

Are government WeChat Official accounts growing?

The growth of Chinese government WeChat official accounts, including the TMB account (the subject of this study), is still in its preliminary phase. The TMB account, which was designed to be a general platform for all traffic-related services, has turned out to be a lookup tool.

Are WeChat Official accounts scientific?

Finally, the empirical study of the 12 official accounts of State Grid is made. The evaluation index system of WeChat official account includes 4 first level indicators and 15 two level indicators. This study proposes that the index system and data processing method are scientific.

Are WeChat Official accounts delivering public services in China?

The evaluation of Chinese government WeChat official accounts delivering public services has become an important research focus, given the increasing trend in this area.

Are WeChat Official accounts being underutilized?

Most WeChat Government Official accounts are underutilized. Deficiencies exist in their information architecture, operation strategy, and interaction design. The effectiveness of public service delivery on social media depends on the legal and policy environment. Governments should collaborate with the private sector in the construction of official accounts.

Why are WeChat Official accounts so popular in China?

WeChat official accounts have been increasingly adopted by Chinese government agencies to deliver public services, in response to the "Internet + Public Service" reformation.

Are Chinese government agencies present on WeChat?

Chinese government agencies have been present on WeChat Official Accounts Platform since 2011. Many of them, such as social security, transportation, and taxation, have adopted service accounts to deliver public services online.

What are the different types of WeChat Official Accounts? There exist several types of WeChat Official Accounts: WeChat Subscription accounts (???): can send up to 1 push message per day to their followers ...

It is urgent for the public to obtain the most direct information resources in the process of information consumption. Relying on Tencent news, the WeChat Official Account pushes "real ...

About WeChat Official Accounts. WeChat Official Accounts are also known as WeChat public accounts, which translates to ????? in Chinese. WeChat Official Accounts are the Chinese equivalent of a brand's Facebook page. In ...

Source: Star Charge WeChat public account. In September 2020, the company announced that it raised 855 million yuan (US\$131 million) in a Series A round of financing, with a rumored valuation of 8 ...

However, after 2019, the Mainland and Overseas versions of the WeChat Public Accounts are linked. ? Both Mainland WeiXin users and Overseas WeChat users can receive information from these WeChat Official ...

1 Presenting China's Image through the Translation of Comments: A case study of the WeChat subscription account of Reference News Abstract: Facing the challenges and opportunities ...

Facing the challenges and opportunities brought by the launch of the WeChat subscription account in 2012, Reference News (hereafter RN), a Chinese official news agency publishing selected ...

A. The Feature of the Public Account of the Easy to Divide . There are already some WeChat teaching public accounts on WeChat, which can better meet the teachers' interactive teaching ...

On WeChat, 1.5% of public accounts' posts were censored by the state, and another 2.44% posts were self-censored. Information related to collective action, pornography, government policy, and corruption are on the ...

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This study features a user-centered approach to the evaluation of a government WeChat official account in public service delivery. It contributes to the current literature on ...

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