

SPSS and other analysis tools were used to carry out relevant analysis, and it was found that the wechat Official Accounts had some deficiencies in operation, such as unclear positioning ...

Official Accounts provide services to users primarily through Official Account chats and webpages within Official Accounts: 1. Official Account Chats. An Official Account exists in the form of a ...

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WeChat () is not just a social media and messaging app, it's a way of life for millions of people in China. Boasting over 1.3 billion monthly active users, it's the ultimate platform for businesses to connect with their ...

WeChat Official Account (also known as "OA") is a China-based marketing platform that acts as a complete brand hub to: Gather followers; Send them targeted content; Push them marketing and service notifications; ...

Key words: Information dissemination, SEIR model, Social network, WeChat official account. CLC Number: G206 Cite this article. CHANG Ya-wen, YANG Bo, GAO Yue-lin, HUANG Jing-yun. ...



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