Research on Mobile Learning Resource Design Based on WeChat Public Platform

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ABSTRACT

In recent years, with the rapid development of mobile Internet, mobile learning has attracted people's attention by WeChat, how to design and develop available and effective learning resources in the WeChat public platform, to improve the efficiency of mobile learning, which is worthy of consideration. In this paper, taking Instructional System Design course as an example, the framework of mobile learning resources based on WeChat public platform is designed.

INTRODUCTION

With the rapid development of mobile Internet, WeChat mobile learning has penetrated people's daily work and life aspects, Based on the WeChat platform, realizing the resource construction, servicing innovation and promoting the optimization of mobile learning, which has become an urgent problem to be solved in the current situation. However, there are still not many learning materials available in WeChat mobile learning research. How to design and develop available and effective learning resources on the WeChat public platform, to improve the efficiency of mobile learning is worthy of our consideration. According to the needs of learning, inquiry learning resources design ideas, based on WeChat public number, design principles, design framework, to design of "instructional system

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WECHAT PUBLIC PLATFORM FUNCTION ANALYSIS

WeChat public platform is a new function module on the basis of WeChat by Tencent Inc., the use of public number platform from the self-media, Simply speaking, which is “one to many” media activities, based on this platform, we can create our own a WeChat public number.

Mobile learning applications can be divided into three types[1]: primary application, Web application and lightweight applications, the first two types belong to high development cost, and application based on the platform of WeChat public belong to third types, do not need to download software to install a separate, the developers can be teachers or ordinary developers, but the function is limited, compared with the previous two the application is relatively simple and easy to use, the use of flow less, low cost, and the effect of the user experience is good, easy to use for learners, the application in real life is the rapid development.

WeChat public platform can realize all-round exchanges, communication and interaction to use the pictures, text, video and voice, animation etc. with specific groups[2], it is the dissemination of information of a point to point and point to face combination, because this information dissemination way make mobile learning resources development has the positive significance and the value in WeChat public platform.

WeChat Public Platform Characteristics to Make the Development Feasible for Teachers

The micro of WeChat public platform makes learning resources to be convenient information dissemination in mobile devices; WeChat users are more, highly active, lay the foundation for the spread of learning resources; public platform operators need low cost, developers and users are convenient and simple to operate; learning resources in the propagation by the time, the limitation of space, high efficiency[3]; a variety of the content and the way by the public number, pushing learning resources can fully meet the needs of learners[4].

WeChat Public Platform for Teachers to Participate Directly in the Application Design and Development

The teacher is the guide in the teaching activities, the design and development of teachers in the application makes the mobile learning resources design more flexible. Teachers can combine the characteristics of the course and their own teaching experience to let WeChat public better serve teaching. Furthermore, the development of WeChat public platform is more simple than other applications, the
threshold is low, teachers can directly participate in the application design and development.

**WeChat Public Platform can Promote the Development of Mobile Learning in An Informal Way**

Informal learning makes learning content fragmentation, learning tools miniaturization, personalized learning methods. The development of WeChat public platform can promote the process of educational information to promote the development of mobile learning.[5]

"INSTRUCTIONAL SYSTEM DESIGN" COURSE MOBILE LEARNING RESOURCES WECHAT PLATFORM DESIGN

**Design Idea**

First of all, the mobile learning is a dynamic, uninterrupted learning process. On the one hand, a little knowledge of learning can enable learners to focus in a relatively short period of time, improve the learning efficiency; on the other hand, the micro characteristics of WeChat public platform makes mobile learning resources structure to be small, which can meet the requirements. Secondly, the content of design should be concise, highlighting the mobile learning resources related to the teaching curriculum. Finally, we should analyze learner needs before WeChat public number design of the course, the content design should be designed according to the mobile learning resources needed by learners.

- Design principles
  - Learner-centered principle
  - Accuracy Positioning Principle
  - Reasonable Function Module Design, Accord With Practical Principle
  - Diversity of Learning Methods Principle

**Design Framework**

According to the below design ideas and principles, we design the WeChat public platform of mobile learning resource framework, that is, Instructional System Design curriculum design framework, as shown in Figure 1.
Course content module
This module allows learners to understand Instructional System Design curriculum before learning new curriculum contents, the curriculum content module designed second level directories, including course outline, course contents, implementation plan.

Learning courseware module
This module is an important part of Instructional System Design course, but also the core module of the WeChat public platform design. This module not input all the text content of the textbook into the public background management platform, but provide learners with the basis for teachers to make PPT courseware in the form of pictures, and the content of the picture on the teaching difficulty prominent, concise and to the point. At the same time, according to the needs of leaning, we add some corresponding micro video courseware.

Interactive communication module
Simple learning will make the WeChat public platform is too single. Therefore, we design an interactive communication module, under which there are two levels of the directory: discussion group, life and campus module.

Resource expansion module
This module is designed for learners to regularly push some internet resource contents related to study course, such as social post demand, scientific research, frontier development, practice application, some meetings and other resources, the resources can be responsible for the corresponding study, to regularly push.

CONCLUSIONS

With the rapid development of mobile technology and the coming of “micro era”, learners demand for mobile learning resources is more and more growing, to design high quality and effective mobile learning resources, meet the teachers and learners' needs, add color for learning, so that promote the depth integration of information technology and teaching, which is the direction of our efforts.
REFERENCES


