The Brief Analysis on "microblog-WeChat" Application in the Postgraduate Management in Colleges and Universities

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Abstract

Along with the deep development of postgraduate education reform, it has become important proposition of postgraduate training and management to quickly understand and master the postgraduate ideological trend, learning attitude and views on social hot issues, strengthen ideological guidance, create platform between teachers and students, among students. Focusing on mobile Internet and the PC era elements, postgraduate management information distribution channels are built with the help of the "microblog-WeChat" platform, the interactive space between teachers and postgraduate, the interactive space among students are expanded, the communication between postgraduate managerial staff and postgraduates are enhanced in colleges and universities, the "microblog-WeChat" have been become "micro" platform and the new space combined with information release, public opinion guide, interaction between school and students.

Keywords

Postgraduate Management, Microblog, Wechat.

1. Introduction

Under the time background of the internationalization and popularization of higher education, the postgraduate education and management are faced with increasingly severe complicated dilemmas and challenges in Chinese universities,. "National Medium and Long-term Education Reform and Development Outline (2010-2020)" clearly proposes: "vigorously promote the reform of postgraduate training mechanism, strengthen the postgraduate management, and continuously improve the training quality of postgraduate, especially doctoral students." Under the new situation, the majority of postgraduate is 'post-80s', 'post-90s' generation, they advocate new ideas, pursue humanity, and take the lead in trying all new media and things; the call is high with the times in the postgraduate management in universities. It is inevitable to quickly adapt to the pace of internal and external environment, optimize the management style of postgraduate, and efficiently serve postgraduate training and education quality.

When people begin to use mobile phones and smart TV access to the Internet and find the world around quietly into another new digital era--the fourth generation of the Internet age. The traditional Internet has developed into a personal Internet era, microblog and WeChat as the main force for people to accept and transfer multi-format multimedia information in anytime, anywhere, provides mobile support for spiritual and emotional exchange, the interactive spaces among the people are expanded.

Microblog is a new media which build "heart" platform of network interpersonal communication, new space. The words number of microblog are 140 words per piece at most [1], the microblog can be used to interact, communicate, debate, confront, comfort the emotions, enlighten mutually [2]. With the accelerated pace of modern life, various information rapidly expand, people are more like "fast food culture", only one or two sentences will be able to explain their core point of view, do not need lengthy

systematic logical argument, which undoubtedly determine the rapid development speed and expansion scale of microblog.

WeChat as another new media, complementary features exist in WeChat and microblog, WeChat is based on the phone directory, which can be done point-to-point private dialogue [3], WeChat can send voice, text, video in anytime, anywhere, support friends' message group sending, with characteristics of personal communication, interpersonal communication and group communication [4], WeChat make up for the characteristics that mass communication audiences of microblog are uncertain, information acceptance is higher. At the same time, WeChat meet the needs of different audiences; fragmented text, pictures through the fission show geometric diffusion by WeChat, it is easy to form a strong network public opinion hot spots [5]. "microblog-WeChat" is shared in the platform through convenient post and highly personalized knowledge, ideas and information in the in the form "conversation", the depth and breadth users' communication are expanded. The users of Microblog platform are more inclined to PC client, and WeChat platform is based on mobile client software, which is mainly related to Tablet PC and smart phones.

1.1 Characteristics of "Microblog-WeChat"

1.1.1 Multi-Point Interactive Communication in 'One Asks, Many Answer' Way

One person and only one person can speak in the traditional language exchange in a time at least, and the speaker is constantly changing turns, and in microblog and WeChat, the rules are substitute by the form of 'one asks, many answer'.
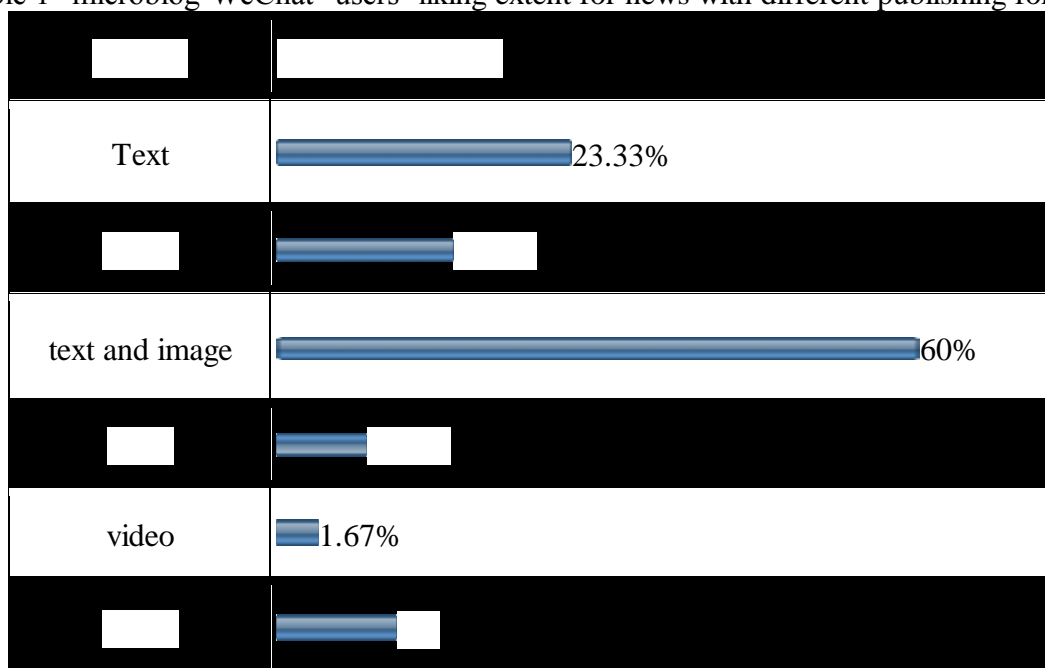
1.1.2 Equal And Fair Communication Atmosphere

The traditional language communication often because the two sides' status, gender, occupation are different in dialogue, and high and low status emerge, but microblog and WeChat due to space distance, it is easier to communicate and express emotions in equal and fair posture.

1.1.3 Transfer Function of Multi-Format Accessory

There are various forms in Microblog and WeChat words, word order is mixed, that is, you can send text, picture, video, can also choose voice recording, the written expression combine with the voice perfect. The survey shows that "microblog-WeChat" users like news with different publishing formats, the liking extent of news as shown in Table 1.

Table 1 "microblog-WeChat" users' liking extent for news with different publishing formats

Format	Extent
Text	23.33%
text and image	60%
video	1.67%

In addition, the language of microblog and WeChat use letters, graphics, homonyms, numbers and other abbreviations, which create a relaxed and humorous in-depth exchange atmosphere among talkers, improve the single stereotype consistent image of traditional language, it is close to the communicators.

1.2 Comprehensive Advantages of the Function and the Need for Joint Application

The communication of microblog and WeChat is point-to-point and real-time sharing ideas, information, microblog and WeChat are scientifically jointly used, can develop the strong points and avoid the weak points, maximally develop the public communication effectiveness. Now a number of people have not yet interact with the official account of micro-blog microblogging on the push content in real-time, the enthusiasm of public participation has yet to be further improved.

The participation channels of microblog are convenient and diverse, any one user can participate through comment, share, relay, however, after the release of microblog information, the fans do not interact or interact not timely, a "weak link" social relations network are shown.

WeChat is a kind of equivalent double-way connection relationship, the target audiences are more targeted, friends who are not confirmed, cannot see other people's comments and messages, which makes the privacy of information is protected. Users can talk after adding friends, the "network noise" and the response that is not related to theme are eliminated, so that communicators can equally exchange with each other.

2. Postgraduate Utilization Situation on "Microblog-WeChat" Platform

The postgraduates are significantly different from undergraduates in knowledge structure, personal development direction and knowledge demand in modern universities. Microblog and WeChat have several prominent aspects in impact on postgraduates:

2.1 Completely Free Operating Mode, Low Threshold, Simple Operation

The ages of postgraduates in the contemporary university are generally about thirty. They have a strong following on the new things, individuality and non-mainstream. They often suffer from economic problems in their innovative research work and learning process, especially the doctoral students. .

Microblog and WeChat restore sharing and equality of the Internet, through the fashion business model and the introduction of free space, anyone can easily register account, easy to express their views and express their views on a topic. Postgraduates can also easily and conveniently exchange scientific research experience in this platform, keep abreast of the forefront professional knowledge in time. Low threshold expands communication way among postgraduate, meanwhile the identification and evaluation ability are trained, the contacts circles of professional field are expand, which attracted more and more postgraduates into Microblog and WeChat communication group.

2.2 Release in Time, Save Waiting Time of Data uploading

Microblog and WeChat, to a certain extent, alleviate tense and fragmented time problems caused by postgraduate heavy academic and scientific research pressure through its timely and efficient features and communication means, and quickly penetrate into all corners of their lives, constantly change the traditional information dissemination way and reading habits, so that more and more postgraduates enjoy the fun of the network culture, grass-roots culture, fast food culture, master a lot of things in a short time, achieve significant information acquisition and dissemination results. It releases in time and quick to save waiting time of data upload.

2.3 Combine with Personalization, Humanization and Sharing

The traditional university education makes college postgraduates in a closed environment for a long time, the development of personality are ignored, the person's subjectivity and individual value are suppressed. Microblog and WeChat as a form of communication, with entertainment, humanization, individuality and sharing, college postgraduates' feeling can be fully met and explored, to a certain extent, make postgraduates achieve mental stress and cultural relief, the individuality are advocated and highlighted.

The survey is shown in Table 1; postgraduate will produce similar feelings without Microblog and WeChat, and further explain it indispensable.

Users' experience options	number of survey	proportion
1 lose touch with reality	69	69%
2 stress of work, study life can't ease	52	52%
3 Lonely, and struggled and anxious	41	41%
4 Reduces the communication chance with family and friends	68	68%
5 others	5	5%
effective survey number	100	

2.4 In-depth and Extensive Communications

The interpersonal problems of postgraduate are more and more serious in the real life, the society; college and family have not paid much attention to their physical and mental health and interpersonal communication ability. The emergence of microblog and WeChat platform provide in-depth and extensive communication channels for postgraduates, so that their emotions have been sorted and expressed, deep communication space where each one expresses his own view and learn widely from others' strong points.

Microblog and WeChat can make people with common goal together study and explore the issue, any person can communicate with like-minded friends from around the world for a lasting, in-depth and extensive exchange and discussion through their interactive platform, learn from others' strong points and close the gap, help and benefit each other. According to the survey, the majority of overseas users are students and other Chinese in the microblog and WeChat internationalization pathway until September 2012. This phenomenon from the side reflects that the postgraduates' exchange of space and academic network too narrow issues.

3. Status of Postgraduate and Challenges Postgraduate Management Face

With the gradual expansion of the scale of application-oriented postgraduates, university postgraduates are also showing more and more serious group differences, which virtually put greater pressure on postgraduate management. University postgraduates' teams constantly enrich, and new demands and challenges are proposed to its work. The main characteristics of postgraduates are as follows:

3.1 Status Analysis of Postgraduates

3.1.1 Generally High Age, Large Differences in the Informationization Level

The age span of postgraduates in colleges and universities varies from 20 years to 40-50 years old [6], and the use and cognitive ability of information means are different. Some of them are master-doctor continuous study or embark on a PhD, never really walk into society, but they have a lot of experience in the new media, some people have enriching experience, and older people's ability to accept new things is poorer, the way to obtain the management information of university is single. Because they are older, they tend to balance among studies, career and family, and do not have much time and energy to participate in too many group activities and live lectures.

3.1.2 Diversified Overall Structure

With the increase of way for applying degree and degree type, the marital status, experience and ability, knowledge structure, the pursuit of research and development direction of postgraduates are different, which makes postgraduate management difficult, it is difficult to cover everything. How to strengthen and improve the postgraduate management work with multi-level, multi-degree type is a major problem in the postgraduate management.

3.1.3 Slow Growth of Overall Quality and Level

In recent years, with the promotion of postgraduate education reform, the enrollment number of postgraduate and the training type are increased; the overall quality of postgraduate training has not been significantly improved. According to the follow-up survey on some employers, postgraduate are not fully competitive in the work as the society expect the highly educated talents. Past postgraduate educations adhere to the "scientific research is first" educational philosophy; cultivate a lot of "silly doctor" with high intelligence quotient, weak emotional quotient, low social cognitive level and even naïve. Under current situation today, the employer changes too much emphasis on diploma and stress on high academic degrees in the past, not only value the academic capacity solid theoretical foundation of postgraduates, but also put forward higher requirements on the social capacity of high-level talents.

3.2 Status and Challenges of Postgraduate Management in Colleges and Universities

The new characteristics of postgraduates and the requirements of the times make the management of postgraduates in colleges and universities face many challenges, involves the following aspects:

3.2.1 Guidance Of Values Become Difficult

The diversification and multi-level of postgraduate training types mean that the postgraduates' values guidance is more difficult. Many postgraduate management and postgraduate advisor often do multitask, cannot concentrate on it, and because of lack of professional management quality, it is difficult to adapt to the complicated and fast-changing requirements for postgraduate management. These have a direct impact on the value guidance of postgraduates and highlight the problem.

3.2.2 Dominance and Authority of Universities Are Challenged

The traditional communication between postgraduates and postgraduate management is more serious; generally have time and place restrictions, the way are mostly formal notice and bulletin. Through microblog and WeChat, postgraduates and management can smoothly communicate and understand, and can easily realize equal interaction, various topics and discussion can be carried out in the microblog, answer whatever questions, helping talks, also can submit online form report, release photos, educational videos, really achieve multidirectional humanized communication services and management, so as to establish the authority figure of the university, play a positive energy guidance role.

3.2.3 Requirements for Postgraduate Management Are Increased, Tutor Responsibility Needs to Be Strengthened

There are more part-time in postgraduate management team, which makes the postgraduate management' management ideas do not have succession, lack of professionalism and management efficiency. The relevant standards of postgraduate management staffs in colleges and universities cannot objectively reflect the comprehensive level of all personnel, and the quantitative assessment is unscientific and the supervision mechanism is difficult.
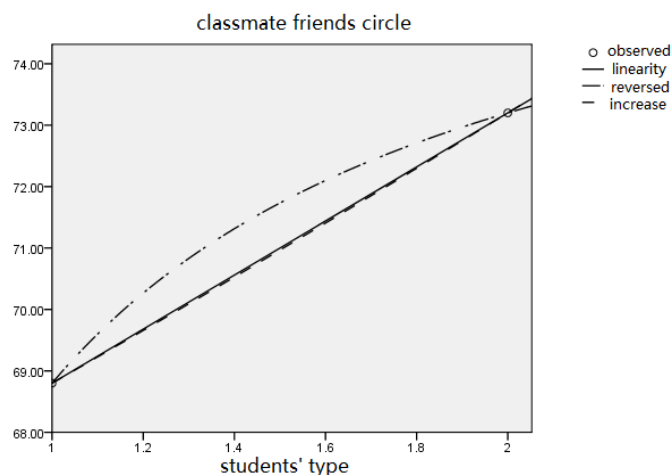
At present, the cultivating mode of postgraduates in colleges and universities mainly adopts the tutor responsibility, but the training effect of postgraduate is not ideal, and the lack of effective supervisory function of postgraduate management department, to a certain extent, causes "free-range" teacher-student relationship. In addition to teaching and research work, tutors also need to assume some administrative work, and even do part-time consultants work in scientific research institutions and enterprises outside the university. Due to limited energy, it is difficult for tutors to take a complete time to exchange ideas and guide for postgraduate students. Additionally, because the professional direction is dispersive, research, teaching time and place are different, communications among postgraduates are poor and other reasons, it makes the management work cannot be refined to every postgraduate. These superficial irrational postgraduate management systems further alienate the relationship between postgraduates and institutions.
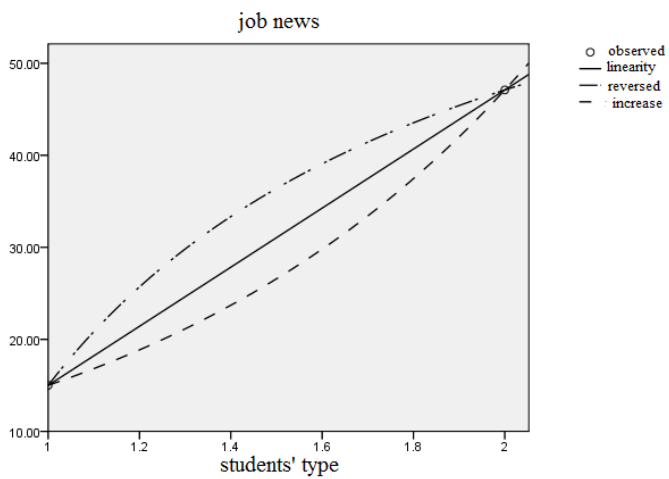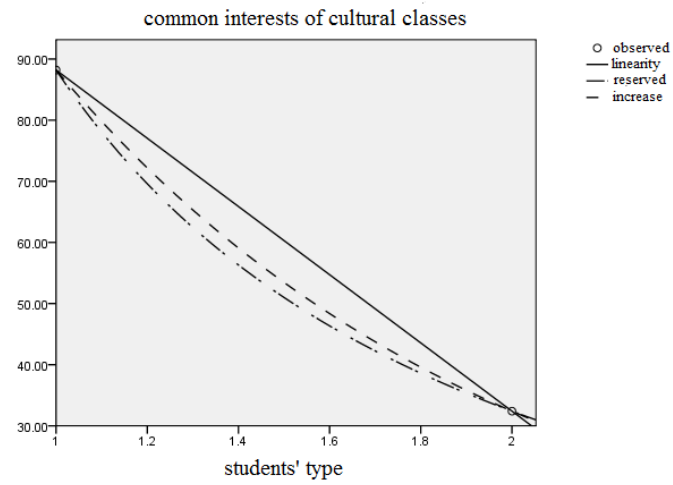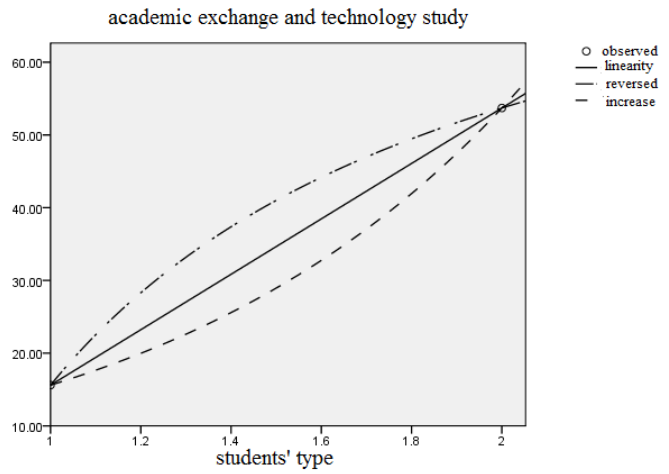
4. The Function and Countermeasure of Microblog and WeChat in the Management of Postgraduates
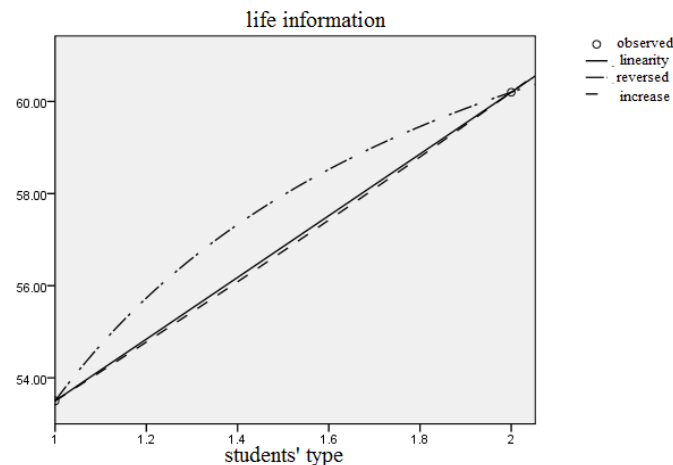
With the development in depth and breadth of educational reform, universities should pay more attention to the management work of postgraduates, combined with the background of mobile Internet and PC era, strengthen the social interactive space between schools and postgraduates, With the help of microblg and WeChat, postgraduate management information distribution channels are established, timely publish information on postgraduate enrollment, university news, college policies, student life support, scholarships and loans, career planning, topic selection of thesis, mentor contact, curriculum adjustment and other real-time information, positively perceive postgraduate trend, and timely guide postgraduate students comment and reflect on social hot spots, strengthen postgraduate management and ideological construction. In addition, the communications between the postgraduate management and the postgraduates in colleges and universities are enhanced; make microblog and WeChat becomes a "heart" platform combined with information publishing, public opinion guidance and students and colleges and universities interaction.

Survey shows that postgraduates and undergraduates' concern on microblog and WeChat are different, according to statistical data model, and the data are made regression prediction, more details are shown Table 3 and Fig.1.

Model Description		
	Model Name	MOD_4
Dependent Variable	1	classmate friends circle
	2	academic exchange and technology study
	3	common interests of cultural classes
	4	job news
	5	life information
Equation	1	linearity
	2	reciprocal
	3	increase
	independent variable	students' type
	constant	inclusion
	its values are marked as variable of observed value in the figure	unspecified
A. the model requires that all the non-missing value is positive, undergraduate students are set to 1, postgraduates are set to 2.		

classmate friends circle

academic exchange and technology study

common interests of cultural classes

job news

life information

Colleges and universities should respond to the postgraduates individual differences and preferences, through the application of microblog and WeChat, play a significant role in the management of university postgraduates, in this paper, this paper analyzes and summarizes its function and coping strategy in the new situation, and some advice are put forward.

4.1 Rapidly Develop "Microblog-WeChat" Public Platform in University Postgraduate Management

The difference between postgraduates and undergraduates is that postgraduates are not all concentrated in the one-to-many classroom. Some of them are learning in school, may be do research work in the laboratory, others may be do internship in enterprises or research outside, so postgraduate management use microblog and WeChat these digital media, can contact postgraduates in a short time all over. At the same time, the establishment of microblog and WeChat can timely and efficiently shorten the distance colleges and postgraduates to understand their life, learning real situations, it is conducive to enhance collective cohesion and reduce the cost of postgraduate management and difficulty.

In addition, microblog and WeChat collect fragmented data into an organizational platform, can publish the college new management policy information, hot topic discussion and guidance, mentor selection and revision of postgraduate training program, star counselors, postgraduate management "answer whatever questions" platform on postgraduates, open or disseminate employment information, procedure charts or academic video, provide upload and download of information form, mass function, build group chat platform, understand the latest intellectual property and educational information at home and abroad, improve postgraduate attention on management, efficient and accurate positioning, greater effect and value are formed.

4.2 Existing Assessment Model Are Improved Through the "Microblog-WeChat" Platform, Strengthea "Transfer, Help, Lead" Link in Postgraduate Management at All Levels, and Create A New Organization and Management Model

Reflective learning is a new way of learning, which has been widely recognized and promoted by domestic and foreign educational circles [7]. Microblog and WeChat are new media, which are new tools to carry out reflective learning. Efficient reflective learning are constantly carried out In the Microblog and WeChat, , not only can freely record their own feelings and experiences, but also can diagnose for a specific mode, that is, provide development and materials of thought for others, also continuously improve and improve the level of their own. Postgraduate management record their bits and pieces in work through microblog and WeChat, it is constantly conducive to rebuild their own knowledge and integrate their own experience system. Postgraduate managements' business level and their learning ability have been greatly improved over time. The postgraduate management share their work experiences, konwledgement and information with each other through thought and discussion, it is easy to generate thoughts and sparks, and strengthen the "transfer, help, and lead" connection among managements at different levels, a good atmosphere with equal exchange and mutual help is formed,

Meanwhile it is also conducive for management team of high school to master postgraduate managements' situation in grass-roots level. At present, the evaluation system of the postgraduate management in our country is mainly based on the summative evaluation, which cannot really, objectively and fully evaluate the overall level of the managerment, nor improve and enhance the overall literacy competency. Management personnel through the microblogg and WeChat platform aim at recording of the whole process of daily work and perception the release, process evaluation are added to the postgraduate management evaluation mode, it is beneficial for the university management comprehensively to evaluate business performance of postgraduate management, it is not simply evaluate by the results of the work performance or recommendations of related leadership.

4.3 Strengthen and Broaden Channels of Postgraduate Management System Information, Reduce the Work Intensity of Postgraduate Management and Postgraduate Management Costs

According to the analysis, the overall job satisfaction of postgraduate managements are lower than the "basic satisfaction" medium level in the system factors, work load, work rewards three dimensions [8]. At present, postgraduates in our country presents fragment, weak cohesion organization characteristic [9], which brings the great difficulty for the postgraduate management. Nowadays, the quality of postgraduates and the performance of tutors are mainly implemented by the postgraduate administrative departments in our universities, which cannot obtain detailed effective information and data of postgraduates and tutors. The management cannot be refined and specific, which makes the evaluation of tutors and postgraduates unfair and inefficient, and cannot reflect the actual situation and supervision and promotion role.

The construction and use of WeChat and microblog can establish communication and understanding bridge for mentors, postgraduates management and postgraduates, and promote mutual understanding between senior and the grass-roots managers of postgraduate managements, strengthen collaboration among managements. The specific trivial matters and scientific management model are combined to reduce interpersonal friction, postgraduate management can be truly inspect the specific situation and problems of postgraduates, tutors, grass-roots management, and fully listen to all the good advice, view and ideas from all aspects, guide postgraduates thought in time, play the necessary supervision and warning role in the grass-roots management and tutors, improve postgraduates and related management personnel' self-awareness. Postgraduate are more willing to communicate with management, receive and send information by this equal and just platform in time and efficiently, convincingly accept the mentor and college teachings. WeChat-microblog platform strengthen broaden the channels for postgraduate students management system informatization, reduce the management cost and greatly reduce the work intensity of managerial personnel.

4.4 Make Microblog and WeChat Become Encyclopedia Knowledge Management System to Provide Growth Training Channels, Improve Professional Skills

Maslow proposed the hierarchy of needs in his book 'Motivation and Personality' in 1954. Self-fulfilling needs are the need to transcend the self, which is the highest level of human needs [9]. There is no limit to the respect and self-fulfillment need for man. Chen Tao [9] and others believe that college managerment should be concerned about the cultivation and development of postgraduate management personnel, establish management staffs' development planning and training programs, enhance their management skills, knowledge skills and competitiveness [10]. For a long time, the position of the postgraduate management has been paid little attention in the teaching and research management team in colleges and universities, the attention and cultivation degree are not high, and with the increasingly serious management work of postgraduates, the difficulty of the work gradually increase, Combining with postgraduate management for personal growth, working independence, self-actualization high-level requirements [11], it cannot be ignored for management to provide the development platform.

The construction of the management system platform based on the postgraduate management is an effective solution. The encyclopedia knowledge management system is based on microblog and WeChat, which is usually carried out in the form of multi-subject participation. Postgraduate management can share profound experience, innovative ideas, encountered problems, solutions and obtained resources in the microblog and WeChat platform in the management process, not only for their own accumulated expertise and experience, can also be inspired in the process of communication with others[12]. More importantly, management system platform based on microblog and WeChat have a diversified database function of colleges and universities, advocate an exchange atmosphere of postgraduate management methods and institution with good open, shared mentality, the sharing of these experiences and resources and communicate with peers, and more promote enhancement and improvement of the entire postgraduate management teams' level.

5. Several Key Issues to Be Resolved of Microblog and WeChat in the Postgraduate Management

It is true that microblog and WeChat can play a significant bridge role in the postgraduate management, strengthen communication, provide mobile support for the expansion of postgraduate ideological education positions, the postgraduate management team at all levels are clearly defined responsibilities and become a new platform for manage and serve students, open up a new way of postgraduate management, but there are still several key issues to be solved urgently in its promoting application the process.

5.1 Develop Microblog and WeChat Usage of People with Various Degrees in Colleges and Universities, Increase Investment in Hardware Facilities, the Effects and Frequency of Network Use Are Listed in the Assessment Index

Foreign postgraduate management information level has reached a high degree, there are many areas need to be improved and perfected compared with foreign country, first of all, improve the online conditions of postgraduate management and postgraduates. Although domestic colleges and universities basically implement " school-to-school project " project, but they are particularly urgent on stable and high-speed network, change "can access to Internet" to "fast access to Internet", which determines the university postgraduate innovation and efficiency, there is no doubt that government and colleges and universities should jointly pay close attention to and solve it.

Secondly, the current microblog platform is mostly based on several commercial microblog sites (such as Sina Weibo, Tencent microblog, etc.), and online services of free space for applying online are often unstable, or because mergers and acquisitions and reselling of operators cause loss of microblog information, the sites are paralyzed or even closed. Colleges and universities apply for their own micro-blog and WeChat platform with own operation and management, which can improve the status where information level of postgraduate management is not high in colleges and universities.

5.2 Promotion Opportunities of College Staffs' Job Development Space and Individual Training Are Limited

With the continuous expansion of the scale of postgraduates, the increase of postgraduate management cannot keep pace with substantial enrollment of postgraduates, leading to confusion in the management team structure, the works are trivial and complicated, on the one hand, makes management especially the grass-roots management personnel working pressure harder, work longer, on the other hand, call and desire for promotion are more urgent..

The library, classroom, network, information newspaper and other teaching facilities are to provide learning enhancement service place for the postgraduate management, but incomplete data or slow update prevail in the university library and so on, causes the self-improvement ways of management are less and less, creates inertia and willing but unable mind. The use of information tools, it is urgent to play microblog and WeChat "educational multi-database" function.

5.3 Power and Responsibility of Postgraduate Management at All Levels Are Not Clear, Information Transparency Still Needs to Be Improved

The introduction of Weibo and WeChat can make the high postgraduate management hear and adopt right advices of grass-roots management, humanized management are carried out, and can understands the difficulty and the demands of the management timelyfrom microblog and WeChat and adjust management way, greatly stimulate their subjective initiative and work enthusiasm. However, the calls for clear division of power and responsibility are more and more clear now, some rigid management thoughts are still prevalent in the education system in colleges and universities, leadership don't decentralize power, unauthorized management, the abilities to coordinate various relations are poor, unwilling to bear the responsibility, these phenomenon exist in the postgraduate management system.

In addition, with the aid of digital information microblog and WeChat new media, how to provide wide postgraduate management survey research platform and sufficient funds support for management, promote continuous introspection and structure optimization of postgraduate management team, and it is worth further studying and discussing.

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