

Research Plan of Student Quality Evaluation Mode Based on WeChat Official Account of Intelligent Machinery “Cloud Quality” Platform

Huiling Yin, Ling Deng

Wuhan Vocational College of Software and Engineering, Wuhan 430205, Hubei, China.

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Abstract : WeChat official account as a new communication and social mode of Internet technology application is being widely and deeply integrated into the management of university students. In the evaluation of students' quality, the official account of WeChat is used to give full play to the characteristics of the comprehensive touch and precision push of mobile social networking. Combined with the characteristics of students' quality education, we promote the system improvement and mode innovation of quality education evaluation, and enhance the students' participation enthusiasm, forming a new student management mode that combines and promotes each other.

Keywords : Official Account; College Students; Quality Evaluation

The official account of WeChat has emerged in the context of the in-depth application of Internet technology and the subversive innovation of media. As a platform for new information dissemination and new tools for mobile applications, it is widely used in various fields including the education industry, providing information services such as information dissemination, precise push, service audiences, and so on. WeChat official account is characterized by its fast dissemination, precise positioning, audience satisfaction, diversified application needs and strong interaction. It fits the needs of social youth and daily mobile applications. It can quickly penetrate into the learning and living process of students, making WeChat official account more widely and deeply applied in the management of colleges and universities.

1. The application characteristics and present situation of WeChat official account in the management of university students

With the official account of WeChat entering school management and student life step by step, more and more universities are carrying out the teaching assistance and student management related work by adopting the WeChat official account. From the current application of university, the official account of WeChat is divided into publicity type official account, service public number and management public number according to the focus of work. The publicity official account is used to push and release the news, announcements, and events information of schools. The official account of WeChat is used to push the spread of the information quickly, so that information can be transmitted to the audiences directly and faster. The service official account official provides information, guide, consultation entrance and application connection of service class to students, giving full play to the interactive attribute of official account and providing diversified student services through unified entrance. Management official account not only involves the above two kinds of information dissemination and service consulting functions, but also makes in-depth use of the school management work in mobile terminals, and through the statistics of access and usage data, obtains data information of

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management class, and uses data analysis to get the characteristics, tendencies and ways of participating in management work of students, so as to carry out optimization and improvement. The above three official account numbers in WeChat have been gradually strengthened in the work of college students, and the organizational and technical requirements have been gradually improved. Especially official account numbers require specialized teams and professional technicians to manage and operate. It is necessary to make scientific planning and long-term operation to acquire effective data and form statistical analysis models, so as to achieve the management purpose. At present, when the university manages the students, the publicity and service WeChat official account is applied more. A few colleges and universities can adopt the management type official account. The application of WeChat official account to the evaluation of students' quality education is an exploration of the deep integration of information technology and student management. Taking the advantages of technical tools and combining the characteristics of quality education evaluation, we apply online, automation and systematic application, and actively explore the value of new technology application for student management, so as to improve the scientificity and comprehensiveness of quality education evaluation, and promote the efficient development of student management.

2. The role and significance of WeChat official account in the evaluation of students' quality education

2.1 Promoting the optimization of quality education evaluation system

The evaluation of students' quality education is a long-term and traditional student management work, which runs through the whole process of students' quality education and is the evaluation of students' quality development and personal quality training effect. The evaluation of students' quality education takes students as the main body, defines the qualitative and quantitative evaluation indexes and evaluation methods of each quality and ability index in the process of its development, comprehensively inspects the level of students' core literacy, realizes the growth and development of students, and promotes the achievement of the goal of vocational education in colleges and universities. The evaluation of quality education includes five aspects: ideological quality, physical quality, humanistic quality, skill quality and development quality. Schools set up various evaluation indexes, collect evaluation data according to a certain frequency, and make statistics to get the evaluation results of each student. Generally, the evaluation system of quality education in schools is relatively fixed, and the development mode mainly relies on manual collection and sorting, some links can be completed by means of information system. Using WeChat official account for quality education evaluation, we can collect and analyze data more widely through mobile application technology, making it possible for a richer and more comprehensive evaluation system. Through strong technical support, we can promote the improvement and optimization of the quality evaluation system, so as to enrich the index system, improve the collection method, and optimize the statistical analysis model, as well as output more meaningful results.

2.2 Innovating information tools of quality education evaluation

The evaluation of students' quality education is rarely supported by professional information tools. There is no unified information tool platform in the aspects of index system setting, basic data collection process, data statistics, data query and analysis. Most of them are scattered in different information management systems, after that, the subsequent processing is carried out by extraction and manual processing, but the basic data information is difficult to be unified and accurate. Official account is fully used to develop and link the data from the official account platform of WeChat public. It is used as the data acquisition platform and statistical analysis tool for quality education evaluation, which can collect data for all students, and collect data from WeChat public platform, such as click, participation and geographic location, etc., as a supplement to quality evaluation data. The data function of background can realize the statistics and analysis of process data. The improvement of information tools for quality education evaluation can effectively improve the efficiency of data collection and analysis, form the basic index library and database of quality evaluation, and provide statistical analysis tools for quality evaluation data, so as to flexibly realize a variety of analysis based on the basic data of quality evaluation, provide technical support for comprehensively mastering the situation of students' quality education, and help to improve quality education comprehensive and in-depth evaluation.

3. The application strategy of WeChat official account in the evaluation of students' quality education——Taking the “intelligent machine ’ cloud quality ’ platform” as an example

3.1 Enriching the content of quality education evaluation system

Mobile phone official account is used to build an evaluation system for quality education evaluation. The evaluation index and

evaluation method of quality education evaluation system are used to split and refine the dimensions of quality education activities. The contents of quality education activities are released through the WeChat official account. Students receive information from mobile phones through activities, signing up for activities, participating in activities to make comments, feedback and interaction. After the activity is completed, the corresponding quality points are generated and recorded through the data collected by the official account platform, thus forming the basic data of quality evaluation.

Taking the application of WeChat official account of the intelligent mechanical “cloud quality” platform as an example, since 2017, through the efforts of the operation team, 3 functional sub zones and 9 categories of activity columns have been built, which integrates the requirements of the quality education evaluation system, forming various activities of interest groups activities and college student activities and other different types of activities theme. Students participate in the activity information acquisition and activities through WeChat official account. The data they participate in will be directly recorded in the basic data of quality evaluation, which is the data basis for the comprehensive quality evaluation report.

3.2 Promoting students’ enthusiasm for quality education

The quality evaluation of WeChat official account is very much in line with the students’ daily social habits, and closer to students. It helps to reach the students more directly and quickly, and to establish communication and feedback mechanisms with students. The traditional quality evaluation work is only completed by teachers. It is shown to students in an open attitude. The initiative of participating in quality education activities is given to students. The evaluation method is presented in a relatively transparent way. The quality education work is turned into a two-way communication. The main basis of students in quality education is highlighted, and students’ sense of participation is enhanced, so as to improve the quality of education and the enthusiasm of students to participate in various activities of quality education.

In the official account of WeChat public number, the 103 released activities were launched by the academy, and the public number was the main medium. More than 20 quality education activities for 2000 students were successfully completed. The activity management and data statistics were carried out through the official account of choir, sports camp, reading camp, English /UG/ robot / UAV, and other quality education interest groups. Through the process of “activity participation—points declaration—college verify”, the quality education points of students are determined, and the comprehensive quality evaluation report of students is generated according to the academic year.

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