



An Empirical Study on The Content Characteristics and Operation Strategies of Educational WeChat Public Website

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Abstract

This study mainly focuses on the content characteristics and operation strategies of Educational WeChat Public Website. The conclusions obtained are as follows: there is no significant difference in the operation strategies of different genders in the education category of WeChat; there is no significant difference in the operation strategies of different ages in the education category of WeChat; there is no significant difference in the operation strategies of different education levels in the education category of WeChat; and there is no significant difference in the operation strategies of different monthly family incomes in the education category of WeChat. Research hypothesis show that content features have a significant positive effect on operational strategy; Title features have a significant positive effect on operational strategy; Topic features have a significant positive effect on operational strategies. Genre characteristics have a significant positive influence on operation strategy,. Moreover, there was a significant positive effect between content features and user engagement, and user engagement played a mediating effect between content features and operational strategies. Gender, on the other hand, did not play a moderating effect between content features and operational strategies. Combined with the empirical analysis results of the questionnaire survey, the current status of the content characteristics of educational Wechat public numbers is mainly manifested in title characteristics, theme characteristics, genre characteristics. The current situation of the operation strategy of educational Wechat public number is mainly manifested in positioning strategy, content operation strategy and Service operation strategy. Based on this, the countermeasures to improve the operation strategy of education class WeChat public number include fully utilizing and improving the title characteristics to improve the countermeasures; fully utilize and improve the theme characteristics to enhance countermeasures; adequate use and improvement of genre features to enhance countermeasures; countermeasures to improve positioning strategy; countermeasures to improve content operation strategy and countermeasures to improve service operation strategies.

Keywords: Educational WeChat Public Website, Content Characteristics, Operation Strategy, SPSS

Introduction

In 2013, the overall number of WeChat Public Websites was small, and it was easier for enterprises to obtain traffic for content operation. With the promotion of WeChat Public Website, there are too many ways for users to access content, and in order to obtain traffic by



virtue of WeChat Public Website, the quality of the content will be very high, and enterprises will need to invest more manpower and resources in the operation level, so some educational institutions without WeChat Public Website operation experience and experience in the long term operation without results, choose to give up the operation. He,L.&Li, R.(2023) pointed out that most academic WeChat Public Websites have only a few basic functions, mainly providing reading of journals, pushing articles, etc., and there are insufficient statistics on the effectiveness of the Public Website's operation, a lack of quantitative assessment of the promotion efficiency, unsatisfactory platform construction, and insufficiently appealing content.Zhang,J. & Zhang,N. (2023), on the other hand, pointed out that the platform at this stage has less original content, lack of content innovation, content homogenization phenomenon is more prominent; the timeliness of the information is poor, the reply to the message is not timely, the daily maintenance is weak, and the competition of similar Public Website in universities is fierce. Li,Y.et al. (2023), on the other hand, proposed that the operation strategy needs to be innovated and improved from five aspects: operation team, original content, publicity form, publicity effect, and user stickiness. Cheng,Y.L. et al. (2023), on the other hand, found that academic WeChat Public Website had the problems of overlapping push information, weak service awareness, narrow communication scope, and poor commercial operation from four aspects: push content, article reading, column setting, and advertisement placement in the Public Website. Zhang,P. & Zhou, G.(2023) referred to the empirical analysis method of WCI data and found that there are differences in the influence of tweets with different content characteristics, and that there is a lack of mutual linguistic transformation in the production of content, pointing out that university WeChat Public Websites need to adjust the operational perspective to promote the transformation of content, in line with the demand for tweets. Liang, H.M. & Zhu,B.Y.(2019) pointed out that educational Public Website has great limitations in content organization. Through combing the relevant literature, it is found that at present, the Education WeChat Public Website of journals is more for communication strategy, platform operation, content innovation, commercial operation, etc., and there are fewer relevant studies on the content characteristics and operation strategy from the Education WeChat Public Website(McLuhan, M. 2019). For this reason, this paper takes Education WeChat Public Website as the research object, explores the content characteristics of Education WeChat Public Website and the current situation of operation strategy, and puts forward the countermeasures to improve the operation strategy of Education WeChat Public Website.

Research Objectives

- 1) To explore the relationship of title features, theme features, genre features, gender, age, education level, and monthly household income, user engagement, Operation strategy of the content characteristics and operation strategies of educational Wechat public website
- 2) To analyze the current situation of the operation strategy of educational microblogs and put forward the countermeasures to improve the operation strategy of educational WeChat public Website.



Literature Review

WeChat Official Accounts Related Theory Research

After going online from August 2012 to the present, it has undergone rapid development, and the number of WeChat public numbers has grown from 2.01 million in 2013 to 21.01 million in 2017 and 60 million in 2022, with an average annual growth rate of more than 100%. Among them, the output of some high-quality self-media public numbers tends to stabilize, and the consumption tends to grow continuously. In just a few years, it has rapidly become one of the main ways for the audience to obtain information, which is a platform with strong adhesion and continued prosperity (Xu,H.2015), WeChat public platform has developed into a vertical platform for intensive cultivation, connecting the user's demand for personalized content, and the development of the Internet era, the user's attention to the demand for personalized labels to subscribe to the content to be satisfied.Liu,L.&Cui,J.G.& Gu,Y.(2019) argued that WeChat public platform is a network social tool for information exchange and interaction between public number operators and subscribers in the form of multimedia fusion such as text, picture, video, etc.

Theoretical Studies Related to Education WeChat Public Website

According to Yu,R.Y. (2017), Education WeChat Public Website is a WeChat Public Website that publishes educational information, which can have an impact on people's knowledge and skills or ideas, and promote the development of people's personalities while ensuring that people's development conforms to certain social norms. This study refers to the definition of Liang,H.M.& Zhu,B.Y. (2019), that Education WeChat Public Website is a niche information dissemination platform for specific groups of people to pay attention to, which integrates knowledge content and educational information with text, pictures, videos and other forms of dissemination for knowledge dissemination, and it has a certain degree of professionalism in terms of content, and the degree of trust of the users is much higher than that of other types of public numbers(Klapper, J. T. 2021).

Theoretical Studies Related to Content Features of Public Numbers

Content is the main means available to WeChat public number, so how to achieve success through content in terms of user attention, frequency of use, depth of use and other aspects has become the core of public number operation (Qin,F. et al., 2019). Content features of "niche" caused by the relative "closed" and WeChat public number and other new media platforms naturally have the "openness" contradictory. WeChat is an open community platform, and the margins of its communication power and influence are defined by the size of its users (Liang,F.M.2021). The content pushed by WeChat public number are in the form of text, pictures, video and voice, while fonts and colors are differentiated in different articles. As the information pushed in WeChat public number, its Content features are mainly the combination of graphics and text is an important form to fully meet the user's requirements for the quality of information, but also to make the dissemination of information at a glance, to bring visual enjoyment to the information users.

Theoretical studies related to public number Operation strategy

At present, there is no clear and unified definition of WeChat public number Operation strategy in the academic world, and the content of operation is broad and involves a lot of



content. Operation master Zhang,L. (2016) puts forward in "Doing operation from scratch" that "operation is a brick, wherever needed where to move. Operation is a basket, everything can be loaded into it. Operation is a big system that contains a lot of work. It can be said that any work related to the product can be called operation". Cerny, C.A., & Kaiser, H.F. (2017). in the "Light of Operation: My Internet Operation Methodology and Confessions" believes that "operation is all the means you need to use in order to get user growth, do a good job of user maintenance, and improve revenue in the Internet environment". Combined with the features of WeChat public number, WeChat public number operation is in fact to increase the number of subscribers to the public number, so that the fans read the article and positive message, and finally use the fan traffic to obtain income by all means(Katz, E., Haas, H., & Gurevitch, M. 2020). Therefore, the WeChat public number Operation strategy is to realize the three purposes of increasing the number of fans, stirring up the activities of fans, and realizing the cash, all the efforts made.

User engagement

User engagement can be used as a mediating variable between content features and operational strategies of educational microblogs. User engagement is an important indicator of the effectiveness of content features and operation strategies, which reflects the user's interest in the content and the degree of interaction. The interactive attribute of social media determines that users' participation behaviors such as liking, commenting, and retweeting are important criteria for measuring the effectiveness of topic dissemination (McLuhan, M. 2019). Users' participation behaviors reflect changes in their cognitive, emotional, and behavioral aspects, which help them enrich their social media experience, deepen the level of topic awareness, and form a broad recognition of value (Zhu,H. et al., 2020).

Regarding the definition of user engagement and its behavior, different researchers have put forward different views from different perspectives, such as individual behavioral perspective, process perspective, and result perspective, based on different research fields or objects. Bonson (2015), in his study of the engagement of European citizens with the news of the Facebook page of the European local government, pointed out that "popularity Bonson (2015), in his study of European citizens' engagement with local government Facebook news, pointed out that "popularity", which corresponds to the number of page likes, "engagement", which corresponds to the number of page comments, and "diffusion", which corresponds to the number of page retweets, are three important secondary indicators of the Civic Engagement Index (CEI). They are the three important secondary indicators of "Civic Engagement Index", which are the important data support for measuring the user engagement of Facebook news.

Research Methodology

The population and sample

The population and sample size of this study were mainly collected from the residents of Chengdu, Sichuan Province as the survey object. In order to understand the current status of the content characteristics and operational strategies of educational WeChat public numbers, the sample selection of the questionnaire survey, the study takes the residents of Chengdu, Sichuan Province as the main group of this research survey, and does not restrict their gender,



therefore, male and female are chosen as the distinction in the demographic index division. The randomly selected sample size of this study is 400 people.

Scope of variables

(1) Independent variable. The variable that affects the dependent variable. In this study, the independent variables include Title features, Theme features, and Genre features.

(2) Dependent variable. Variables that may be changed by other variables. In this study, the dependent variable is Operation strategy.

(3) Control variables. Variables that may affect the dependent variable. In this study, control variables include gender, age, education level, and monthly household income.

(4) Mediating variables. Variables that may affect the independent and dependent variables through mediating effects. In this study, the mediating variable is user engagement.

(5) Moderating variables. Variables that may moderate the relationship between the independent and dependent variables. In this study, gender was used as a moderating variable.

Research hypotheses

H1: There is a significant effect of Title features of Education WeChat Public Website on its Operation strategy;

H2: There is a significant effect of Theme features of Education WeChat Public Website on its Operation strategy;

H3: There is a significant effect of Genre features of Education WeChat Public Website on its Operation strategy;

H4: There is a significant effect of Content features of Education WeChat Public Website on its Operation strategy;

H5: There is a significant difference between different demographic characteristics in the Operation strategy of Education WeChat Public Website;

H5a: There is a significant difference in the grouping data difference of different genders in the Operation strategy of Education WeChat Public Website.

H5b: There is a significant difference in the difference of grouping data of different age in Operation strategy of Education WeChat Public Website.

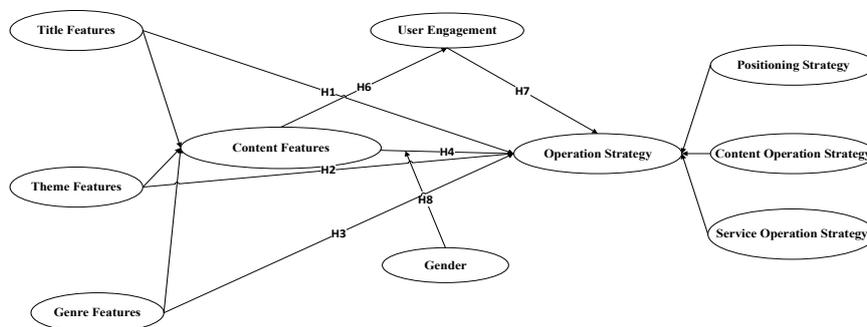


Figure 1. Variable Relationship Diagram

Data Analysis

The primary data gathered will be analysed using the SPSS (Statistical Package for the Social Science). In this study, the questionnaire data were analyzed by descriptive statistics, correlation analysis, regressivity analysis, analysis of differences and were showed through a combination of descriptions, tables or graphs.

Research Results

1) To explore the relationship of title features, theme features, genre features, gender, age, education level, and monthly household income, user engagement, Operation strategy of the content characteristics and operation strategies of educational Wechat public website

Statistical analysis

SPSS statistical analysis software was used to analyze the frequency statistics of the basic profile of the respondents and the results obtained are shown in the table below. In terms of gender, the percentage of males is 53.3% and the percentage of females is 46.8%. In terms of age, 31-40 years old accounted for the highest percentage of 31.8%, followed by 41-50 years old with a percentage of 27.0%. In terms of education background, college accounted for the highest proportion of 62.0%, followed by high school and below with a proportion of 23.5%. In terms of monthly household income, 5,000-10,000 RMB accounted for the highest percentage of 31.5%, followed by 15,000-20,000 RMB with a percentage of 28.2%.

SPSS statistical analysis software was used to analyze the descriptive statistics of the basic situation of the respondents, and the results obtained are shown in the table below. In terms of gender, the minimum value is 1.00, the maximum value is 2.00, and its average value is 1.468, which means that the gender of the respondents is generally in a more balanced situation, and the standard deviation is 0.500, which means that there is a small difference in the gender of the respondents. With regard to age, the minimum value is 1.00, the maximum value is 5.00, and the mean value is 3.008, which means that the age of the respondents is generally above "31-40 years old", and the standard deviation is 1.066, which means that there



is a big difference in the age of the respondents. Regarding education level, the minimum value is 1.00, the maximum value is 4.00, and the mean value is 1.933, which means that the education level of the respondents is above "college", and the standard deviation is 0.667, which means that there is a small difference in the education level of the respondents. In terms of monthly household income, the minimum value is 1.00, the maximum value is 4.00, and the mean value is 2.255, which means that the education level of the respondents is generally above "15000-20000 RMB ", with a standard deviation of 0.999, which means that there is a small difference in the monthly household income of the respondents.

Table 1 Descriptive statistics of demographic variables

| Emographic variables | | Frequency/person | Percent/% | Mean | Std. Deviation |
|---------------------------------|------------------------|------------------|-----------|-------|----------------|
| Gender | Male | 213 | 53.3 | 1.468 | 0.500 |
| | Female | 187 | 46.8 | | |
| Age | Below 20 years old | 30 | 7.5 | 3.008 | 1.066 |
| | 21-30 years old | 105 | 26.3 | | |
| | 31-40 years old | 127 | 31.8 | | |
| | 41-50 years old | 108 | 27.0 | | |
| | 51 years old and above | 30 | 7.5 | | |
| Educational background | High school and below | 94 | 23.5 | 1.933 | 0.667 |
| | College | 248 | 62.0 | | |
| | Bachelor | 49 | 12.3 | | |
| | Master and above | 9 | 2.3 | | |
| Monthly Household Income | Less than 5000RMB | 111 | 27.8 | 2.255 | 0.999 |
| | 5000-10000RMB | 126 | 31.5 | | |
| | 15000-20000 RMB | 113 | 28.2 | | |
| | 20000RMB and above | 50 | 12.5 | | |

Source: Compiled in this study

Analysis of differences

The Independent Samples T-test in SPSS statistical analysis software was used to analyze the significant difference between different genders in the Operation strategy of Education WeChat Public Website, and the results obtained are shown in the table below. According to the table of Independent Samples Test for different genders, it can be seen that in the dimension of Operation strategy, the result of Levene test is $P=0.293 > 0.05$; $t=0.404$, $P=0.687 > 0.05$. In the dimension of Positioning strategy, the result of Levene test is $P=0.151 > 0.05$; $t=0.535$, $P=0.593 > 0.05$. $0.593 > 0.05$. On the Content operation strategy dimension, the results of Levene's test are $P = 0.128 > 0.05$; $t = 0.295$, $P = 0.768 > 0.05$. On the Service operation strategy dimension, the results of Levene's test are $P = 0.283 > 0.05$; $t = 0.603$, $P = 0.547 > 0.05$. On the Content features dimension Theme features dimension, the results of Levene's test were $P=0.119 > 0.05$; $t=0.137$, $P=0.891 > 0.05$. Theme features dimension, the results of Levene's test were $P=0.306 > 0.05$; $t=0.299$, $P=0.765 > 0.05$. The results of Levene's test on the Title features dimension, the results of Levene's test were $P=0.024 < 0.05$; $t = -0.269$, $P = 0.788 > 0.05$. On the Genre features dimension, the results of Levene's test were $P = 0.119 > 0.05$; $t = 0.370$, $P = 0.712 > 0.05$. On user engagement, the results of Levene's test were $P = 0.021 < 0.05$; $t = -0.010$, $P = 0.922 > 0.05$.



In conclusion, the differences in the grouping data of different genders on content characteristics and their dimensions, operation strategies and their dimensions, and user participation of educational WeChat public website are not statistically significant.

Table 1 Independent t-test results by gender

| | Mean | | Std. Deviation | | Levene's Test for Equality of Variances | | t-test for Equality of Means | |
|-----|--------------|---------------|----------------|-------|-----------------------------------------|-----|------------------------------|--|
| | Male(N=213) | Female(N=187) | F | Sig. | t | df | Sig. | |
| OS | 2.180(0.854) | 2.143(0.960) | 1.110 | 0.293 | 0.404 | 375 | 0.687 | |
| PS | 2.187(0.856) | 2.138(0.958) | 2.067 | 0.151 | 0.535 | 376 | 0.593 | |
| COS | 2.085(0.824) | 2.059(0.908) | 2.321 | 0.128 | 0.295 | 378 | 0.768 | |
| SOS | 2.112(0.847) | 2.058(0.933) | 1.157 | 0.283 | 0.603 | 379 | 0.547 | |
| CF | 2.187(0.835) | 2.175(0.944) | 2.440 | 0.119 | 0.137 | 374 | 0.891 | |
| TF | 2.181(0.863) | 2.154(0.931) | 1.052 | 0.306 | 0.299 | 382 | 0.765 | |
| TFS | 2.157(0.841) | 2.182(0.982) | 5.123 | 0.024 | -0.269 | 398 | 0.788 | |
| GF | 2.223(0.871) | 2.189(0.979) | 2.438 | 0.119 | 0.370 | 375 | 0.712 | |
| UE | 2.245(0.846) | 2.245(0.684) | 5.394 | 0.021 | -0.010 | 398 | 0.992 | |

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

Correlation analysis

SPSS statistical analysis software was used to analyze the correlation between content features and operation strategies, and the results obtained are shown in the table below. The correlation coefficients between title features and positioning strategy, content operation strategy, service operation strategy and operation strategy are 0.940, 0.833, 0.854, 0.893 respectively, and all of them are significantly correlated; the correlation coefficients between topic features and positioning strategy, content operation strategy, service operation strategy and operation strategy are 0.941, 0.832, 0.836, 0.893 The correlation coefficients between genre features and positioning strategy, content operation strategy, service operation strategy, and operation strategy are 0.947, 0.849, 0.889, and 0.923, respectively, and all of them are significant; the correlation coefficients between content characteristics and positioning strategy, content operation strategy, service operation strategy, and operation strategy are 0.966, 0.859, 0.881, 0.981, and 0.993, respectively, 0.881, 0.925, and all are significantly correlated. The correlation coefficients of user engagement with positioning strategy, content operation strategy, service operation strategy, and business strategy are 0.696, 0.656, 0.980, and 0.897, respectively, and all of them are significantly correlated.



Table.2 Results of Correlations between Content Characteristics, User Engagement and Operational Strategies

| | Positioning strategy (PS) | Content strategy (COS) | operation Service strategy (SOS) | operation Operation strategy (OS) |
|-----------------------|---------------------------|------------------------|----------------------------------|-----------------------------------|
| Title features (TF) | .940*** .000 | .833*** .000 | .854*** .000 | .893*** .000 |
| Theme features (TFS) | .941*** .000 | .832*** .000 | .836*** .000 | .893*** .000 |
| Genre features (GF) | .947*** .000 | .849*** .000 | .889*** .000 | .923*** .000 |
| Content features (CF) | .966*** .000 | .859*** .000 | .881*** .000 | .925*** .000 |
| User Engagement (UE) | .696*** .000 | .656*** .000 | .980*** .000 | .897*** .000 |

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

Regression analysis

Regression analysis of Content features and Operation strategy was performed using SPSS statistical analysis software and the results obtained are shown in the table below.

Table. 3 Summary results of regression analysis between Content features and Operation strategy

| Model | R | R-square | Adjusted R square | MS | F | Sig. |
|-------|-------|----------|-------------------|----------------|---------|-------|
| 1 | .931a | .866 | .865 | 94.063 .110 | 852.839 | .000b |
| 2 | .931b | .867 | .864 | 40.350 .111 | 364.338 | .000c |

a. Dependent variable: Operation strategy (OS)

b. Predictor variables: (constant), Genre features (GF), Theme features (TFS), Title features (TF)

c. Predictor Variables: (Constant), Genre features (GF), Theme features (TFS), Title features (TF), Educational background, Sex, Age, Monthly household income

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

From the above table, it can be seen that the R-square of model 1 = 0.866, which indicates that the independent variable can explain 86.6% of the variation in the dependent variable and the model fits better. The R-square of model 2 = 0.867, which indicates that the independent variable can explain 86.7% of the variation in the dependent variable, and the model fit is better.



Table.4 Results of regression analysis between Content features and Operation strategy

| Model | | Unstandardized coefficient | | Standardized | t | Sig. |
|-------|--------------------------|----------------------------|------|--------------|--------|------|
| | | B | SE | Coefficient | | |
| 1 | (Constant) | .107 | .044 | | 2.420 | .016 |
| | Title features (TF) | .141 | .060 | .139 | 2.350 | .019 |
| | Theme features (TFS) | .204 | .057 | .205 | 3.586 | .000 |
| 2 | Genre features (GF) | .593 | .053 | .605 | 11.172 | .000 |
| | (Constant) | .068 | .109 | | .623 | .534 |
| | Title features(TF) | .137 | .060 | .136 | 2.279 | .023 |
| 2 | Theme features(TFS) | .210 | .057 | .211 | 3.666 | .000 |
| | Genre features (GF) | .592 | .053 | .604 | 11.106 | .000 |
| | Gender | -.005 | .035 | -.003 | -.152 | .879 |
| | Age | -.001 | .016 | -.001 | -.078 | .938 |
| | Educational background | -.005 | .026 | -.003 | -.179 | .858 |
| | Monthly Household Income | .025 | .018 | .028 | 1.439 | .151 |

a. Dependent variable: Operation strategy (OS)

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

From the above table, it can be seen that the p-values corresponding to the t-tests of the three independent variables, Title features (TF), Theme features (TFS), and Genre features (GF), are all less than 0.05, showing the significance feature. It means that the three independent variables Title features (TF), Theme features (TFS), and Genre features (GF) show significance to the dependent variable Operation strategy (OS).

As can be seen from the linear regression results of Model 1, the standardized regression coefficients of Title features (TF), Theme features (TFS), and Genre features (GF) are 0.139, 0.205, and 0.605, respectively; therefore, Genre features (GF) have the greatest influence on Operation strategy (OS), followed by Theme features (TFS), and the smallest influence is on Title features (TF), and Title features (TF), Theme features (TFS), and Genre features (GF) have a significant positive effect on Operation strategy (OS).

SPSS statistical analysis software was used to conduct regression analysis on content features, user engagement and operational strategies, and the results obtained are shown in the table below.

Table สืบพลาต! ไม่มีข้อความของสไตลัที่ระบุในเอกสาร. **5** Summary results of regression analysis between content features, user engagement and operational strategy

| Model | R | R-square | Adjusted R-square | MS | F | Sig. |
|-------|------|----------|-------------------|-----------------|----------|------|
| 1 | .925 | .856 | .856 | 279.096 .118 | 2375.013 | .000 |
| 2 | .925 | .856 | .856 | 139.552 .118 | 1184.775 | .000 |

a. Dependent variable: Operation strategy (OS)

b. Predictor variables: (constant), Content features (CF)

c. Predictor Variables: (Constant), Content features (CF), User Engagement(UE)

*P<.05;**P<.01;***P<.001

Source: Compiled in this study



From the above table, it can be seen that the R-square of model 1 = 0.925, which indicates that the independent variable can explain 92.5% of the variation in the dependent variable and the model fits better. The R-square of model 2 = 0.925, which indicates that the independent variable can explain 92.5% of the variation in the dependent variable and the model fits well.

Table.6 Results of regression analysis between content features, user engagement and operational strategies

| Model | | Unstandardized coefficient | | Standardized coefficient | t | Sig. |
|-------|-----------------------|----------------------------|------|--------------------------|--------|------|
| | | B | SE | Beta | | |
| 1 | (Constant) | .105 | .046 | | 2.299 | .022 |
| | Content features (CF) | .943 | .019 | .925 | 48.734 | .000 |
| 2 | (Constant) | .118 | .067 | | 1.765 | .028 |
| | Content features (CF) | .944 | .019 | .926 | 48.667 | .000 |
| | User Engagement(UE) | .206 | .022 | .205 | 1.269 | .038 |

a. Dependent variable: Operation strategy (OS)

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

From the above table, it can be seen that the p-values corresponding to the t-tests for content features (CF) are less than 0.05, which presents a significance feature. It indicates that the independent variable content features (CF) presents significance to the dependent variable operational strategy (OS). From the linear regression results of Model 1, it can be seen that the standardized regression coefficients of content features (CF) are: 0.926, respectively; so the effect of content features (CF) on operation strategy (OS) is significantly positive. Moreover, the influence of user engagement (UE) on operational strategy (OS) through content features (CF) is significantly positive, so there is a mediating effect. SPSS statistical analysis software was used to conduct regression analysis on content features, gender and operational strategies, and the results obtained are shown in the table below.

Table.7 Summary results of regression analysis between content features, gender and operational strategy

| Model | R | R-square | Adjusted R-square | MS | F | Sig. |
|-------|------|----------|-------------------|-----------------|----------|------|
| 1 | .925 | .856 | .856 | 279.096 .118 | 2375.013 | .000 |
| 2 | .926 | .857 | .856 | 93.060 .118 | 789.352 | .000 |

a. Dependent variable: Operation strategy (OS)

b. Predictor variables: (constant), Content features (CF)

c. Predictor Variables: (Constant), Content features (CF), Gender, Interaction term

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

From the above table, it can be seen that the R-square of model 1 = 0.925, which indicates that the independent variable can explain 92.5% of the variation in the dependent variable and the model fits better. The R-square of model 2 = 0.926, which indicates that the independent variable can explain 92.6% of the variation in the dependent variable and the model fits well.



Table.8 Results of regression analysis between content features, gender and operational strategies

| Model | | Unstandardized coefficient | | Standardized coefficient | t | Sig. |
|-------|-----------------------|----------------------------|------|--------------------------|--------|------|
| | | B | SE | Beta | | |
| 1 | (Constant) | .105 | .046 | | 2.299 | .022 |
| | Content features (TF) | .943 | .019 | .925 | 48.734 | .000 |
| 2 | (Constant) | .196 | .147 | | 1.340 | .181 |
| | Content features(TF) | .918 | .062 | .901 | 14.705 | .000 |
| | Gender | -.061 | .091 | -.034 | -.664 | .507 |
| | Interaction term | .016 | .039 | .032 | .419 | .676 |

a. Dependent variable: Operation strategy (OS)

*P<.05;**P<.01;***P<.001

Source: Compiled in this study

From the above table, it can be seen that the p-values corresponding to the t-tests for content features (CF) are less than 0.05, which presents a significance feature. It indicates that the independent variable content features (CF) present significance to the dependent variable operational strategy (OS).

From the linear regression results of Model 1, it can be seen that the standardized regression coefficients of content features (CF) are: 0.901, respectively; so the effect of content features (CF) on operational strategies (OS) is significantly positive. And, gender has no significant effect between content features (CF) and operational strategy (OS), so H8 is not valid.

2) To analyze the current situation of the operation strategy of educational microblogs and put forward the countermeasures to improve the operation strategy of educational WeChat public Website.

The importance of WeChat public number Title features mainly includes the following aspects: (1) The importance of public number title - easy for users to recognize. (2) The Importance of Public Headlines - Headlines are getting longer. (3) The importance of the title of the public number - easy to cause users to agree. (4) the importance of public number title - let the user feel profitable.(5) the importance of the title of the public number - easy to cause users to agree. (6) The importance of public number title - more open and innovative. (7) The importance of public number title - novel style. With the increasingly widespread fragmented reading, users will pay attention to some of their favorite public numbers, click to read the articles inside, which has become a life norm. In terms of Title color type features. The title color type includes there are exaggerated type, flimsy type, objective type, funny type as well as metaphorical type. In terms of the domestic focus of the theme. The choice of the theme of the article is one of the most important directions to catch the readers' eyes. It is both the first pass to grasp the orientation of the article, the fundamental for a media to be able to survive, and the most important link to realize the function of the media, it is no exaggeration to say that the quality of the theme selection of the article determines the influence and credibility of a media in the public. In terms of the usefulness of reprinted content. Public reprinting of original articles can enhance the author's popularity and social influence. After the article is reprinted, the original author's article will be known by more readers, and the author's popularity will be enhanced. At the same time, the reprinted articles can also form a social



influence, so that more people pay attention to the author, so that the author's articles can be accepted by more people. Secondly, the public number reproduces the original article can also improve the spread of the article. Through the public number reproduction, the original author's article can be read by more people, and the dissemination degree of the original article will also be improved. In fact, original is not the only way of content operation, only the articles that bring value to the users can have high dissemination. In terms of the convenience and timeliness of the messages provided. Online media can provide a variety of information delivery methods, text, pictures, audio and also video, and these forms of presentation as well as dissemination in the WeChat public number of the push. For example, some popularization of science and education WeChat Public Website, its release of information with some funny and witty graphics, audio and video to talk about the application of some scientific knowledge in life, can quickly attract the attention of readers, in the entertainment to learn some basic scientific knowledge, but also gained in the life of the application of these theories in the new skills. WeChat Public Website in the provision of news convenient and timely is more dependent on the public number provided by the push time settings, especially Education WeChat Public Website operators generally show part-time staff, and not too much fixed push time, news convenient and timely is not high.

Research Discussion

Different content characteristics (title, theme, genre and content) of Educational WeChat Public Website all have a significant impact on its operation strategy. The title is the first thing that users see, and attractive titles can increase click-through rates and readership, thus influencing operational strategies. For example, longer headlines may be more detailed, but shorter headlines may be more attention-grabbing. For this reason, headline length and keywords should be optimized to utilize emotive language to entice more users to click. Adjust the timing and frequency of pushes for different headline characteristics to increase the visibility of the content. The choice of topics directly affects the interests and needs of the target audience, which in turn affects the operational strategy. For example, hot education topics may require more frequent updates and interactions. For this reason, data analysis should be used to identify the topics that are of most interest to the target audience, and content should be created around these topics. For different topics, develop corresponding operation strategies, such as organizing themed events and panel discussions. Articles of different genres may be suitable for different reader groups and reading scenarios, thus affecting the operation strategy. For example, in-depth analysis articles may require more time and effort to read and are suitable to be pushed on weekends or at specific times. For this reason, suitable genres should be selected for content creation based on reader preferences and reading habits. For articles of different genres, appropriate push strategies and interaction methods should be developed. Zhang Ping and Zhou Guang (2023) empirically found that the main position publicity and the main channel value leading role of the official WeChat public number of colleges and universities is becoming more and more prominent, and the impact of tweets with different content characteristics varies, which requires the adjustment of operational strategies. Qin Fen et al. (2019) pointed out that the impact of content features on user behavior is a key concern



for operators, and the title attention and length negatively affect the public number session and reading, thus requiring optimization of content features.

Hypothesis H5 and its sub-hypotheses (H5a, H5b, H5c, H5d) are not valid, which implies that there is no significant difference between different demographic characteristics (e.g., gender, age, education level, and monthly household income) in the operational strategies of Educational WeChat Public Website. The fact that hypothesis H5 is not valid suggests that, on the whole, different demographic characteristics do not have a significant influence. This may imply that factors such as gender, age, education and income of the audience are not critical variables in influencing the operational strategies, and that operational strategies can be applied more generally to all audience groups. When developing operational strategies, more attention can be paid to the quality, relevance, and User Engagement of the content itself, rather than focusing too much on the specific demographic characteristics of the audience.

H5a The hypothesis is not met indicating that, overall, the difference in the data for the subgroups of gender in the operational strategies is not significant, suggesting that the operational strategies have a consistent impact on both males and females. Operational content and strategies do not need to be specifically adapted for each gender, and a uniform content strategy can be used to ensure that users of all genders receive the same experience and value.

H5b Hypothesis unfulfilled suggests that overall, there is no significant difference in the grouping data of age in operational strategies, suggesting that audiences of different ages do not respond significantly differently to operational strategies. The content strategy can be more generalized without having to differentiate specifically for different age groups to ensure that the content is appealing to audiences of all ages.

H5c Hypothesis unfulfilled suggests that overall, there is no significant difference in the grouping data of educational attainment on the operational strategy, indicating that users respond similarly to the operational strategy irrespective of their educational attainment. A uniform content strategy can be used without having to specifically tailor it to different educated audiences, ensuring that the content is appealing and valuable to users of all educational levels.

H5d Hypothesis unfulfilled suggests that overall, there is no significant difference in the grouping data of monthly household income on operational strategies, indicating that there is no significant difference in the response of users of different income levels to operational strategies. Operational strategies can be more generalized and do not have to be adapted specifically for audiences of different income levels to ensure that the content is attractive to users of all income levels.

Conclusion

This study mainly focuses on the content characteristics and operation strategies of Educational WeChat Public Website, and the conclusions obtained are as follows:

1. The results of empirical analysis show that (1) the analysis of differences shows that there is no significant difference in the operation strategies of different genders in the education category of WeChat; there is no significant difference in the operation strategies of different ages in the education category of WeChat; there is no significant difference in the operation strategies of different education levels in the education category of WeChat; and there is no significant difference in the operation strategies of different monthly family incomes in the



education category of WeChat. . Research hypothesis H5 does not hold; (2) correlation analysis shows that there is a significant correlation between the dimensions of content features title features, topic features, genre features and positioning strategy, content operation strategy, service operation strategy and business strategy; (3) regression analysis shows that the t-value of the content features on the operation strategy is 48.734, the B-value is 0.943, and its Sig-value is 0.000 less than 0.05, indicating that content features have a significant positive effect on operational strategy, and research hypothesis H4 is established; the t-value of title features is 2.350, the B-value is 0.141, and its Sig-value is 0.019 less than 0.05, indicating that title features have a significant positive effect on operational strategy. The t-value of topic features is 3.586, the B-value is 0.204, and its Sig value is 0.000 less than 0.05, indicating that topic features have a significant positive effect on operational strategies. The t-value of genre characteristics is 11.172, the B-value is 0.593, and its Sig-value is 0.000 less than 0.05, indicating that genre characteristics have a significant positive influence on operation strategy, and research hypotheses H1-H3 are established. Moreover, there was a significant positive effect between content features and user engagement, and user engagement played a mediating effect between content features and operational strategies, and research hypotheses H6 and H7 were valid. Gender, on the other hand, did not play a moderating effect between content features and operational strategies, and research hypothesis H8 did not hold.

2. Combined with the empirical analysis results of the questionnaire survey, the current status of the content characteristics of educational microblogging public numbers is mainly manifested in (1) title characteristics. (2) Theme characteristics. (3) Genre characteristics. The current situation of the operation strategy of educational micro-letter public number is mainly manifested in (1) positioning strategy. (2) Content operation strategy. (3) Service operation strategy. Based on this, the countermeasures to improve the operation strategy of education class WeChat public number include (1) Fully utilizing and improving the title characteristics to improve the countermeasures. (2) Fully utilize and improve the theme characteristics to enhance countermeasures. (3) Adequate use and improvement of genre features to enhance countermeasures. (4) Countermeasures to improve positioning strategy. (5) Countermeasures to improve content operation strategy. (6) Countermeasures to improve service operation strategies.

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