an era of "Internet of People", "Internet of Things" and even the Internet. WeChat has already walked at the door of the mobile Internet and will soon lead us into a new era. LBS is an indispensable part of the future Internet. It needs a good carrier to help us achieve it. This carrier is WeChat. On social, WeChat realizes point-to-point communication between people, and it leads the trend of mobile social interaction. With the continuous development of science and



technology, human beings are pursuing higher and higher quality of life, and point-to-point service has gradually become our goal. The point-to-point service will bring a personalized life and a faster and more convenient lifestyle. These market values can be integrated to form a so-called O2O closed loop, to achieve the integration of "QR code + account system + LBS + payment + relationship chain", completely breaking the barriers between online and offline, and making WeChat account our best Important accounts. WeChat is to connect these things and form a good business ecosystem, and to promote the development of other industries. WeChat will eventually change our lives.



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