

Research on New Media Communication Influence of Asset Appraisal Agencies

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Abstract: Wechat official accounts have become a tool for many organizations to layout new media communication and the "Internet +" strategy. Currently, there are many literature on the influence of various official accounts, but few involve evaluation institutions. This study analyzes the current situation of the Wechat official accounts of representative evaluation agencies, classifies the content of tweets from the public websites of evaluation agencies, and studies the influence of the top 10 agencies through the WCI index, counts their WCI rankings, evaluates the communication power by combining different indicators, and summarizes the laws of daily management, summarizes several more obvious problems based on the performance and characteristics of the influence of official accounts, and puts forward suggestions related to expanding brand effect, strengthening operation management, and promoting high quality of tweets according to audience needs, hoping to provide references for improving the comprehensive communication influence of asset appraisal agencies.

1. Introduction

1.1. Background of the Study

Communication influence is the effect and impact of the media's communication content reaching its destination, while new media communication influence emphasizes the final impact on the audience with new media as the communication carrier^[1]. In recent years, Wechat has become a typical representative of the new media industry, and various fields have taken Wechat as a breakthrough to layout new media operation strategies and enhance their own communication influence through new media. In terms of measuring the influence of new media communication, WCI index is a widely used reference index in recent years. Therefore, this study constructs an evaluation formula with reference to the WCI index and the pushing characteristics of asset appraisal institutions, selects several representative public websites of appraisal institutions, evaluates their WCI performance and influence, and focuses on analyzing the communication power and operation characteristics to discover the defects of the current new media communication of asset appraisal institutions, and then makes suggestions and relevant recommendations.

1.2. Research Significance

1.2.1. Theoretical Significance

The current status of domestic research shows that the research objects on the operation and influence evaluation of Wechat public websites are widely covered, but there are few studies on the self-media influence of asset appraisal institutions, and there are only a few papers exploring the communication influence of appraisal institutions based on public websites. This project is a supplement to the theoretical research on communication influence in the field of asset appraisal; it is an extension of the research in this field by combining authoritative evaluation systems and methods and conducting multi-faceted analysis, and it can also output new results for theoretical research on asset appraisal topics.

1.2.2. Application Significance

This project attempts to combine the calculation and application of the WCI index to analyze the self-media influence of assessment organizations from different dimensions, discover the influencing factors of Wechat communication influence, so as to reflect the current problems of self-media operations of assessment organizations and make suggestions; at the same time, classify different dimensions in terms of tweet content and other aspects, and then study the relevance and typical characteristics, so as to provide theoretical support for organizations' Wechat public numbers to further expand their own communication. It also analyzes the problems and flaws of new media communication of appraisal institutions in the light of media and communication-related theories, and provides breakthrough points for the enhancement of their communication influence, and ultimately provides new perspectives and ideas for the development of appraisal institutions and the industry.

2. Literature Review

Domestic scholars have conducted a series of studies on the influence of Wechat communication from the perspective of different types of units or institutions and around the operation of Wechat public numbers of various subjects.

In terms of the research of influence evaluation index system, Zheng Xiaorong chose the Wechat public website of the Audit Office as the research object and constructed a single index system with the number of readers and application development degree as the core, on the one hand, analyzed the single index, on the other hand, measured the comprehensive influence through WCI, and compared the WCI data of the Audit Office with other ministries and mainstream public websites, and found that the total number of readers and number of good reads have an important impact on WCI, and then propose a communication strategy^[2]. Zhao Naixuan combined the 5W communication model with several dimensions such as content characteristics, subject strength and identity as the core to evaluate the new media influence of universities, and supplemented the indicators on the basis of synthesizing the evaluation indexes of related literature, and constructed an evaluation index system of new media influence of universities based on communication theory^[3]. Wang Yilan cited the WCI index to evaluate the influence of self-media public numbers in relevant counties and cities in Henan, and took content, rural relevance and originality as independent variables, and the number of readers, likes and messages as dependent variables, and constructed equations to explore the influence of independent variables on dependent variables and explain the characteristics and patterns of county self-media influence^[4]. Yan Yueming found that a Wechat public account with a number of articles with high reading and praise has a wider coverage

of communication, and the high recognition of the articles will naturally lead to high communication influence. Based on the perspective of media communication power, some scholars built a multi-dimensional communication power evaluation system, including account design, content presentation, message reply mode and push service, and made an empirical analysis by taking 20 media Wechat public accounts in Shaanxi Province as examples^[5].

In terms of research on tweet characteristics, Chen Qiaoling screened 524 hospitals in Chengdu, calculated the WCI index of hospital public numbers, found the influence characteristics of different levels of public and private hospitals, and focused on mining the content characteristics of high-read tweets and proposed communication strategies^[6]. Zhang Weiliang evaluated 91 college and university Wechat public numbers in different regions through WCI-related indexes, and specifically studied tweets with low dissemination and recognition in addition to tweets with high reading and recognition, and found the important role of Wechat in dissemination and interaction, and compared the types of tweets that received more attention, so as to propose operational suggestions^[7]. In addition, Li Baotian also analyzed the influence of the public accounts of emergency management and government affairs^[8], and Jin Lili analyzed the WCI index of the jewelry brands' public accounts and the features of their tweets^[9].

3. Analysis of the Communication Influence of Evaluation Agencies' Wechat Public Accounts

3.1. Study Design

3.1.1. Data Source

This study selected the top 10 organizations in the list of the top 100 organizations in the comprehensive evaluation of appraisal organizations released by the China Association of Asset Appraisal, and collected 378 tweets of information from the whole year of 2020 for the study. In addition, because indicators such as the number of reads and likes of public tweets still fluctuate within a certain time frame, tweets from 2020 were selected as a sample to improve data stability.

3.1.2. Application of WCI Index

The WCI is the Wechat Communication Index. Since the evaluation agencies publish tweets one at a time, the "headline" has been weakened, and the final application formula for the WCI index in this study is as follows.

$$WCI = \{0.6 * [0.85 \ln(R/d+1) + 0.09 \ln(Z/d * 10+1) + 0.06 \ln(L/d * 10+1)] + 0.2 * [0.85 \ln(R/n+1) + 0.09 \ln(Z/n * 10+1) + 0.06 \ln(L/n * 10+1)] + 0.2 * [0.85 \ln(R_{max}+1) + 0.09 \ln(Z_{max} * 10+1) + 0.06 \ln(L_{max} * 10+1)]\}^2 * 1.2 * 10$$

Where: R is the total number of reads; Z is the total number of in-views; L is the total number of likes; d is the number of days in the study period; n is the total number of articles; R_{max}, Z_{max} and L_{max} are the highest number of reads, the highest number of in-views and the highest number of likes.

3.1.3. Tweets Classification

Based on the observations and summaries made during the collection of tweet information, the tweets of the organization's public number are classified as follows: 1 for company information, 2 for evaluation cases, 3 for business snapshots, 4 for industry news, 5 for cultural activities, 6 for social affairs, 7 for holiday literature, 8 for notices and 9 for special columns.

3.2. Analysis of the Characteristics and Limitations of the Communication Influence of Evaluation Agencies

3.2.1. The Sverall Low WCI Index of Assessment Organizations

The information about the public numbers of relevant evaluation agencies and their WCI indices is shown in Table 1.

Table 1: Information of WCI index of public numbers of related evaluation organizations

Agency Ranking	Wechat public name	Annual WCI	WCI Ranking
1	Zoomlion Assessment	518.69	1
2	China Enterprise China Assessment	433.26	2
3	Tianjian Xingye	267.39	4
4	Yinxin Asset Appraisal Co.	Discontinued	-
5	Dongzhou Asset Valuation	305.55	3
6	Zhonghe Asset Appraisal	188.26	6
7	Zhongrui Shilian Asset Appraisal Group	158.52	7
8	North Asia Asset Appraisal Firm	118.15	8
9	Guorong Xinghua Asset Appraisal	74.62	9
10	Zhongtongcheng Asset Appraisal Group	208.24	5

Among the top 10 organizations in terms of comprehensive strength, except for Yinxin Asset Appraisal Co., Ltd. which has stopped changing its public number, the WCI index ranking of the top 4 organizations is also located in the top 4, and the WCI rankings of the 6-9 organizations also match each other, which shows that the comprehensive strength of the organization itself will to a certain extent affect the audience's attention and recognition of its public number; on the other hand, the WCI of Zhongtongcheng Asset Appraisal Group, which is ranked 10th, has risen to the fifth place, while the WCI of the next few organizations in the WCI ranking is less than 200. The first WCI ranking is 518.69 for Zhonglian Appraisal, but this level is still low compared to the public websites with high WCIs, such as the WCI of the public website "Ten O'Clock Reading", which can reach 1746, and the WCI of local media such as "Handan News", which can reach 1610. Most of the influential public numbers have a WCI of over 1000, and media public numbers can exceed 2000, for example, government public numbers can exceed 1500, so the overall influence of asset evaluation public numbers is low.

3.2.2. Insufficient Daily Operation Control

Information on the number of public tweets from relevant organizations is shown in Table 2.

From the perspective of the number and frequency of tweets, we can see that the highest number of tweets in the year was only 83, which is not much in general. The frequency of tweets of most organizations is once a week on average, and only two organizations have a slightly higher frequency than this, while two others have less than once a week on average, so the overall frequency of tweets is not high either. Although CRSL ranked second in terms of the number of tweets, the WCI was only 158.52, which shows that the quality control of tweets is insufficient and the high number of tweets cannot achieve high impact.

In addition, in order to focus on the intrinsic law of high influence, this paper screens out the tweets in the top 100 reads for statistics. Firstly, the number of tweets entering the top 100 reads for each public number is counted, as shown in Table 3.

Table 2: Number of public tweets from related evaluation organizations

Agency Ranking	Wechat public name	Number of tweets	Average number of tweets per week
1	Zoomlion Assessment	46	0.9
2	China Enterprise China Assessment	83	1.6
3	Tianjian Xingye	47	0.9
4	Yinxin Asset Appraisal Co.	-	-
5	Dongzhou Asset Valuation	49	0.9
6	Zhonghe Asset Appraisal	5	0.1
7	Zhongrui Shi Lian Asset Appraisal Group	77	1.5
8	North Asia Asset Appraisal Firm	20	0.4
9	Guorong Xinghua Asset Appraisal	6	0.1
10	Zhongtongcheng Asset Appraisal Group	45	0.9

Table 3: The number of tweets read by the top 100 public numbers

WCI Ranking	Wechat public name	Quantity
1	Zoomlion Assessment	30
2	China Enterprise China Assessment	55
4	Tianjian Xingye	3
3	Dongzhou Asset Valuation	9
5	Zhonghe Asset Appraisal	2
6	Zhongtongcheng Asset Appraisal Group	1
	Total	100

This shows that the top 100 read tweets involve only 6 organizations, and the top 2 organizations in the WCI ranking are also the ones with the most highly read tweets, so there is a direct correlation and impact of high reading on obtaining a higher WCI. In addition, there is a large difference in the number of tweets between the 1-2 and 3-6 organizations with high readership, and the 4 organizations at the bottom of the WCI ranking have no high readership tweets at all, indicating that there are very limited organizations that are dedicated to tweets, and most of them lack careful management of the daily operation of public numbers.

3.2.3. Single Type of High-impact Tweets

Among the top 100 read tweets, only two types of company information and business newsletters account for a large proportion; only 57 tweets have more than 10 likes, 20 have more than 20 likes, and the highest number of likes is only 117, and the top 10 tweets also involve only two types of company information and business newsletters; only 53 tweets have more than 10 views, 7 have more than 20 views, and the highest number of views is only 101. This shows that the number of highly recognized and influential tweets among appraisal organizations is small, and the types of tweets with high readership and likes are too homogeneous, remaining in the sharing of company information and business, without much influence outside the company.(In Figure 1).

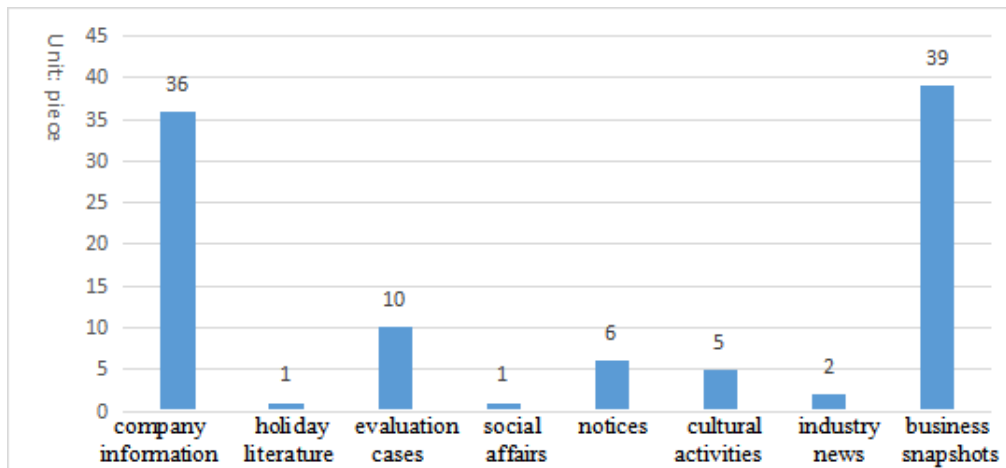


Figure 1: Types of Tweets with Top 100 Reads

4. Suggestions for Enhancing the Communication Influence of Evaluation Organizations

4.1. Expanding the Communication Influence of Assessment Institutions with Branding Effect

Through the previous analysis, it can be found that the comprehensive strength of appraisal organizations will enhance the audience's attention and recognition of their public numbers to some extent. So for the whole appraisal industry, it is necessary to make full use of the brand effect of the leading organizations to create some high-quality hot articles in combination with social hotspots or appraisal knowledge sharing that audiences care about, so as to expand their popularity outside the industry with relatively high reading volume. This will lead other organizations to create more classic articles that meet the reading needs of audiences and enhance the communication influence of appraisal organizations in a comprehensive manner.

4.2. Strengthening Daily Operation Management

The top 10 organizations in terms of overall strength are typical representatives within the assessment industry, but the analysis above found that some organizations have stopped changing, others have a low overall push frequency, and those with poor WCI performance have few pushes or even no high reading pushes at all, indicating that most organizations in the industry should strengthen their daily operation management for public numbers, on the one hand to improve the regularity of effective pushes, and on the other hand to Improve the professionalism of the operation team and talents, and learn some skills of new media platform operation with the perspective of media and communication.

4.3. Promote High-quality Tweets According to Audience Needs

The preceding data shows that evaluation agencies are very limited in the number of agencies that can concentrate on tweet content, and the number of highly read and highly liked tweets is low. Therefore, evaluation agencies should understand and analyze the needs of their audiences in the era of extensive use of new media communications, insist on originality, explore topics that may be of interest to the public, find out the more popular sharing points in the industry, attract more attention, and improve audience stickiness. Promote high quality of tweets in all aspects.

5. Conclusion

In this paper, the authoritative WCI index is used to analyze the communication influence of the top 10 institutions, and the index ranking is counted. After analyzing the tweet frequency, tweet type and other indicators, it is found that: The WCI index of asset appraisal agencies is generally low, the communication influence of the industry is generally not high, the daily operation control of most agencies is insufficient, and the type of high-impact tweets is single. In order to further improve the influence of new media communication, evaluation agencies should adjust in terms of the use of brand effect, professional operation and high-quality quantification of tweets.

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