THE INFLUENCE OF WECHAT ON CROSS-CULTURAL COMMUNICATION: AN ANALYSIS OF LANGUAGE LEARNING, CULTURAL UNDERSTANDING, AND SOCIAL CONNECTIVITY AMONG INTERNATIONAL USERS

BY

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Abstract

This study examines the influence of WeChat on cross-cultural communication among international users, focusing on its impact on language learning, cultural understanding, and social connectivity. As digital communication plays an increasingly vital role in globalization and WeChat's international user base continues to grow, research on its effects remains limited. This study seeks to address this gap. Employing a quantitative research approach, the study targets international WeChat users. Through stratified random sampling, a questionnaire survey was conducted among 400 participants, with data analyzed using descriptive statistics, correlation analysis, and multiple regression analysis.

The research findings indicate that WeChat positively influences language learning, cultural understanding, and social connectivity. In language learning (mean = 3.40, SD = 1.265), features such as voice and video calls and language-learning groups effectively support users in improving their language skills. For cultural understanding (mean = 3.41, SD = 1.251), cultural exchange groups and Moments significantly enhance users' awareness and appreciation of diverse cultures. Regarding social connectivity (mean = 3.39, SD = 1.251), WeChat facilitates the development of cross-cultural friendships. Based on these results, international users are encouraged to actively engage in relevant groups and maximize available learning resources. Developers should optimize the translation function and strengthen data security. Future research could adopt a mixed-method approach and conduct comparative analyses with other social media platforms to deepen the understanding of WeChat's role in cross-cultural communication. These efforts will enable WeChat to better serve international users and foster more effective cross-cultural interactions.

(Total 106 pages)

Keywords: WeChat, Cross Cultural Communication, Language Learning, Cultural Understanding, Social Contact

Student's Signature ….....Thesis Advisor's Signature .....

TABLE OF CONTENTS

		Page
ACKNOWLEDGEMENTS		**i**
ABSTRACTS		**ii**
TABLE OF CONTENTS		**iii**
LIST OF TABLES		**v**
LIST OF FIGURES		**vi**
CHAPTER 1	**INTRODUCTION**	**1**
	1.1 Background of the Study	1
	1.2 Significance of Study	5
	1.3 Research Questions	8
	1.4 Objectives of Study	8
	1.5 Scope of Study	9
	1.6 Definition of Terms	9
	1.7 Advantages of Study	11
CHAPTER 2	**LITERATURE REVIEW**	**12**
	2.1 Concept of Communication Media Effect	12
	2.2 Uses and Gratification Theory	15
	2.3 Cultural Dimensions Theory	18
	2.4 Acculturation Theory	20
	2.5 Instructions for Using WeChat	23
	2.6 Related Research Studies	25
	2.7 Conceptual Framework	29
CHAPTER 3	**RESEARCH METHODOLOGY**	35
	3.1 Research Design	35
	3.2 Population	35
	3.3 Samples and Sampling Method	36

TABLE OF CONTENTS (CONT.)

		Page
	3.4 Research Tools and Measurement	38
	3.5 Data Analysis	42
	3.6 Reliability and Validity	43
CHAPTER 4	**RESEARCH RESULTS**	**46**
	4.1 Demographic Information of Respondents	46
	4.2 Statistics and Analysis of Survey Questionnaires	49
	4.3 Correlation Analysis between Independent and Dependent Variables	62
	4.4 Multiple Regression Analysis and Hypothesis Testing	63
CHAPTER 5	**DISCUSSION AND SUGGESTIONS**	**68**
	5.1 Conclusion of Research Results	68
	5.2 Discussion	76
	5.3 Suggestions	82
REFERENCES		**85**
APPENDIX		**94**
BIOGRAPHY		**106**

LIST OF TABLES

Table		Page
4.1	Number and Percentage of Sample Group by Gender	46
4.2	Number and Percentage of Samples by Age	47
4.3	Number and Percentage of Samples by Education Level	47
4.4	Number and Percentage of Samples by Occupation	48
4.5	Number and Percentage of Samples by WeChat Usage Frequency	49
4.6	Number, Percentage, and Average of Perceptions Regarding WeChat Usage Patterns	49
4.7	Number, Percentage, and Average of Perceptions Regarding Language Learning	53
4.8	Number, Percentage, and Average of Perceptions Regarding Cultural Understanding	56
4.9	Number, Percentage, and Average of Perceptions Regarding Social Connectivity	59
4.10	Correlation Analysis between WeChat Usage Patterns and Language Learning, Cultural Understanding, and Social Connectivity	62
4.11	The Results of Multiple Regression Analysis and Hypothesis Testing on Language Learning	63
4.12	The Results of Multiple Regression Analysis and Hypothesis Testing on Cultural Understanding	65
4.13	The Results of Multiple Regression Analysis and Hypothesis Testing on Social Connectivity	66

LIST OF FIGURES

Figure		Page
2.1	Conceptual Framework	29
3.1	Taro Yamane’s Statistics Table	36

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Communication technologies have undergone a significant transformation, evolving from early innovations like the telegraph to the development of sophisticated mobile technologies. This progress reflects both technological advancements and societal changes, with the shift from 1G to 5G mobile networks marking an important evolution in communication. Key features of this evolution include faster data transmission, broader coverage, and more interactive experiences. Communication technology has expanded its role in the information age, facilitating greater global connectivity and knowledge sharing (Zhang, 2023). Looking ahead, the 6G era promises even faster data speeds and more immersive communication experiences.

The history of communication technology can be traced back to the 19th century when inventions such as the telegraph and telephone revolutionized how information was transmitted. By the 20th century, the invention of radio technology allowed communication to break free from wired constraints, reaching greater distances through radio waves. This advancement laid the groundwork for mobile radio communication and the eventual development of mobile networks (Tong, 2010). Each successive generation of mobile technology, from 1G's basic voice transmission to 5G's integration of multimedia and the Internet of Things (IoT), has introduced new capabilities, transforming how individuals and businesses communicate and interact. These technological developments have not only changed communication methods but have also influenced social behaviors and lifestyle choices (Huang & Yu, 2020).

The advent of globalization has further increased the importance of digital communication technologies, which now serve as essential tools for bridging

geographical and cultural divides. Digital platforms enable individuals from divers backgrounds to engage in real-time communication, fostering mutual understanding and cultural exchange (Lee, 2020). Advanced technologies such as 5G have amplified this capability, enhancing the speed and efficiency of cross-border interactions. These technologies facilitate not only communication but also cultural integration, breaking down barriers that have historically hindered cross-cultural dialogue. Globalization has also accelerated the spread of digital innovations across borders, with technologies like 5G being developed through international collaboration. This enhances communication experiences and supports applications like IoT and virtual reality globally (Wang, 2024).

Digital communication companies benefit from expanded markets, allowing them to reach global consumers and deepen relationships through platforms such as Facebook and WeChat. These platforms act as bridges for intercultural exchange, enabling users to share and consume diverse cultural content (Xu, 2024). For instance, short video platforms like TikTok have become hubs for cultural exchange, where users explore creative content from various countries. The ability of digital platforms to rapidly disseminate cultural products has transformed the dynamics of cultural diffusion. Films, music, and literature can now reach global audiences almost instantly through streaming services (Obasi, 2024). This kind of cultural exchange fosters innovation as interactions between diverse groups inspire new forms of art, entertainment, and creativity (Niu, 2024).

However, the globalization of digital communication also presents challenges, particularly in areas such as cybersecurity and the digital divide. As communication networks become more integrated, international cooperation becomes essential to addressing these issues and ensuring sustainable development (Du, 2006).

The rise of social media platforms has revolutionized modern communication by allowing people to connect across the globe. Social media has become a crucial element of digital interaction, breaking down geographic barriers and enabling users to communicate through text, images, and video (You & Ma, 2020). Platforms such as

Facebook, TikTok, Instagram, and WeChat have become integral to daily life, not only as a means of communication but also as spaces for cultural exchange. These platforms provide shared digital environments where users from diverse backgrounds engage, learn, and exchange ideas, promoting cross-cultural communication (Zhao, 2022).

Social media platforms also play a crucial role in facilitating cross-cultural communication by offering spaces for individuals from different countries to interact and share cultural knowledge. Platforms like Facebook, Twitter, and WeChat enable users to post about customs, traditions, and values, providing opportunities for others to learn and appreciate cultural differences (Liang & Luo, 2023). Through likes, comments, and real-time conversations, users engage in cultural dialogue that fosters mutual respect and understanding (Li, C., & Li, Y., 2024). The immediacy of social media interactions deepens the quality of cultural exchanges, allowing people to build meaningful connections despite cultural differences (Shu, 2024).

WeChat, launched by Tencent in 2011, is a mobile messaging app that integrates various forms of media, including text, audio, video, and images. Its features, such as Moments and group chats, have made it one of the most widely used communication tools globally, boasting over 1.3 billion users (Wu, 2024). Particularly popular in China and among international users, WeChat has become an indispensable platform for both personal and professional communication, enabling users to stay connected across geographical boundaries.

WeChat, a global social media platform, plays a significant role in shaping the experiences of international users by facilitating language learning, enhancing cultural understanding, and expanding social connectivity. As the platform continues to gain global traction, its user base has grown steadily, offering more opportunities for international users to benefit from its features (Wang, 2019). Through daily interactions with friends, colleagues, and partners from diverse countries, users engage in text chats and voice calls that aid in language learning, including popular expressions and understanding grammatical structures from different cultures. Additionally, WeChat's official accounts, particularly those dedicated to language learning, provide valuable

resources such as grammar explanations and practical speaking exercises, helping users improve their language proficiency (Xie, 2021).

WeChat also fosters cultural understanding by allowing international users to engage with various cultural customs, art forms, and historical traditions. Through official accounts and interest-based groups, users gain insight into the cultural nuances of different countries. As WeChat expands internationally, it creates opportunities for cross-cultural communication, enabling users to share and learn about other cultures, promoting deeper cultural integration and mutual understanding (Huang, 2015). In terms of social connectivity, WeChat is instrumental in expanding the social circles of international users, allowing them to establish friendships across countries. The platform's diverse social features, including group chats and online communities, facilitate interaction and help users strengthen relationships with individuals from various cultural backgrounds.

However, WeChat presents both challenges and opportunities for cross-cultural communication. A significant challenge is the language barrier, as users with limited foreign language skills may find it difficult to engage fully in conversations with speakers of other languages. Cultural differences can also lead to misunderstandings, as certain expressions or behaviors may carry different meanings across cultures. Despite these challenges, cross-cultural communication is crucial for fostering understanding and cooperation between diverse groups (Li, C., & Li, Y. 2024). Privacy concerns further complicate the experience, as the security of personal information is an increasing issue in the digital age. Nevertheless, WeChat's ongoing development—such as the addition of mini-programs and mobile payment features—presents new opportunities for enhancing cross-cultural communication and collaboration, particularly in sectors like tourism and business (Zhang, 2016).

Although WeChat's influence on cross-cultural communication is growing, there is a notable gap in research regarding its role in language learning for international users. The specific ways in which WeChat supports vocabulary acquisition, grammar comprehension, and practical speaking skills are still underexplored. Additionally,

there has been insufficient analysis of how the platform's language learning resources, such as official accounts and chat groups, effectively meet the needs of users with varying language proficiency levels (Zhang & Huang, 2023). Moreover, while WeChat clearly facilitates social connectivity, the extent to which these connections enrich users' lives and the specific features of the platform that foster meaningful cross-cultural relationships remain unclear. Potential risks, such as privacy concerns and the effects of cultural conflicts, also need further investigation (Xia, 2024).

In conclusion, WeChat plays a pivotal role in shaping cross-cultural communication by offering a unique platform for language learning, cultural exchange, and social connectivity among international users. Its diverse features, including translation tools, voice input functions, and educational resources, provide valuable support for language acquisition, helping users from different linguistic backgrounds enhance their communication skills. Additionally, WeChat fosters deeper cultural understanding by facilitating interactions between individuals from various cultural contexts, with a particular focus on Chinese culture. This cultural exchange not only broadens users' perspectives but also strengthens global ties.

However, while WeChat promotes social connectivity by enabling users to build relationships across cultural boundaries, it is not without challenges. Issues such as cultural conflicts and privacy concerns pose potential obstacles to effective cross-cultural interactions. These challenges underscore the need for further investigation to ensure that the platform continues to support positive and meaningful communication experiences. This study will therefore examine how WeChat influences cross-cultural communication, focusing on its influence on language learning, cultural understanding, and social connectivity, while addressing the challenges that may arise in these areas.

1.2 SIGNIFICANCE OF STUDY

The study of WeChat's influence on cross-cultural communication, focusing on language learning, cultural understanding, and social connectivity among international users, has profound academic and practical implications. In an era of

global information exchange, communication patterns, structures, and norms have significantly evolved (Chen & Gu, 2024). However, the role of emerging social media platforms like WeChat in cross-cultural communication remains underexplored. This research aims to fill that gap by examining how WeChat fosters language learning, enhances cultural understanding, and strengthens social relations among international users, thereby expanding the theoretical framework of intercultural communication. WeChat's unique features offer new empirical insights into intercultural interactions in the digital age, enriching scholarly perspectives on global communication practices.

Moreover, this study contributes to the field of language learning by revealing the potential benefits of WeChat as a tool for language acquisition. By analyzing how international users engage in language learning through WeChat, the research will provide valuable insights for language educators and learners, offering evidence-based strategies for improving language learning methodologies. WeChat's role in integrating language learning with social interaction aligns with intercultural adaptation theories, which suggest that language acquisition is deeply intertwined with social engagement and cultural context (Sawyer & Chen, 2012). By exploring the interplay between linguistic and social behaviors on WeChat, the research will deepen our understanding of how language learning is shaped by interactive digital environments.

Social media, as a crucial component of cross-cultural adaptation, facilitates the exchange of cultural knowledge and social experiences. WeChat, in particular, has emerged as a key platform for international users to access information, build social networks, and engage with transnational cultures (Wu, 2024). This research will explore the mechanisms through which WeChat promotes intercultural communication and adaptation, offering theoretical insights into the role of social technologies in fostering cross-cultural understanding. The findings will contribute to a broader understanding of how digital platforms can support cultural exchange, thus providing a framework for future studies in this area.

WeChat has established itself as a powerful tool for promoting cultural exchange and cooperation across borders. By facilitating communication between users from different countries and regions, WeChat has become an essential platform for international cultural collaboration. In-depth research on its role in cross-cultural communication will highlight the platform's advantages and potential, injecting new perspectives into discussions about global cultural exchanges.

As Chen and Zhang (2010) note, the compression of time and space due to the convergence of new media and globalization has effectively "shrunk the world into a much smaller interactive field." In today's globalized world, cultural exchange has taken on new importance, and WeChat, with its extensive user base and robust social features, enables people from different countries and regions to communicate easily. Such exchanges not only disseminate cultural traits but also promote cultural integration, innovation, and mutual understanding (Chen & Zhang, 2010).

This research will also provide practical recommendations for international users of WeChat, helping them improve their language learning outcomes and cultural adaptability. WeChat's potential as both a language learning tool and a platform for cultural exchange can assist users in integrating more effectively into different cultural environments. As noted by Mo and Chen (2020), a deeper understanding and acceptance of a culture significantly enhances language learners' proficiency and acquisition.

Finally, the study will offer valuable insights for WeChat developers by helping them better understand the needs and behaviors of international users. These insights can guide further optimization of WeChat's features, enhancing its competitiveness in the global market. As WeChat continues to expand its international presence, understanding how international users interact with the platform will be critical to shaping its future development strategies (Yan, 2015). By examining the usage patterns of international users, the research will provide key recommendations for the global promotion and application of WeChat.

1.3 RESEARCH QUESTIONS

This research is aimed to seek the answers to the following research questions.

1.3.1 How does WeChat facilitate language learning among international users?

1.3.2 In what ways does WeChat contribute to cultural understanding in cross-cultural communication among international users?

1.3.3 How does WeChat enhance social connectivity among international users from diverse cultural backgrounds?

1.4 OBJECTIVES OF STUDY

In order to achieve the research questions of this study, the research objectives are listed as follows.

1.4.1 To examine how WeChat facilitates language learning among international users.

1.4.2 To explore the ways in which WeChat contributes to cultural understanding in cross-cultural communication among international users.

1.4.3 To analyze how WeChat enhances social connectivity among international users from diverse cultural backgrounds.

1.5 SCOPE OF STUDY

This study explores the influence of WeChat on cross-cultural communication, specifically focusing on its role in language learning, cultural understanding, and social connectivity among international users. The research examines how WeChat's features, group chats, official accounts, and language learning tools, facilitate communication and foster cross-cultural exchanges.

The study is limited to international users of WeChat, particularly those engaged in interactions that support language acquisition, cultural exchange, and social networking. It will analyze how users from diverse linguistic and cultural backgrounds use the platform to enhance their understanding of different languages and cultures. Additionally, the study will investigate the ways in which WeChat contributes to the development of social connections across cultural boundaries, assessing both the opportunities and challenges that arise in this context.

The research does not cover other social media platforms or communication tools and is focused solely on WeChat’s international usage. Furthermore, the study will not address technical aspects such as privacy or cybersecurity, though privacy concerns will be briefly mentioned in relation to user trust and interaction. By narrowing the focus to WeChat, this study aims to provide a comprehensive analysis of how a single platform influences cross-cultural communication, providing insights that may be applicable to other digital communication platforms in future research.

1.6 DEFINITION OF TERMS

WeChat refers to a multi-functional mobile communication and social media platform launched by Tencent in 2011. It integrates messaging, voice and video calls, social media, and mobile payments, making it a central hub for digital interaction. WeChat serves as an essential platform for personal, professional, and cultural

communication, particularly in China, and among international users who use it to maintain social connections and engage in cross-cultural exchanges (Wu, 2024).

Cross-Cultural Communication refers to the exchange of information between individuals from different cultural backgrounds. It encompasses both verbal and non-verbal communication methods and is influenced by the varying beliefs, values, and communication styles of the cultures involved. Successful cross-cultural communication fosters mutual understanding and cooperation despite cultural differences (Chen & Gu, 2024).

Language Learning refers to the process by which individuals acquire or improve their skills in a second language. In the context of WeChat, language learning occurs through real-time interactions in text, voice, and video forms, as well as through the platform's language learning resources, such as official accounts and mini-programs. These features help users improve their language skills by engaging in practical communication with native speakers (Xie, 2021).

Cultural Understanding refers to recognizing and appreciating the customs, traditions, and values of other cultures. On WeChat, this process occurs as users interact with people from different cultural backgrounds and explore content shared through the platform, such as official accounts and discussion groups dedicated to cultural exchange (Huang, 2015).

Social Connectivity refers to the ability of individuals to form and maintain social relationships through communication technologies. WeChat enhances social connectivity by providing features,group chats, Moments (a social sharing tool), and video calls, allowing users to stay connected with friends, family, and colleagues across borders. This connectivity is especially important for international users seeking to maintain relationships and build new ones in different cultural contexts (Wang, 2019).

1.7 ADVANTAGES OF STUDY

1.7.1 This study highlights how WeChat, as a widely used global social media platform, enhances cross-cultural communication by facilitating language learning, fostering cultural understanding, and expanding social connectivity. By focusing on these aspects, the research offers valuable insights into how digital platforms shape modern intercultural interactions. Such findings will contribute to existing knowledge of digital communication and global cultural exchange.

1.7.2 WeChat offers international users opportunities to enhance their language proficiency through interactive features such as chat groups and official accounts. The study examines these tools' effectiveness in aiding vocabulary acquisition and grammatical understanding, providing practical recommendations for language learners and educators. By analyzing user engagement with WeChat's language learning resources, the research can inform strategies for incorporating social media into formal and informal language education.

1.7.3 The study demonstrates WeChat's role in broadening international users' social networks, allowing them to form connections across cultural and geographical boundaries. These relationships help foster deeper cultural exchanges, as WeChat's diverse features, including Moments and group chats, create opportunities for ongoing interactions that transcend national borders. This aspect of social connectivity can be leveraged to improve intercultural collaboration and understanding in globalized environments.

1.7.4 WeChat enables users to engage with diverse cultures, providing a platform for the dissemination and appreciation of cultural knowledge. This research highlights how WeChat promotes cultural integration by facilitating interactions between users from various cultural backgrounds, which can lead to greater mutual respect and understanding. The study also underscores the importance of digital platforms in promoting cultural exchange, contributing to the broader discourse on globalization and digital communication.

CHAPTER 2

LITERATURE REVIEW

The study on “The Influence of WeChat on Cross-Cultural Communication: An Analysis of Language Learning, Cultural Understanding, and Social Connectivity Among International Users”, The following theories, concepts, and related research studies elucidate how WeChat impacts language learning, cultural understanding, and social connectivity among international users. The information is presented as follows.

2.1 Concept of Communication Media Effect

2.2 Uses and Gratifications Theory

2.3 Cultural Dimensions Theory

2.4 Acculturation Theory

2.5 Instructions for Using WeChat

2.6 Related Research Studies

2.7 Conceptual Framework

2.1 CONCEPT OF COMMUNICATION MEDIA EFFECT

The concept of communication media effect explores the impact of various forms of media on human interactions, behaviors, and perceptions. This theory is particularly significant in understanding how platforms like WeChat influence communication, especially in the context of cross-cultural communication. Communication media effect theory examines how media shapes communication processes, particularly how information is shared, interpreted, and acted upon in cross-cultural interactions (McQuail, 2010). As social media platforms, like WeChat, continue to evolve, their role in shaping cross-cultural communication becomes more influential, affecting both individual and collective experiences globally.

Key to the theoretical foundation of communication media effect is understanding how media technologies influence communication patterns. Katz and Lazarsfeld's (1955) two-step flow of communication model illustrates how media messages are initially received by opinion leaders, who then influence broader public opinion. This model emphasizes the media's role in shaping public opinion and behavior through key individuals who influence others. Additionally, Daft and Lengel's (1986) media richness theory underscores how different media convey varying levels of information, where rich media like face-to-face communication provide greater detail and immediacy, compared to leaner media forms like text messages. WeChat integrates multiple media forms—text, voice, and video—which allows users to communicate in ways that influence how they interpret messages and share information.

One notable impact of communication media is its effect on language learning. Platforms like WeChat create opportunities for language acquisition through real-time interactions with native speakers and diverse resources. Stockwell (2012) asserts that language learning improves when learners engage directly with native speakers in authentic contexts. Features of WeChat, including text chat, voice calls, and video messaging, offer users interactive tools to practice language skills effectively. Godwin-Jones (2018) notes that digital platforms facilitate language learning by providing communication opportunities with native speakers, while WeChat's official accounts and mini-programs offer language education resources, including grammar tips, vocabulary exercises, and practical activities that align with task-based language learning principles (Ellis, 2003).

Communication media also plays a crucial role in enhancing cultural understanding. As a global social media platform, WeChat allows users to engage with cultural content and interact with people from various backgrounds. Hofstede (2001) emphasizes that media exposure aids cultural understanding by allowing individuals to experience and learn about other cultures' norms and values. WeChat's features like Moments and interest-based groups provide users with insights into different cultural practices, fostering intercultural competence. Huang (2015) argues that digital platforms such as WeChat enhance cross-cultural communication by providing spaces for cultural

exchange, enabling users to share experiences and deepen their understanding of global cultures (Gudykunst, 2004).

Social connectivity is another significant effect of communication media. WeChat enhances social connectivity by offering tools for maintaining relationships across geographic boundaries. Features such as group chats, video calls, and social sharing allow users to stay connected with friends, family, and colleagues, regardless of location (Wellman, Haase, Witte, & Hampton, 2001). Social media platforms like WeChat also facilitate new relationships by connecting individuals with shared interests or professional networks. Research by Ellison, Steinfield, and Lampe (2007) highlights how social media platforms improve social capital by creating opportunities for engagement and network-building. WeChat's integration of text, voice, and video communication supports these interactions, contributing to users' sense of community and social well-being (Bourdieu, 1986).

Despite the benefits, communication media like WeChat also present challenges. One such challenge is the potential for miscommunication due to language barriers and cultural differences. Gudykunst (2003) highlights that cross-cultural communication can lead to misunderstandings if users are not sensitive to cultural nuances. WeChat's translation tools and educational resources can help mitigate these issues by assisting users in navigating language and cultural differences. Privacy concerns also pose challenges, as WeChat's collection and processing of personal data raises security issues (Tufekci, 2014). Ensuring user control over data and implementing robust privacy measures are essential for maintaining trust and ensuring effective communication.

In conclusion, the concept of communication media effect provides a valuable framework for studying the influence of WeChat on cross-cultural communication, particularly in the realms of language learning, cultural understanding, and social connectivity among international users. This analysis reveals how WeChat's multimedia capabilities—spanning text, voice, and video—impact communication processes and outcomes. WeChat facilitates interactive language learning by offering practical

resources for users to engage with native speakers and improve language skills. Moreover, WeChat's global reach and features like Moments and interest-based groups support cultural exchange, enabling users to explore and understand diverse cultural norms and practices. Social connectivity is also significantly enhanced, fostering a sense of community and support among users. However, challenges such as potential miscommunication and privacy concerns must be addressed to optimize the benefits of WeChat. By addressing these challenges and continuing to improve the platform's features, WeChat can further enhance cross-cultural communication and provide rich opportunities for global interaction and understanding.

2.2 USES AND GRATIFICATION THEORY

The Uses and Gratifications (U&G) theory, initially developed by communication scholars Elihu Katz and colleagues in 1974, is widely employed in communication research to understand how audiences actively engage with media to satisfy specific needs. The theory focuses on the motivations behind media use, positing that users actively select media based on their desires for psychological or behavioral satisfaction (Blumler, 1974). This approach emphasizes that users are not passive receivers of information but are driven by personal needs and expectations to interact with media, thereby influencing both their media use patterns and their satisfaction (Hu, 2023).

In the context of WeChat, U&G theory is particularly relevant for understanding how international users engage with the platform to meet language learning needs. WeChat offers various functions, such as group chats, official accounts, and mini-programs, that facilitate language practice, access to educational resources, and the sharing of learning outcomes. This dynamic interaction between users and WeChat not only addresses users' language learning needs but also adapts to changes in their needs over time, providing a rich, ongoing process of satisfaction and growth (Yin, 2023).

U&G theory views the audience as active individuals with specific needs and ideas, and it advocates for an approach that moves away from the "spoon-feeding" method. It encourages media providers to interact with users and better understand their needs (Yin, 2023). Through WeChat, international users benefit from an array of language learning tools, such as vocabulary, grammar lessons, and online courses, which help fulfill their learning objectives. This approach to language education is aligned with the principle of users actively pursuing their educational goals, improving satisfaction, and optimizing their learning outcomes (Hu, 2023).

Furthermore, U&G theory highlights the inherent psychological need for cultural exploration and understanding. This drive to bridge cultural gaps and seek commonalities is crucial for fostering cross-cultural communication. WeChat offers international users access to diverse cultural content, including articles, videos, and stories from around the world, satisfying their need for cultural exploration and broadening their understanding of different cultures (Cao & Zhang, 2023). By offering such content, WeChat enables international users to engage in cross-cultural exchanges, which deepen their respect and appreciation for cultural diversity.

WeChat also enhances social connectivity by enabling international users to connect with others from diverse cultural backgrounds in real-time, thus promoting cultural understanding and respect. The platform's "Moments" feature serves as a space where users can share cultural experiences, fostering dialogue and reflection on global cultures. This exchange of perspectives encourages mutual respect and enhances users' cultural competence. Additionally, the commenting and liking functions on WeChat facilitate intercultural communication by allowing users to respond to shared content, thus creating an interactive space for diverse viewpoints to coexist and be discussed (Papacharissi & Rubin, 2000).

Social media, as a tool for building and maintaining social networks, plays a vital role in fulfilling individuals' social needs (Papacharissi & Rubin, 2000). WeChat serves as a bridge for international users to expand their social circles and connect with people from various parts of the world. By using features like "Add Friends," QR codes,

and phone numbers, users can interact with individuals from different countries and cultural backgrounds, which promotes social connectivity beyond geographical limitations.

Moreover, WeChat's group chat feature allows international users to join interest-based groups, where they can share ideas, learn, and support one another. This dynamic interaction strengthens social bonds and helps users form lasting friendships, thus satisfying their social needs. Additionally, WeChat enables users to maintain close relationships with family and friends through features like private messaging and status updates, allowing for constant emotional and social engagement (Zhou, 2024).

U&G theory also suggests that social media serves users' entertainment needs. In the fast-paced, digital world, users often seek leisure and entertainment through media. WeChat, through its public accounts and mini-programs, provides access to entertainment content, such as films, music, and games, which allow users to engage with and appreciate the artistic and cultural values of various societies. These activities not only entertain but also enrich users' cultural knowledge, satisfying their curiosity and enhancing their cross-cultural learning (Zhan & Yan, 2014).

Despite these benefits, there are challenges in applying U&G theory to WeChat's use. The diversity of user needs and the limitations of WeChat’s features can result in a mismatch between what users expect and what the platform offers. This misalignment can lead to dissatisfaction among users, particularly if the platform fails to meet their evolving needs (Yang, 2024). Information overload is another issue, as users may feel overwhelmed by the vast amount of content pushed through the platform. To address this, WeChat must focus on improving personalized content delivery and refining its features to cater to the diverse needs of its global user base.

In summary, the Uses and Gratifications theory provides a useful framework for understanding how WeChat satisfies the diverse needs of its international users in the realms of language learning, cultural exchange, and social connectivity. By continuously adapting to users’ evolving needs, WeChat can maintain its relevance and

effectiveness. However, addressing challenges such as information overload and platform limitations is essential for optimizing user satisfaction and enhancing the platform's role in fostering cross-cultural communication.

2.3 CULTURAL DIMENSIONS THEORY

Hofstede's Cultural Dimensions Theory, developed by the Dutch cultural psychologist Geert Hofstede in the 1970s, outlines significant cultural differences across five key dimensions: individualism versus collectivism, power distance, uncertainty avoidance, masculinity versus femininity, and long-term versus short-term orientation. Hofstede's framework remains pivotal in understanding how cultural differences influence communication, behaviors, and perceptions in various global contexts (Li, 2009). This theory is essential for analyzing cross-cultural communication, particularly as social media platforms like WeChat continue to expand globally. It helps explore how various cultural dimensions shape communication patterns and behaviors, particularly regarding language learning, cultural understanding, and social connectivity among international users.

The impact of cultural dimensions is especially relevant in cross-cultural education. Platforms like WeChat facilitate language learning and cultural exchange by connecting users from diverse cultural backgrounds. As noted by Wang (2018), cross-cultural education flourishes when learners interact with individuals from different cultural contexts, allowing for deeper understanding in real-world environments. WeChat provides resources for language learning through its interactive features such as text chats, voice calls, and video messages, enabling users to practice languages in a dynamic, cross-cultural setting. Moreover, the platform's official accounts and mini-programs offer grammar exercises, vocabulary drills, and cultural content, promoting practical learning in authentic cultural contexts (Chen, 2020).

Furthermore, Hofstede's dimensions significantly contribute to enhancing cultural understanding. In the era of globalization, WeChat offers a space for users worldwide to engage in cultural exchange. By facilitating interactions between

individuals from different cultural backgrounds, WeChat promotes mutual understanding through its features such as Moments and interest groups, where users can share cultural experiences and insights (Chen, 2013). Guan (1995) highlighted that intercultural communication enhances cultural understanding by exposing individuals to different cultural values, norms, and practices, which can improve their communication skills in cross-cultural contexts. WeChat exemplifies this by serving as a digital platform where users can engage with diverse content, enriching their understanding of global cultures.

WeChat also plays a crucial role in strengthening social connectivity among international users. As a social media platform, it facilitates the creation of interpersonal relationships across cultural boundaries. WeChat's features—group chats, video calls, and Moments—allow users to stay connected with friends, family, and colleagues from various cultural contexts, regardless of their geographical locations. This capability not only strengthens existing relationships but also fosters new connections based on common interests, professional networks, or shared experiences. Wang (2003) emphasized that social media platforms, including WeChat, help enhance social capital by enabling users to build and maintain networks, thus promoting cross-cultural social connectivity.

However, the presence of cultural differences also presents challenges for platforms like WeChat. One significant obstacle is the potential for miscommunication due to varying cultural norms and values. Gao (n.d.) argued that a lack of cultural sensitivity could lead to misunderstandings and communication barriers in cross-cultural exchanges. The cultural exchange features and educational resources offered by WeChat, such as language learning tools and cultural content, can help mitigate these challenges by raising awareness about cultural differences. Nevertheless, these challenges highlight the importance of fostering intercultural competence to ensure effective communication and understanding among users from diverse backgrounds (Tang & Guan, 2006).

In summary, Hofstede's Cultural Dimensions Theory offers a valuable lens for analyzing the impact of WeChat on cross-cultural communication. By examining how WeChat facilitates language learning, cultural understanding, and social connectivity, this study provides insight into the role of social media in shaping cross-cultural interactions. WeChat's diverse functionalities—text, voice, and video communication—enable users to practice language skills, engage in cultural exchanges, and strengthen social ties across cultures. However, addressing communication barriers and cultural conflicts is essential for optimizing WeChat's role in promoting effective cross-cultural communication. By continuing to enhance its features, WeChat can further contribute to fostering global understanding and facilitating meaningful cross-cultural interactions.

2.4 ACCULTURATION THEORY

The theory of cultural adaptation explains how individuals adjust their behaviors, communication methods, and cognition in a new cultural environment to adapt to its norms and practices. This theory is crucial for understanding how international users leverage WeChat to communicate across cultural boundaries. In the context of globalization, cultural adaptation theory can help explain how social platforms like WeChat facilitate cross-cultural communication, information transmission, interpretation, and behavior. Given the frequent exposure to diverse cultures and the rapid growth of social media, the impact of platforms like WeChat on cultural adaptation is becoming increasingly significant, shaping the cross-cultural experiences of international users.

Cultural adaptation theory is grounded in several key concepts, focusing on how individuals modify their communication patterns, language, attitudes, and values when interacting in cross-cultural contexts. International users can explore different cultures through WeChat's "Moments" feature, official accounts, and other functions, gradually adjusting to new cultural environments. From the initial stages of culture shock to adapting to a new culture, WeChat plays a crucial role in facilitating this process (Yan, 2008). This model highlights the role of individuals in shaping public

opinion and behavior, with the interaction and sharing on WeChat further expanding this role, thus influencing others. Another important theoretical framework is intercultural communication competence, as proposed by Xu (2009), which emphasizes the necessity for individuals to possess specific knowledge, skills, and attitudes to communicate effectively across cultures. WeChat's cross-cultural communication groups and language-learning mini-programs provide a platform for users to cultivate their intercultural communication skills. Compared to a homogenous cultural environment, the cross-cultural environment facilitated by WeChat requires greater flexibility and adaptability from users. Frequent interactions with people from diverse cultural backgrounds on WeChat significantly influence users' ability to understand and learn cross-cultural communication (Xu, 2009).

A central impact of cultural adaptation is its effect on language learning. WeChat provides international users with valuable opportunities to practice language in real-world cross-cultural settings. According to Wen (2011), language learning is enhanced when learners engage in authentic, cross-cultural communication. WeChat's text messaging, voice calls, video chats, and other functions allow international users to practice language skills interactively in real cross-cultural contexts, making language learning more effective. These cross-cultural interactions provide an immersive environment that promotes language acquisition by allowing communication with native speakers (Wang, 2015). Additionally, WeChat's language learning features, such as official language accounts and mini-programs, offer resources like grammar explanations and vocabulary practice, facilitating language acquisition in practical contexts.

Cultural adaptation also plays a pivotal role in promoting cultural understanding. As a global social platform, WeChat provides users with a wide range of cultural exchange opportunities, offering access to diverse cultural content and enabling interaction with people from different backgrounds. The importance of cultural understanding and integration is encapsulated in the saying, "each beauty has its own beauty, the beauty of beautiful people, the beauty of beauty together, and the unity of the world" (Fei, 1998). Through cross-cultural interactions, users gain a deeper

understanding of and appreciation for the values and behavioral patterns of other cultures. WeChat's Moments and group chats allow international users to share daily experiences and discuss cultural differences, which helps users better understand and accept diverse perspectives. Digital platforms like WeChat provide opportunities for users to adjust their behavior in unfamiliar cultural environments and improve their cross-cultural adaptability. By sharing cultural experiences and discussing various cultural topics, international users enhance their cultural understanding, fostering a deeper connection to global cultures.

Furthermore, cultural adaptation theory can help explain how WeChat enhances social connectivity. The platform supports users in maintaining and establishing social networks that transcend geographical and cultural boundaries. WeChat's group chats, video calls, and Moments facilitate real-time interaction, helping people stay connected with friends, family, and colleagues no matter their location. Yang and Zhuang (2007) emphasize that cross-cultural communication enhances social capital by fostering participation and network-building opportunities. WeChat's group chats and interest-based groups bridge cultural gaps, offering users the chance to gain insight into other cultures while cultivating a sense of belonging in cross-cultural contexts. Moreover, WeChat's features allow international users to actively engage with others, further strengthening social connections and creating opportunities for cross-cultural network-building.

While WeChat offers significant advantages for cultural adaptation, there are challenges to be addressed. Cultural differences can create barriers to effective communication and understanding. Differences in communication styles, values, and social etiquette across cultures can be amplified in the virtual space, potentially leading to misunderstandings and conflicts if not managed carefully (Wang, 1993). However, WeChat's translation and cultural learning tools help international users overcome these barriers by providing resources that assist in understanding cultural differences, thus facilitating smoother cross-cultural communication. Another challenge is privacy, as WeChat involves the collection and processing of personal data, which raises security concerns. To address this, it is essential to strengthen privacy measures and provide

users with greater control over their data, ensuring that effective communication can continue in a secure environment.

In conclusion, cultural adaptation theory offers a valuable framework for understanding the impact of WeChat on cross-cultural communication, particularly in language learning, cultural understanding, and social connectivity among international users. WeChat promotes interactive language learning, offers valuable cultural exchange opportunities, and helps users establish cross-border social connections. Despite its advantages, challenges such as language differences, communication barriers, and privacy concerns must be addressed to maximize WeChat's potential in fostering effective cross-cultural communication. By addressing these challenges and continuing to develop WeChat's features, international users can benefit from a more effective and enriching cross-cultural experience.

2.5 INSTRUCTIONS FOR USING WECHAT

WeChat, a widely-used social media and messaging platform, plays a significant role in cross-cultural communication, particularly in language learning, cultural understanding, and social connectivity among international users. The platform allows for a range of functionalities that make it accessible and user-friendly for users across different cultural backgrounds. To begin using WeChat, international users typically download the official app from their mobile app store, either by searching for it or directly locating the app. Once downloaded, users can create an account by registering with their phone number or email, followed by setting a password and verifying their identity through a code. After registration, users can log in using their account credentials or through linked accounts such as WeChat or QQ, making the login process straightforward and convenient (WeChat, 2024).

Once users are logged in, they can enhance their social and communicative experiences by adding friends. To do so, users simply click on the "+" sign in the upper right corner of the main interface and select the "Add Friend" option. This allows them to add people by searching using WeChat IDs, phone numbers, or QQ accounts.

Additionally, users can add friends by scanning QR codes or using the “Shake” feature, which enables quick and spontaneous friend connections (Yang & Zhuang, 2007). This ease of connecting with others facilitates a dynamic and global network of interactions, making it easier for users from different cultures to form cross-cultural relationships and communication channels.

WeChat's chat function is a core feature that enables both individual and group communication. It offers a range of messaging options, such as text input, voice messages, photos, videos, locations, and file sharing. The flexibility of these communication methods allows users to communicate in real-time with others across the globe, regardless of their physical location. Furthermore, WeChat’s group chat feature enables users to interact with multiple people simultaneously, creating spaces for real-time cross-cultural exchange. These chat capabilities significantly contribute to the language learning process, allowing international users to practice and improve their language skills in various contexts, whether through casual conversations or structured learning environments (Wen, 2011).

Another feature that promotes cross-cultural communication on WeChat is the “Moments” function, found under the “Discover” tab. This feature allows users to share content such as text, photos, and videos, giving them an opportunity to post about their daily lives and share experiences with friends. Through the Moments feed, users can engage with content from others by liking and commenting, which helps to foster a deeper understanding of different cultural perspectives. This exchange of personal experiences and viewpoints promotes cultural awareness and integration, allowing international users to experience cultural diversity directly through their social interactions (Fei, 1998).

Additionally, WeChat offers “Official Accounts” and “Mini Programs” that enhance the platform’s functionality. Official Accounts allow users to follow a wide range of organizations, influencers, and cultural institutions, providing access to articles, information, and updates. For instance, there are numerous educational accounts focused on language learning, offering tools and resources for users to practice and learn

new languages. Mini Programs, on the other hand, are lightweight applications that users can access directly within WeChat, without needing to download anything separately. These Mini Programs cover a variety of fields, including language learning, foreign cultures, and social interactions, making them an invaluable resource for international users looking to expand their language proficiency and cultural understanding (Xu, 2009).

In conclusion, WeChat is a powerful tool for enhancing cross-cultural communication, particularly in terms of language learning, cultural exchange, and social connectivity. Its various features, such as the chat function, Moments, Official Accounts, and Mini Programs, provide users with the necessary tools to interact with others from different cultural backgrounds, thereby facilitating a more globalized and interconnected world. Through these interactions, international users not only learn new languages but also gain a deeper appreciation of diverse cultures, thus enhancing their ability to communicate and collaborate across cultural boundaries.

2.6 RELATED RESEARCH STUDIES

2.6.1 In the context of language acquisition, WeChat has been extensively researched as a platform that fosters communication between users from different linguistic backgrounds. One relevant study by Xie (2021) focused on how international users utilize WeChat to practice second-language skills through features such as text messaging, voice notes, and video calls. The study found that the real-time interaction available on WeChat allows users to immerse themselves in practical language use, helping them enhance their language proficiency by engaging with native speakers. Additionally, official accounts and mini programs tailored to language learning provide structured resources that aid in vocabulary development and grammar improvement. The study also highlighted that the informal nature of communication on WeChat lowers the psychological barriers to language learning, making it easier for users to practice without fear of making mistakes. Therefore, WeChat functions as an effective language-learning tool, especially for international users seeking to improve their skills through authentic interactions.

2.6.2 Cultural understanding is a key element of cross-cultural communication, and WeChat plays a significant role in promoting this among its users. A study by Huang (2015) explored how WeChat facilitates cultural exchanges through group chats and official accounts that focus on cultural topics. The research revealed that WeChat's multimedia-rich environment, including videos, images, and articles, enables users to share and receive diverse cultural content in a more engaging way. For instance, international users can follow official accounts related to cultural education, where they learn about traditions, values, and customs from different parts of the world. Group chats also serve as a medium for cross-cultural discussions, allowing users to ask questions and clarify cultural differences in real-time, which fosters deeper mutual understanding. The study concluded that by providing these interactive opportunities, WeChat serves as an important tool in bridging cultural gaps and enhancing intercultural competence.

2.6.3 WeChat's ability to enhance social connectivity, particularly in cross-cultural settings, has been a subject of interest in communication studies. Wang (2019) conducted a comprehensive analysis of how WeChat supports the formation and maintenance of social relationships among international users. The study focused on how features like Moments, group chats, and video calls enable users to stay connected with friends, family, and colleagues, even when geographically distant. It was found that international users often use WeChat to maintain relationships across borders while also expanding their social networks in new cultural environments. The study noted that these connections play a critical role in helping users integrate into new cultural settings by providing emotional support and opportunities for social interaction. WeChat's accessibility and multifunctionality make it an ideal platform for sustaining social bonds, thereby enhancing users' overall well-being in cross-cultural contexts.

2.6.4 In exploring how WeChat affects cross-cultural communication, a study by Chen and Gu (2024) investigated the role of the platform in facilitating interaction between individuals from different cultural backgrounds. The research analyzed the types of communication styles used on WeChat and how users adapt their messages to bridge cultural differences. The findings suggest that WeChat users develop a heightened awareness of intercultural communication strategies, such as adjusting their

tone, using emojis to clarify emotional intent, and selecting culturally appropriate content to share. This flexibility in communication allows users to navigate cultural misunderstandings and create a more inclusive environment for dialogue. The study also found that WeChat's group chat feature encourages the participation of users from diverse backgrounds, making it an effective space for learning about and respecting cultural differences. Overall, WeChat acts as a facilitator of intercultural dialogue by providing a user-friendly platform for meaningful, cross-cultural interactions.

2.6.5 Research by Wu (2024) examined WeChat's contribution to the development of cross-cultural social networks, specifically focusing on how international users utilize the platform to create and maintain professional and personal connections. The study highlighted that WeChat's integration of messaging, social sharing (through Moments), and mobile payments allow users to engage in a variety of social activities, from casual communication to business-related interactions. These features make WeChat particularly useful for international users seeking to establish connections in foreign environments. The study found that WeChat's ease of use and versatility enables users to build diverse networks that transcend cultural boundaries, promoting a sense of global community. By providing a space for both formal and informal interactions, WeChat helps users forge relationships that are essential for personal growth, career advancement, and cultural exchange. The research concluded that WeChat not only strengthens social connectivity but also supports the development of social capital in cross-cultural settings.

2.6.6 In the context of accelerated globalization, the close relationship between intercultural communication and social media is becoming increasingly important. In recent years, the dissemination effect of cross-cultural communication on social media platforms has become an important research field (Liu & Zhang, 2021). Many previous researches have fully shown that social media platforms have become an important channel for people from different cultural backgrounds to communicate, exchange and understand each other. Social media plays an irreplaceable role in online communication, bringing opportunities and challenges for people to understand multiculturalism and establish new social relationships (Cai,2024). These platforms

break the traditional boundaries of time and space through convenience and immediacy, which allows people around the world to easily share their unique cultural characteristics, values and different lifestyles.

2.6.7 With the development of globalization, cultural exchange has become an important bridge connecting different countries and ethnic groups, and digital media provides new platforms and possibilities for cross-cultural communication of culture (Chen, Guo, & Gao, 2024). Cultural understanding is one of the core contents of cross-cultural communication. The advent of the social media era has broadened people's sources of information and broken the monopoly of traditional media as "gatekeepers". With the development of multimedia technology and the emergence of fragmented and fast-paced reading habits, social media has increasingly become a new battlefield for global users' information intake and international communication (Zhang & Shao,2024). Research has shown that social media plays an important role in promoting cultural understanding. Social media platforms can break down cultural barriers, allowing people from different cultural backgrounds to have easier access to each other's cultures and improve mutual understanding and recognition.

2.7 CONCEPTUAL FRAMEWORK

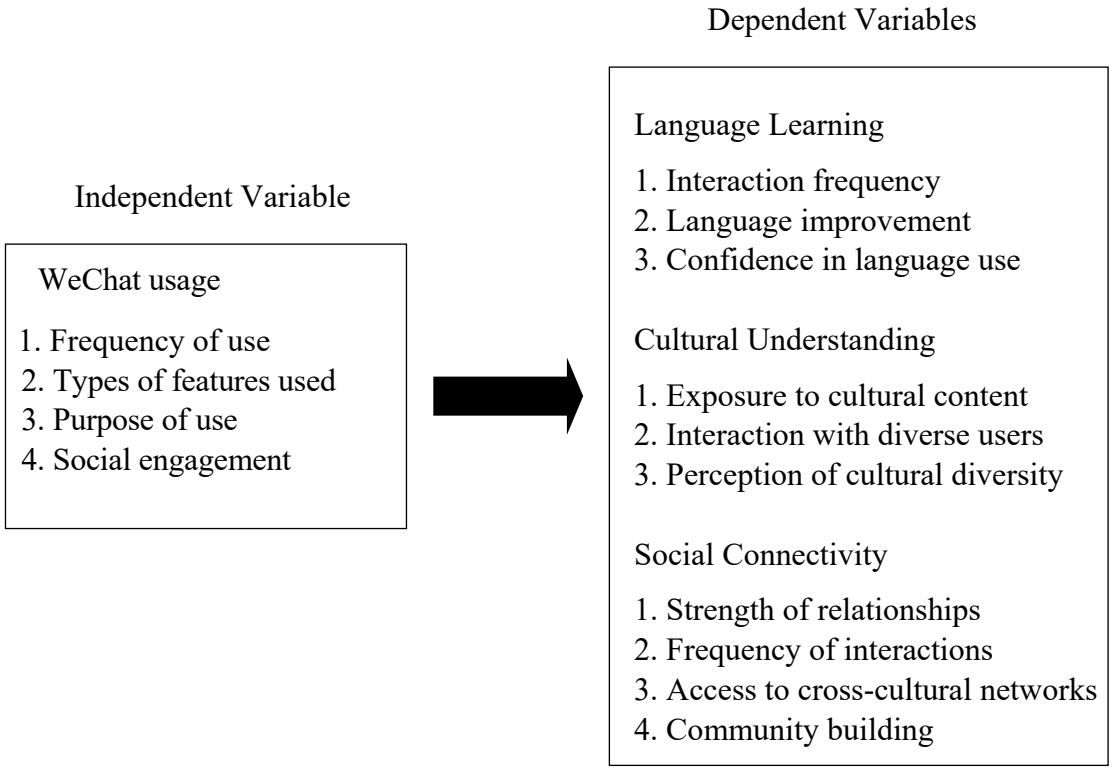

Figure 2.1 Conceptual Framework

In this study, "The Influence of WeChat on Cross-Cultural Communication: An Analysis of Language Learning, Cultural Understanding, and Social Connectivity Among International Users," the relationship between the Independent Variable (IV) and the Dependent Variables (DV) is crucial to understanding how WeChat influences cross-cultural communication among international users.

The independent variable, WeChat usage, influences the dependent variables—1) language learning, 2) cultural understanding, and 3) social connectivity—by providing the tools and environment necessary for these outcomes to occur.

To measure these mentioned variables effectively, here are the key indicators for each variable.

The Independent Variable Indicator

In this study is WeChat Usage (IV), which refers to how international users interact with and utilize the platform. The extent and manner in which users engage with WeChat will be assessed through several key indicators.

First, 1) frequency of use will be measured by tracking the number of hours users spend on WeChat daily or weekly, as well as the number of log-ins or interactions per day. This includes activities such as posting content, sending messages, making video calls, or accessing other features of the app.

Second, 2) types of features used will capture which specific aspects of the app users engage with most. This could include features such as text messaging, voice messages, video calls, or social sharing on Moments. Additionally, the study will measure engagement with mini-programs, particularly those focused on educational or language learning resources, such as grammar tutorials or interactive language exercises. WeChat's group chats and official accounts, which provide access to cultural content or language practice materials, will also be examined to understand their role in users' experiences.

Third, 3) purpose of use used will explore why users choose to use WeChat in the first place. For example, some users may engage with the app primarily for language learning, while others might use it to connect with family, explore cultural content, or network professionally. This will include examining interactions with people from different linguistic and cultural backgrounds, which could influence their cross-cultural communication.

Finally, 4) social engagement will be measured by users' participation in group chats or discussions with people from different cultural backgrounds. This indicator will also look at how often users share cultural or language-related content, such as articles, videos, or images that are connected to different cultures.

The Dependent Variable Indicators are presented as follows.

1) Dependent Variable 1 is Language Learning (DV1)

The first dependent variable, language learning, focuses on how WeChat aids international users in acquiring and improving language skills. Key indicators of language learning include 1.1) language practice and interaction, which involves tracking the frequency of interactions in the target language—such as Chinese, English, or any other language users are learning. This could include one-on-one communication, group chat interactions, or language-focused forums. Additionally, the use of voice or video calls for pronunciation practice and fluency will be a significant measure. The study will also explore engagement in group chats or private tutoring sessions focused on language learning within the WeChat ecosystem.

The second dependent variable, 1.2) Language improvement, will be assessed through self-reported measures, asking users to reflect on their progress in areas such as vocabulary, grammar, and pronunciation. Additionally, the frequency with which users interact with language-learning content, such as lessons, quizzes, or vocabulary-building tools available on WeChat, will be tracked.

Finally, 1.3) confidence in language use will be measured by examining how comfortable users feel when using the target language in various contexts—both casual and formal. This also includes their comfort level in making mistakes while communicating with native speakers or fellow learners, as WeChat's interactive environment provides ample opportunities for trial and error.

2) Dependent Variable 2 is Cultural Understanding (DV2)

The second dependent variable, cultural understanding, assesses how WeChat contributes to the users' awareness and appreciation of diverse cultures. This variable is measured through several key indicators. 2.1) Exposure to cultural content will track how often users are exposed to cultural topics such as traditions, values, and customs through WeChat's official accounts, group chats, and other multimedia content. This content could include videos, articles, or images that promote cultural education, fostering a better understanding of the nuances of different cultures.

Secondly, 2.2) Interaction with users from diverse cultures is another important indicator. This will be measured by the frequency and depth of conversations that promote cultural exchange. For instance, users may ask questions about cultural differences or engage in discussions or debates about various cultural practices. Exposure to diverse cultural perspectives in these interactions will be a critical factor in evaluating cultural understanding.

Finally, 2.3) perception of cultural diversity will be assessed by examining how WeChat influences users' attitudes toward cultural differences. This includes self-reported changes in users' awareness and appreciation of other cultures, as well as any improvements in their intercultural competence resulting from their interactions on the platform.

3) Dependent Variable 3 is Social Connectivity (DV3)

The third dependent variable, social connectivity, explores how WeChat enhances users' ability to connect with others, especially across cultural boundaries. The first key indicator is 3.1) strength of relationships. It will focus on the number of meaningful connections users have established on WeChat. This could include friends, colleagues, or acquaintances from different cultural backgrounds. Additionally, the perceived emotional closeness, trust, and mutual understanding in these relationships will be measured to assess the depth of connections formed through the app.

Secondly, 3.2) Frequency of social interactions will measure how often users engage socially on WeChat. This includes texting, sending voice or video messages, participating in group chats, and joining social events or online communities. WeChat offers users the opportunity to maintain ongoing relationships through these features, and examining these interactions will help understand the platform's role in fostering social connectivity.

Thirdly, 3.3) Access to cross-cultural networks is another important indicator. This will assess the diversity of users' social networks on WeChat—how many individuals they are connected with from different countries, languages, and cultural backgrounds. It will also examine the extent to which WeChat allows users to maintain long-distance relationships, such as staying in touch with family and friends across borders.

Lastly, 3.4) community building will measure users' participation in group chats or activities designed to support collective goals, such as sharing resources or helping each other with personal or professional endeavors. Additionally, involvement in interest-based or cultural groups that promote social connectivity will be evaluated to understand how WeChat fosters both personal and communal connections across cultural divides.

In conclusion, the study will investigate how WeChat usage influences the three dependent variables— 1) language learning, 2) cultural understanding, and 3) social connectivity. This study focuses on measuring users' engagement with the platform's features, the frequency of their interactions, and the quality of the relationships and learning outcomes they experience. These indicators will provide a comprehensive view of how WeChat shapes cross-cultural communication among international users.

Hypothesis Statements

H1: WeChat significantly facilitates language learning among international users, enhancing their language acquisition through its interactive features.

H2: WeChat contributes to cultural understanding in cross-cultural communication by providing international users with opportunities to engage with diverse cultural content and perspectives.

H3: WeChat enhances social connectivity among international users from diverse cultural backgrounds by fostering communication, community building, and social interactions across borders.

Each hypothesis posits that the use of WeChat (the independent variable) positively influences language learning, cultural understanding, and social connectivity (the dependent variables) among international users. These relationships will be tested using quantitative data collected from a structured questionnaire.

In conclusion, WeChat (IV) serves as the platform that enables international users to improve their 1） language skills, deepen their 2） cultural understanding, and expand their 3) social connectivity (DVs), with each dependent variable being shaped by the way users interact with the features available on WeChat.

CHAPTER 3

RESEARCH METHODOLOGY

In this survey on the influence of WeChat on cross-cultural communication - analysis of international user language learning, cultural understanding, and social connections, data collection was mainly conducted through questionnaire surveys. The following content was elaborated on the research design, overall situation, sample selection, sampling methods, research tools, and research indicators related to this survey.

3.1 RESEARCH DESIGN

This study belonged to the category of quantitative research, and data collection was conducted through a questionnaire survey. In order to achieve the research objectives smoothly, a concise questionnaire was used as the main measurement tool. By applying statistical techniques to analyze the collected numerical data, knowledge was gained, and understanding of the topic was deepened. The study comprehensively and deeply explored the impact of WeChat in cross-cultural communication, using specific cross-cultural communication scenarios as examples to examine whether WeChat, as a social tool, could better provide convenience and expand space for cross-cultural communication.

3.2 POPULATION

Tencent's Q2 (2024) Financial Report further reveals that as of June 30, 2024, the combined monthly active accounts for WeChat and WeChat International reached 1.371 billion, reflecting a year-on-year increase of 3%. Additionally, a report by China's Sohu website indicates that by 2024, WeChat has amassed over 1.3 billion monthly active users, with projections suggesting that this figure will exceed 1.67 billion by the

end of the year. Globally, WeChat ranks as the fifth most popular application, trailing Facebook (2.9 billion), YouTube (2.5 billion), WhatsApp (2 billion), and Instagram (1.4 billion).

3.3 SAMPLES AND SAMPLING METHOD

Based on Taro Yamane's statistical formula, the global usage of WeChat was analyzed using a 5% sampling rate and a 95% confidence level. To ensure effective data processing, the ideal sample size for this study was determined to be 400 respondents. In order to obtain a representative sample, the researchers employed an online questionnaire as the primary data collection method. The questionnaire was distributed via widely-used social media platforms such as Facebook, Instagram, Weibo, and WeChat, targeting respondents from Mainland China as well as international users. The sampling methodology adhered to the guidelines outlined in Taro Yamane's statistical table to ensure accuracy and reliability in the data collection process.

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Figure 3.1 Taro Yamane's Statistics Table

To calculate the sample size using the Taro Yamane formula with a 5% margin of error and 95% confidence level, you can use the following formula:

$$n = \frac{N}{1 + N(e)^2} \tag{3-1}$$

n = sample size

N = population size

e = margin of error (expressed as a decimal)

Given:

Population size N=1371000000

Margin of error 0.05

So, the sample size needed is approximately 400 samples

For the sampling method, this study employed stratified random sampling to ensure that the selected participants represented diverse cultural backgrounds and international user groups of WeChat. The sample was drawn from international users of WeChat, including students, expatriates, and professionals who engaged in cross-cultural communication on the platform. The target population for this research included international WeChat users who actively participated in language learning, cultural exchange, and social connectivity. This population consisted of international students using WeChat for language learning and cultural exchange, as well as expatriates and professionals who connected with diverse communities and facilitated cross-cultural communication using the platform.

400 international WeChat users were selected as participants based on specific inclusion criteria that they had to be active users of WeChat, engaged in cross-cultural communication, represent diverse cultural backgrounds (e.g., international students, expatriates), and were willing to participate in the survey.

The sampling process followed a stratified sampling approach, dividing the target population into strata based on key characteristics such as nationality, occupation,

and purpose of WeChat usage, whether for language learning, social connectivity, or cultural exchange. Within each stratum, participants were randomly selected to ensure that the sample reflected a broad cross-section of international users. This method reduced sampling bias and improved the generalizability of the findings.

Therefore, this sampling method was designed to ensure a representative and diverse sample of international WeChat users, providing robust data for analyzing the platform's influence on language learning, cultural understanding, and social connectivity in cross-cultural communication.

3.4 RESEARCH TOOLS AND MEASUREMENT

The research employed a structured questionnaire to evaluate the influence of WeChat on international users' language learning, cultural understanding, and social connectivity in cross-cultural communication. Additionally, the study was designed to gather quantitative data to test the relationships between WeChat usage and the three key dependent variables: 1) language learning, 2) cultural understanding, and 3) social connectivity, as proposed in the hypotheses. The questionnaire was divided into the following parts to ensure comprehensive data collection.

3.4.1 Part 1: Demographic Information

This part captured basic respondent details such as age, gender, nationality, language proficiency, and the frequency of WeChat usage. These demographic factors helped contextualize the responses and identify patterns based on different user profiles.

3.4.2 Part 2: WeChat Usage Patterns (Independent Variable - WeChat Usage)

This part focused on measuring how international users engaged with WeChat, particularly in the context of cross-cultural communication. It aimed to assess the extent to which users interacted with the app and the various features they utilized. Key

indicators such as the frequency of use, types of features used, and the purpose behind using WeChat were explored. Questions gauged how often users logged into the app, the number of hours spent on it, and the frequency of engagement, whether daily or weekly. The study also looked into which features users relied on most, such as messaging, video calls, group chats, Moments, mini-programs, and official accounts, to understand how they utilized WeChat's diverse capabilities. Additionally, the reasons for using the app were examined to determine whether it was mainly for language learning, maintaining family connections, exploring cultural content, or professional networking. Another important aspect was users' social engagement, specifically how often they participated in group chats or shared cultural content like articles, videos, or images with people from different cultural backgrounds. The answers to these questions provided valuable insights into how users interacted with WeChat, shedding light on its role in facilitating cross-cultural communication.

3.4.3 Part 3: Language Learning (Dependent Variable 1 - Language Learning)

This part explored the influence of WeChat usage on language learning among international users, directly addressing the hypothesis (H1). The focus was on how the interactive elements of the platform supported language acquisition. To understand how WeChat facilitated language practice, the study examined how frequently users engaged in conversations in their target language, whether it was Chinese, English, or another language, through messaging, voice calls, video calls, or group chats. It also explored whether users perceived improvements in their language skills, specifically in areas such as vocabulary, grammar, and pronunciation, as a result of their interactions on the app. Furthermore, the study assessed users’ confidence in using the target language across various contexts on WeChat, from informal conversations to formal discussions, and whether they felt comfortable making language mistakes. By measuring these aspects, the research aimed to determine how WeChat served as a tool for language practice, provided exposure to learning resources, and helped users build confidence in their language abilities.

3.4.4 Part 4: Cultural Understanding (Dependent Variable 2 - Cultural Understanding)

This part tested hypothesis H2 by examining how WeChat contributed to users' awareness and understanding of different cultures through cross-cultural communication. The research focused on the platform's role in exposing users to diverse cultural perspectives, which in turn may have enhanced their intercultural competence. The study explored how often users were exposed to cultural content, such as videos, articles, images, and information about traditions or customs, through their interactions on WeChat. By evaluating the frequency and nature of this exposure, the study aimed to assess how these cultural materials influenced users' understanding of other cultures. In addition, the research investigated the extent to which users engaged in conversations with individuals from different cultural backgrounds. The goal was to explore how these interactions, both formal and informal, shaped users' perceptions of cultural diversity. Lastly, the study examined whether these interactions had altered the way users perceived cultural differences or had contributed to improvements in their overall cultural understanding. Participants were asked to reflect on their level of intercultural competence before and after their experiences on the platform, providing insight into how WeChat fostered a deeper appreciation of cultural diversity.

3.4.5 Part 5: Social Connectivity (Dependent Variable 3 - Social Connectivity)

This part investigated hypothesis H3, focusing on how WeChat enhanced social connectivity, particularly across cultural divides, and fostered meaningful connections among users. The research examined how the platform facilitated relationship-building, with an emphasis on the strength of connections made with individuals from different cultural backgrounds. By assessing the quality of these relationships in terms of trust and emotional closeness, the study aimed to understand how interactions on WeChat contributed to the development of deeper social bonds. Additionally, the study explored the frequency of social interactions on the platform, including messaging, voice or video calls, participation in group chats, and involvement

in online communities. This helped determine how often users engaged with others, and whether these interactions supported a sense of social connectedness. The research also explored the diversity of users' social networks on WeChat, examining how individuals from various countries, languages, and cultures connected and maintained relationships across borders. Lastly, the study assessed how users participated in group chats or online communities focused on cultural exchange or shared interests, providing insights into how WeChat fostered community building. By addressing these aspects, the study evaluated how WeChat helped users establish and maintain meaningful connections within a diverse, cross-cultural social environment.

3.4.6 Part 6: Additional Comments

This part was open-ended, allowing participants to provide any further insights regarding their experiences with WeChat. It invited them to share reflections on how the platform influenced their language learning, cultural understanding, or social connectivity in ways not fully captured in the structured questions. Participants were also able to discuss challenges or positive impacts they had experienced while using WeChat in cross-cultural contexts.

Therefore, each part with the key indicators for the independent and dependent variables in this survey questionnaire was ensured to effectively measure the relationships between WeChat usage and its impact on language learning, cultural understanding, and social connectivity. Each part corresponded to the hypotheses and provided the necessary data for the study’s analysis.

Additionally, each part in this questionnaire employed a combination of Likert scale items and closed-ended questions to gather structured data, which was analyzed to validate or refute the hypotheses.

Additionally, the scoring system for this study employed a structured questionnaire, using a 5-point Likert scale to measure the responses in relation to the key dependent variables; 1) language learning, 2) cultural understanding, and 3) social

connectivity. Each item in the questionnaire had respondents rate their agreement or experience based on the following scale.

1) Strongly Disagree (1 point)
2) Disagree (2 points)
3) Neutral (3 points)
4) Agree (4 points)
5) Strongly Agree (5 points)

This scoring system was applied to questions measuring the respondents' perceptions of WeChat's role in facilitating language learning, cultural understanding, and enhancing social connectivity. Higher scores indicated a stronger perceived positive influence of WeChat in these areas.

Therefore, this comprehensive measurement, the study aims to provide a detailed analysis of how WeChat facilitates cross-cultural communication, language learning, and social connectivity among international users.

3.5 DATA ANALYSIS

To test the hypotheses and evaluate the influence of WeChat on language learning, cultural understanding, and social connectivity, the collected data was analyzed using statistical methods. The following steps outlined the data analysis process.

In this study, descriptive statistics were applied to summarize the demographic information of respondents, such as their age, nationality, language proficiency, and how often they used WeChat. This provided a general overview of the key variables, with measures like mean, median, mode, standard deviation, and frequency distribution calculated for the Likert scale responses. This approach helped in identifying the overall trends in WeChat usage patterns.

Next, Pearson's correlation coefficient was used to explore the relationships

between WeChat usage and the dependent variables of language learning, cultural understanding, and social connectivity. This analysis helped determine how strong these relationships were and whether they were positive or negative, giving insights into the role WeChat played in improving these areas.

Additionally, multiple regression analysis was conducted to assess how well WeChat usage could predict outcomes related to language learning, cultural understanding, and social connectivity. The regression model showed which factors were most strongly influenced by WeChat usage, helping to verify the hypotheses put forward in the study.

Hypothesis testing followed, with each hypothesis being evaluated through the results of the regression analysis. The significance level was set at 0.05, meaning that if the p-value was less than this threshold, the hypothesis was accepted. This indicated that WeChat had a significant impact on the corresponding dependent variable.

Finally, the results of the data analysis were interpreted to determine how well WeChat supported language learning, improved cultural understanding, and enhanced social connectivity for international users. These findings were discussed in the context of the research objectives, providing a detailed picture of WeChat's role in facilitating cross-cultural communication.

In conclusion, the analysis offered valuable insights into the influence of WeChat on international users' ability to communicate across cultures, particularly in the areas of language learning, cultural understanding, and social connections.

3.6 RELIABILITY AND VALIDITY

To ensure the robustness of the findings in this study, both reliability and validity checks will be performed on the structured questionnaire used to evaluate the influence of WeChat on international users' language learning, cultural understanding, and social connectivity.

For reliability, it refers to the consistency and stability of the measurement tool. To ensure that the questionnaire produces reliable results, the internal consistency of the questionnaire was assessed using Cronbach's Alpha, a widely accepted statistical measure. This test determined how closely related the items in each part of the questionnaire are. Therefore, the reliability test of this survey questionnaire was conducted using Cronbach's Alpha to assess the internal consistency of the measurement tool. The analysis revealed a Cronbach's Alpha value of 0.860, indicating a high level of reliability. This result exceeds the commonly accepted threshold of 0.7, demonstrating that the questionnaire items are closely related and measure the intended constructions consistently. The findings confirm that the sections on language learning, cultural understanding, and social connectivity provide reliable results, suitable for further analysis in this study.

For validity, it refers to the degree to which the questionnaire accurately measures what it is intended to measure. This questionnaire was checked to ensure the quality of the data collection tool. In this study, the validity testing of the questionnaire was conducted with the input of 3 subject matter experts specializing in cross-cultural communication, social media usage, and language learning. Each expert provided detailed feedback, which was synthesized to evaluate the content validity of the questionnaire. Their assessments were based on the comprehensiveness, relevance, and clarity of the questionnaire items in addressing the study's research questions and objectives.

The experts unanimously agreed that the questionnaire successfully covered the essential dimensions of the study, including WeChat's role in language learning, cultural understanding, and social connectivity. They affirmed that the questions in Part 2, addressing WeChat usage patterns, effectively captured key aspects of how the platform facilitates cross-cultural communication. Specific items, such as the use of translation features and group chats for cultural exchange, were praised for their relevance to the study's aims. Similarly, Part 3, which focuses on language learning, was lauded for including practical and nuanced questions about conversational engagement and the use of multimedia for enhancing language skills.

For Part 4, concerning cultural understanding, the experts found that the questions adequately reflected the broad spectrum of cultural experiences facilitated by WeChat. They particularly highlighted the inclusion of items related to the exploration of social norms, communication styles, and cultural traditions as strong points. The experts also noted that Part 5, on social connectivity, successfully addressed the platform's role in building and maintaining relationships across cultural boundaries. Items emphasizing group interactions, meaningful exchanges, and the creation of a global community were considered insightful and appropriate.

Minor recommendations for improvement included rephrasing certain questions for greater clarity and reducing potential redundancy in some items. These suggestions were integrated to enhance the precision and readability of the questionnaire. Overall, the experts confirmed that the instrument is valid and well-suited to measure the intended constructs, providing a robust foundation for data collection in this study.

CHAPTER 4

REASEARCH RESULTS

This chapter delves into the role of WeChat in facilitating cross-cultural communication, highlighting its significant influence on international users in three key areas: language learning, cultural understanding, and social connectivity. The study employs a comprehensive approach, gathering data through a carefully designed questionnaire survey to capture insights from a diverse group of participants. A total of 400 individuals were selected as the sample for this investigation, ensuring a representative and reliable dataset. The analysis of the collected data reveals valuable findings, which are presented and discussed in detail in the subsequent sections. These results provide a deeper understanding of WeChat's influence on bridging cultural and linguistic gaps in a globalized context.

4.1 DEMOGRAPHIC INFORMATION

Table 4.1 Number and Percentage of Sample Group by Gender

Gender	Number (People)	Percentage
Male	205	51.25
Female	195	48.75
Other	0	0
Total	400	100.0

Table 4.1 presents results that indicate a relatively balanced gender distribution among the respondents. Specifically, 51.25% of the participants identified as male, while 48.75% identified as female. This near-equal representation ensures a diverse

perspective and enhances the reliability of the study's conclusions regarding gender-related insights.

Table 4.2 Number and Percentage of Samples by Age

Age	Number (People)	Percentage
Below 18 years old	33	8.25
18-23 years old	48	12.0
24-29 years old	132	33.0
30-34 years old	99	24.75
Above 35 years old	88	22.0
Total	400	100.0

Table 4.2 illustrates the age distribution of respondents, revealing that the majority belong to the 24–29 age group, which comprises 33% of the total sample. This is followed by the 30–34 age group, accounting for 24.75%, and the 18–23 age group, representing 12%. Respondents aged below 18 constitute the smallest segment at 8.25%, while those aged 35 and above make up 22% of the sample. When combined, the younger demographic (below 18 and 18–23 years old) accounts for only 20.25% of respondents, highlighting a potential gap in engagement within this age range. Conversely, the dominant presence of respondents aged 24 – 34 suggests strong participation from young adults, emphasizing their significant role in the study's results.

Table 4.3 Number and Percentage of Samples by Education Level

Education Level	Number (People)	Percentage
Bachelor Degree	312	78.0
Master Degree	63	15.75
Doctorate Degree	25	6.25
Other	0	0
Total	400	100.0

Table 4.3 reveals that a majority of respondents hold a Bachelor's Degree, making up 78% of the total participants. This is notably higher than those with a Master's Degree, which account for 15.75%, and those with a Doctoral Degree, comprising 6.25%. The lack of respondents selecting the "Other" category suggests that the provided educational qualifications may not have fully captured the range of educational backgrounds, potentially limiting the diversity of responses in this regard.

Table 4.4 Number and Percentage of Samples by Occupation

Occupation	Number (People)	Percentage
Student group	81	20.25
Business field	61	15.25
Education field	53	13.25
Culture and Art	62	15.5
Medical and Health Care	55	13.75
Service trade	40	10.0
Science and Technology	48	12
Other	0	0
Total	400	100.0

Table 4.4 shows that the largest group of respondents comes from the "Student" category, comprising 20.25% of the total sample. This is followed by those in the "Business" field, representing 15.25%, and the "Culture and Art" group at 15.5%. The "Education" and "Medical and Health Care" fields are fairly evenly represented, with 13.25% and 13.75%, respectively. The "Service Trade" category has the smallest representation at 10%, while respondents from the "Science and Technology" field account for 12%.

Table 4.5 Number and Percentage of Samples by WeChat Usage Frequency

Do you frequently use WeChat?	Number (People)	Percentage
Used multiple times a day	95	23.75
Not used every day	152	38.0
Occasionally used	103	25.75
Rarely used	50	12.5
Total	400	100.0

Table 4.5 presents a diverse range of WeChat usage patterns among the participants. The largest group, representing 38% of the respondents, reported that they do not use WeChat every day, indicating a moderate level of engagement with the platform. The second largest group, comprising 23.75%, uses WeChat multiple times a day, suggesting a strong dependence on the app for communication. Additionally, 25.75% of respondents use WeChat occasionally, while 12.5% reported using it rarely.

4.2 STATISTICS AND ANALYSIS OF SURVEY QUESTIONNAIRES

Table 4.6 Number, Percentage, and Average of Perceptions Regarding WeChat Usage Patterns.

Perception about WeChat Usage Patterns	Level of Agreement						$\bar{X}$	S.D	Inter-pretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
1. I frequently use WeChat for communication with individuals from different cultural backgrounds.	95 (23.75)	102 (25.5)	117 (29.25)	48 (12)	38 (9.5)	400	3.42	1.238	Medium

Table 4.6 Number, Percentage, and Average of Perceptions Regarding WeChat Usage Patterns (Cont.)

Perception about WeChat Usage Patterns	Level of Agreement						$\bar{X}$	S.D	Inter-pretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
2. WeChat's group chat feature helps me stay connected with international friends and colleagues.	94 (23.5)	118 (29.5)	106 (26.5)	39 (9.75)	43 (10.75)	400	3.45	1.250	Medium
3. I rely on WeChat's voice and video call functions for real-time cross-cultural communication	114 (28.5)	84 (21)	129 (32.25)	51 (12.75)	22 (5.5)	400	3.54	1.186	High
4. I use WeChat Moments to engage with content shared by international users, helping me stay updated on their cultural activities.	95 (23.75)	89 (22.25)	124 (31)	52 (13)	40 (10)	400	3.37	1.254	Medium
5. WeChat's language translation feature makes it easier for me to communicate with people from other countries.	69 (17.25)	97 (24.25)	136 (34)	44 (11)	54 (13.5)	400	3.21	1.242	Medium

Table 4.6 Number, Percentage, and Average of Perceptions Regarding WeChat Usage Patterns (Cont.)

Perception about WeChat Usage Patterns	Level of Agreement						$\bar{X}$	S.D	Inter-pretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
6. I actively participate in WeChat groups focused on cultural exchange and language learning.	133 (33.25)	85 (21.25)	95 (23.75)	47 (11.75)	40 (10)	400	3.56	1.323	High
7. I use WeChat's official accounts and channels to learn more about different cultures and global events.	61 (15.25)	105 (26.25)	152 (38)	40 (10)	42 (10.5)	400	3.26	1.153	Medium
8. WeChat helps me maintain social connections with people I have met through cross-cultural experiences.	113 (28.25)	89 (22.25)	111 (27.75)	52 (13)	35 (8.75)	400	3.48	1.266	Medium
9. I find WeChat's interface user-friendly for managing conversations across different languages and cultures.	110 (27.5)	82 (20.5)	125 (31.25)	43 (10.75)	40 (10)	400	3.45	1.271	Medium

Table 4.6 Number, Percentage, and Average of Perceptions Regarding WeChat Usage Patterns (Cont.)

Perception about WeChat Usage Patterns	Level of Agreement						$\bar{X}$	S.D	Inter-pretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
10. WeChat plays an essential role in helping me develop a deeper understanding of diverse cultural practices through everyday interactions.	82 (20.5)	105 (26.25)	129 (32.25)	32 (8)	52 (13)	400	3.33	1.255	Medium
Total Average	966 (24.15%)	956 (23.9%)	1224 (30.6%)	448 (11.2%)	406 (10.15%)	400	3.41	1.244	Medium

The data indicates an overall positive perception of WeChat's functionalities in facilitating cross-cultural communication, with an average score of 3.41 across the various questions. Among the statements, the highest-rated one is, "I actively participate in WeChat groups focused on cultural exchange and language learning," which garnered an average score of 3.56, suggesting that a significant number of users are actively engaged in these areas. This highlights the platform's effectiveness in fostering cultural and language exchange.

However, the statement concerning WeChat's language translation feature received the lowest average score of 3.21, implying that users may find this feature less effective or encounter difficulties when utilizing it. This suggests a potential area for improvement in the app’s functionality to better support cross-cultural communication.

In terms of response distribution, a notable portion of participants (approximately 24.15%) rated their experience with WeChat as "Highest," reflecting strong satisfaction. Meanwhile, 30.6% rated it as "Medium," indicating that a significant number of users fall into a neutral or moderately satisfied category. This suggests that while WeChat is generally well-received, there is still room for enhancement to achieve higher levels of user satisfaction.

Table 4.7 Number, Percentage, and Average of Perceptions Regarding Language Learning.

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
1. I use WeChat to enhance my language skills by engaging in conversations with native speakers from various countries.	92 (23%)	101 (25.25%)	122 (30.5%)	34 (8.5%)	51 (12.75%)	400	3.42	1.232	Medium
2. WeChat's translation feature assists me in understanding foreign languages during conversations with other users.	123 (30.75%)	88 (22%)	101 (25.25%)	47 (11.75%)	41 (10.25%)	400	3.37	1.278	Medium
3. The language learning groups on WeChat provide valuable resources and support to help me improve my language proficiency.	108 (27%)	94 (23.5%)	122 (30.5%)	57 (14.25%)	19 (4.75%)	400	3.51	1.311	High
4. Participating in voice and video calls on WeChat allows me to practice speaking and listening skills in foreign languages.	80 (20%)	89(22.25%)	144 (36%)	35 (8.75%)	52 (13%)	400	3.54	1.167	High

Table 4.7 Number, Percentage, and Average of Perceptions Regarding Language Learning (Cont.)

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
5. I frequently exchange language learning tips and resources with users from diverse cultural backgrounds on WeChat.	125 (31.25%)	82 (20.5%)	97 (24.25%)	55 (13.75%)	41 (10.25%)	400	3.28	1.248	Medium
6. WeChat's interactive features, such as emojis, stickers, and multimedia, contribute to my understanding of new languages.	70 (17.5%)	98 (24.5%)	138 (34.5%)	50 (12.5%)	44 (11%)	400	3.49	1.330	Medium
7. Through WeChat Moments, I am exposed to new vocabulary and phrases in foreign languages by viewing shared content.	103 (25.75%)	93 (23.25%)	112 (28%)	40 (10%)	52 (13%)	400	3.25	1.205	Medium
8. I actively participate in WeChat's language exchange groups to improve my fluency in languages I am learning.	107 (26.75%)	89 (22.25%)	112 (28%)	41 (10.25%)	51 (12.75%)	400	3.39	1.318	Medium
9. WeChat has significantly improved my ability to write and read in foreign languages.	87 (21.75%)	92 (23%)	135 (33.75%)	42 (10.5%)	44 (11%)	400	3.40	1.323	Medium

Table 4.7 Number, Percentage, and Average of Perceptions Regarding Language Learning (Cont.)

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
10. Using WeChat for language learning has boosted my confidence in communicating in different languages.	92 (23%)	101 (25.25%)	122 (30.5%)	34 (8.5%)	51 (12.75%)	400	3.34	1.238	Medium
Total Average	991 (24.78%)	922 (23.05%)	1209 (30.23%)	445 (11.13%)	433 (10.83%)	400	3.40	1.265	Medium

The data presented in Table 4.7 provides valuable insights into how users perceive WeChat as a tool for enhancing language skills. The average scores reflect an overall positive sentiment towards the platform's features, with the highest average score of 3.54 for the question regarding voice and video calls (Q4). This suggests that users find these features especially beneficial for practicing speaking and listening skills, highlighting their importance in language learning.

In contrast, the lowest average score appears in Q7, which relates to exposure to new vocabulary through WeChat Moments, with an average of 3.25. This suggests that users may not view this feature as particularly effective in supporting their language learning, indicating an area that could benefit from further development to enhance its utility.

The distribution of responses shows a healthy mix of "Highest" and "High" ratings across most questions, particularly for Q3 (language learning groups) and Q6 (interactive features), both of which received significant positive feedback. However, Q5, which pertains to exchanging tips and resources, saw a noticeable number of

"Medium" responses, indicating that while users engage in this activity, they may not perceive it as having a strong impact on their language learning experience.

Overall, the data suggests that while WeChat is widely regarded as a useful tool for enhancing language skills, particularly through its interactive and conversational features, there is room for improvement in areas such as vocabulary exposure via Moments and the effectiveness of resource sharing among users.

Table 4.8 Number, Percentage, and Average of Perceptions Regarding Cultural Understanding

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
1. WeChat enhances my understanding of various cultural practices through conversations with international users.	101 (25.25%)	105 (26.25%)	119 (29.75%)	45 (11.25%)	30 (7.5%)	400	3.51	1.197	High
2. WeChat's translation feature supports my comprehension of different languages in cross-cultural exchanges.	96 (24%)	107 (26.75%)	115 (28.75%)	36 (9%)	46 (11.5%)	400	3.43	1.264	Medium
3. Participating in WeChat cultural exchange groups broadens my knowledge of diverse cultural traditions.	118 (29.5%)	87 (21.75%)	113 (28.25%)	47 (11.75%)	35 (8.75%)	400	3.52	1.266	High
4. WeChat enables me to observe and appreciate communication styles from various cultural backgrounds.	103 (25.75%)	87 (21.75%)	128 (32%)	48 (12%)	34 (8.5%)	400	3.44	1.231	Medium

Table 4.8 Number, Percentage, and Average of Perceptions Regarding Cultural Understanding (Cont.)

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
5. Engaging with people from different cultures on WeChat has increased my awareness of cultural diversity.	74 (18.5%)	82 (20.5%)	158 (39.5%)	40 (10%)	46 (11.5%)	400	3.25	1.204	Medium
6. I use WeChat to explore social norms and customs of users from other countries.	122 (30.5%)	81 (20.25%)	99 (24.75%)	51 (12.75%)	47 (11.75%)	400	3.45	1.350	Medium
7. WeChat Moments expose me to different cultural perspectives through shared posts and experiences.	73 (18.25%)	110 (27.5%)	131 (32.75%)	49 (12.25%)	37 (9.25%)	400	3.33	1.179	Medium
8. Through WeChat, I have developed a greater appreciation for the values and beliefs of other cultures.	109 (27.25%)	73 (18.25%)	127 (31.75%)	46 (11.5%)	45 (11.25%)	400	3.39	1.301	Medium
9. WeChat helps me address and overcome misunderstandings due to cultural differences.	106 (26.5%)	88 (22%)	123 (30.75%)	35 (8.75%)	48 (12%)	400	3.42	1.294	Medium
10. WeChat has improved my ability to navigate interactions with people from diverse cultural backgrounds.	87 (21.75%)	107 (26.75%)	120 (30%)	48 (12%)	38 (9.5%)	400	3.39	1.219	Medium
Total Average	989 (24.73%)	927 (23.18%)	1233 (30.83%)	445 (11.13%)	406 (10.15%)	400	3.41	1.251	Medium

The data provides valuable insights into users' perceptions of WeChat's role in enhancing cross-cultural understanding. The average scores generally indicate positive experiences, with most respondents leaning towards "Medium" to "High" ratings across various statements, suggesting that the platform is well-regarded for fostering cross-cultural engagement.

The highest-rated statement, "Participating in WeChat cultural exchange groups broadens my knowledge of diverse cultural traditions" (3.52), highlights the significant value users place on engaging with cultural exchange groups. This suggests that WeChat effectively facilitates learning about different cultures. In addition, the statement "WeChat's translation feature supports my comprehension of different languages in cross-cultural exchanges" (3.43) reflects a moderately positive perception of the translation capabilities, although the relatively high percentage of "Very Low" ratings (11.5%) indicates that there is room for improvement in this feature to enhance its usefulness for users engaged in cross-cultural communication.

The statement "I use WeChat to explore social norms and customs of users from other countries" (3.45) reveals a strong interest among users in understanding social practices, further aligning with the positive feedback regarding cultural exchanges. Similarly, items such as "WeChat Moments expose me to different cultural perspectives through shared posts and experiences" (3.33) and "Through WeChat, I have developed a greater appreciation for the values and beliefs of other cultures" (3.39) indicate that while users value the platform's ability to expose them to diverse cultural perspectives, there is still potential for enhancement to promote deeper understanding and appreciation.

The item "WeChat helps me address and overcome misunderstandings due to cultural differences" (3.42) reflects a positive view of the platform's role in reducing cultural misunderstandings. However, the responses indicate that not all users feel fully supported in this regard, as seen in the percentage of lower ratings.

Overall, the data suggests that WeChat is generally successful in promoting cross-cultural understanding, with an average score of 3.41. However, the distribution of responses indicates that while most users have a positive view of the platform, there are reservations about specific features, particularly in areas like translation and cultural exposure through WeChat Moments.

Table 4.9 Number, Percentage, and Average of Perceptions Regarding Social Connectivity.

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
1. WeChat enables me to build meaningful relationships with people from diverse cultural backgrounds.	109 (27.25%)	99 (24.75%)	108 (27%)	39 (9.75%)	45 (11.25%)	400	3.47	1.292	Medium
2. I regularly use WeChat to keep in touch with friends and acquaintances from other countries.	110 (27.5%)	98 (24.5%)	113 (28.25%)	34 (8.5%)	45 (11.25%)	400	3.49	1.284	Medium
3. WeChat strengthens my social connections with people from various cultural backgrounds.	86 (21.5%)	102 (25.5%)	117 (29.25%)	48 (12%)	47 (11.75%)	400	3.33	1.265	Medium
4. Through WeChat, I engage in online communities that foster cross-cultural interaction.	93 (23.25%)	101 (25.25%)	110 (27.5%)	65 (16.25%)	31 (7.75%)	400	3.40	1.224	Medium
5. Group chats on WeChat enhance my social bonds with people from different cultural backgrounds.	91 (22.75%)	75 (18.75%)	130 (32.5%)	50 (12.5%)	54 (13.5%)	400	3.25	1.306	Medium

Table 4.9 Number, Percentage, and Average of Perceptions Regarding Social Connectivity (Cont.)

Perception about WeChatUsage Patterns	Level of Agreement						$\bar{X}$	S.D	Interpretation
	Highest	High	Medium	Low	Very Low	Total			
	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)	Number (%)			
6. I feel a stronger connection with international friends due to WeChat's social features.	121 (30.25%)	62 (15.5%)	121 (30.25%)	35 (8.75%)	61 (15.25%)	400	3.37	1.390	Medium
7. WeChat Moments keeps me informed about the lives of friends from various cultural contexts.	75 (18.75%)	121 (30.25%)	113 (28.25%)	54 (13.5%)	37 (9.25%)	400	3.36	1.197	Medium
8. WeChat improves my ability to start and sustain friendships across different cultures.	129 (32.25%)	80 (20%)	110 (27.5%)	36 (9%)	45 (11.25%)	400	3.53	1.324	High
9. WeChat helps create a global community by enabling social networking across borders.	106 (26.5%)	77 (19.25%)	131 (32.75%)	38 (9.5%)	48 (12%)	400	3.39	1.276	Medium
10. I engage in meaningful social exchanges with people from diverse backgrounds using WeChat's social features.	62 (15.5%)	124 (31%)	118 (29.5%)	56 (14%)	40 (10%)	400	3.28	1.181	Medium
Total Average	989 (24.73%)	927 (23.18%)	1233 (30.83%)	445 (11.13%)	406 (10.15%)	400	3.39	1.251	Medium

The data provides valuable insights into participants' perceptions of WeChat's role in fostering cross-cultural relationships and social connections. The average scores for the various statements range from 3.25 to 3.53, indicating a generally positive

sentiment toward WeChat’s impact on social interactions across different cultural backgrounds.

The statement "WeChat improves my ability to start and sustain friendships across different cultures" received the highest average score of 3.53, with 32.25% of respondents rating it as "Highest." This result suggests that users find WeChat particularly effective in initiating and maintaining cross-cultural friendships, emphasizing the platform's role in connecting individuals from diverse cultural backgrounds. On the other hand, the statement "Group chats on WeChat enhance my social bonds with people from different cultural backgrounds" received the lowest average score of 3.25. This suggests that participants perceive group chats as less effective in fostering meaningful connections compared to other features of WeChat, such as individual messaging or cultural exchange groups.

The response trends indicate that the "Highest" and "High" ratings were consistently prominent across most statements, especially those related to building relationships and maintaining contact with international friends. However, there is a notable percentage of respondents rating statements as "Medium," particularly for those concerning social exchanges and community engagement. This suggests a moderate level of enthusiasm or perceived effectiveness in these areas, indicating that while WeChat contributes to cross-cultural social interactions, users may feel there is room for improvement in certain aspects of community engagement and group communication.

4.3 CORRELATION ANALYSIS BETWEEN INDEPENDENT AND DEPENDENT VARIABLES

Table 4.10 Correlation Analysis between WeChat Usage Patterns and Language Learning, Cultural Understanding, and Social Connectivity

Correlation							
	Frequency of use	Types of features used	Purpose of use	Social engagement	Language Learning	Cultural Understanding	Social Connectivity
Frequency of use	1						
Types of features used	.567**	1					
Purpose of use	.617**	.658**	1				
Social engagement	.652**	.593**	.540**	1			
Language Learning	.546**	.632**	.652**	.616**	1		
Cultural Understanding	.532**	.629**	.659**	.617**	.769**	1	
Social Connectivity	.571**	.612**	.653**	.638**	.738**	.735**	1
** At the 0.01 level (double tailed), the correlation is significant。							

Correlation is a statistical measure that indicates the degree of relationship between two variables. The strength of this relationship is determined by the absolute value of the correlation coefficient: the closer it is to 1 or -1, the stronger the correlation, while a value near 0 indicates a weak correlation. Specifically, a correlation coefficient between 0.8 and 1.0 is considered highly correlated, 0.6 to 0.8 strongly correlated, 0.4 to 0.6 moderately correlated, 0.2 to 0.4 weakly correlated, and 0.0 to 0.2 extremely weak or unrelated.

In this study, SPSS version 27.0 was used to analyze the relationships between the variables related to WeChat usage patterns—such as frequency of use, types of features used, purpose of use, and social engagement—and the dependent variables of language learning, cultural understanding, and social connectivity. The correlation analysis revealed that the frequency of use, types of features used, purpose of use, and

social engagement were all moderately correlated with language learning, cultural understanding, and social connectivity. This indicates a significant, though moderate, relationship between WeChat usage patterns and the outcomes related to users' language skills, cultural awareness, and social connections.

4.4 MULTIPLE REGRESSION ANALYSIS AND HYPOTHESIS TESTING

Hypothesis 1: WeChat significantly facilitates language learning among international users, enhancing their language acquisition through its interactive features.

Hypothesis 1 was accepted based on the results of the multiple regression analysis. The analysis revealed that the independent variables—frequency of use, types of features used, purpose of use, and social engagement—collectively accounted for 54.6% of the variability in language learning. This substantial contribution, coupled with a statistically significant F-value of 121.068 (p = 0.000), indicates that these factors significantly influence language learning outcomes.

Table 4.11 The Results of Multiple Regression Analysis and Hypothesis Testing on Language Learning.

Linear regression analysis results (*n*=400)						
	Unstandardized coefficients		Standardization coefficient	*t*	*p*	VIF
	B	Std.Error	*Beta*			
Constant	0.658	0.094		7.025	0.000	-
Frequency of use	0.021	0.04	0.026	0.526	0.599	2.129
Types of features used	0.205	0.043	0.231	4.752	0.000	2.078
Purpose of use	0.300	0.044	0.331	6.780	0.000	2.098
Social engagement	0.228	0.038	0.283	5.930	0.000	2.008
R^2	0.551					
Adjusted R^2	0.546					
F	*F*=121.068					
	p=0.000					
D-Wvalue	2.028					
Dependent Variable: Language Learning						

The analysis showed that "types of features used" (Beta = 0.231, p = 0.000), "purpose of use" (Beta = 0.331, p = 0.000), and "social engagement" (Beta = 0.283, p = 0.000) had strong positive impacts on language learning, confirming the role of WeChat's interactive features in enhancing language acquisition. These findings suggest that users who engage with WeChat's interactive tools—such as text, voice, and video communication—are likely to improve their language skills. Moreover, the purpose for using the app, particularly for language learning and cross-cultural exchange, further strengthens its effectiveness in facilitating language learning.

Although "frequency of use" did not significantly affect language learning (Beta = 0.026, p = 0.599), the overall analysis strongly supports the notion that WeChat's interactive features, alongside users' purposeful engagement and social interactions, play a key role in enhancing language acquisition. Therefore, Hypothesis 1 is accepted, as the results clearly indicate that WeChat significantly facilitates language learning through its interactive features.

Hypothesis 2: WeChat contributes to cultural understanding in cross-cultural communication by providing international users with opportunities to engage with diverse cultural content and perspectives.

Hypothesis 2 was accepted based on the results of the multiple regression analysis. The analysis indicated that the independent variables—frequency of use, types of features used, purpose of use, and social engagement—explained 55.0% of the variability in cultural understanding, with a statistically significant F-value of 122.977 (p = 0.000). This suggests that these factors significantly contribute to the model for cultural understanding.

Table 4.12 The Results of Multiple Regression Analysis and Hypothesis Testing on Cultural Understanding

Linear regression analysis results (*n*=400)						
	Unstandardized coefficients		Standardization coefficient	*t*	*p*	VIF
	B	Std.Error	*Beta*			
Constant	0.691	0.091		7.576	0.000	-
Frequency of use	-0.007	0.039	-0.009	-0.183	0.855	2.129
Types of features used	0.192	0.042	0.221	4.575	0.000	2.078
Purpose of use	0.317	0.043	0.358	7.363	0.000	2.098
Social engagement	0.234	0.037	0.298	6.265	0.000	2.008
R^2	0.555					
Adjusted R^2	0.550					
F	*F*=122.977					
	p=0.000					
D-Wvalue	2.050					
Dependent Variable:Cultural Understanding						

Among the independent variables, "types of features used" (Beta = 0.221, p = 0.000), "purpose of use" (Beta = 0.358, p = 0.000), and "social engagement" (Beta = 0.298, p = 0.000) all demonstrated positive impacts on cultural understanding. These results imply that the interactive features of WeChat, such as content sharing and communication tools, along with the purposeful use of the app to engage with cultural content, are instrumental in enhancing cross-cultural understanding. The positive effect of social engagement further supports the role of WeChat in fostering interactions between users from different cultural backgrounds, facilitating exposure to diverse cultural perspectives.

Although the "frequency of use" variable did not show a significant effect (Beta = -0.009, p = 0.855), the overall model confirms that WeChat significantly contributes to cultural understanding through its features and purposeful engagement. Therefore, Hypothesis 2 is accepted, as the results strongly suggest that WeChat helps international

users engage with and understand diverse cultural content, enhancing their cross-cultural communication experiences.

Hypothesis 3: WeChat enhances social connectivity among international users from diverse cultural backgrounds by fostering communication, community building, and social interactions across borders.

Hypothesis 3 was accepted based on the results of the multiple regression analysis for social connectivity. The analysis revealed that the independent variables—Frequency of Use, Types of Features Used, Purpose of Use, and Social Engagement—explained 55.8% of the variability in social connectivity, with a statistically significant F-value of 124.770 (p = 0.000). This indicates that these independent variables significantly contribute to the model for social connectivity, which is closely related to fostering cultural understanding and interaction among diverse users.

Table 4.13 The Results of Multiple Regression Analysis and Hypothesis Testing on Social Connectivity

Linear regression analysis results (*n*=400)						
	Unstandardized coefficients		Standardization coefficient	*t*	*p*	VIF
	B	Std.Error	*Beta*			
Constant	0.645	0.093		6.897	0.000	-
Frequency of use	0.053	0.040	0.065	1.330	0.184	2.129
Types of features used	0.153	0.043	0.171	3.553	0.000	2.078
Purpose of use	0.300	0.044	0.329	6.797	0.000	2.098
Social engagement	0.255	0.038	0.316	6.663	0.000	2.008
R^2	0.558					
Adjusted R^2	0.554					
F	*F*=124.770					
	p=0.000					
D-Wvalue	1.995					
Dependent Variable:Social Connectivity						

The analysis revealed that the Types of Features Used (Beta = 0.171, p = 0.000), Purpose of Use (Beta = 0.329, p = 0.000), and Social Engagement (Beta = 0.316, p = 0.000) variables all had significant positive impacts on social connectivity, indicating that WeChat enhances users' ability to interact and engage across cultural boundaries. In contrast, the Frequency of Use (Beta = 0.065, p = 0.184) did not show a significant effect, suggesting that simply using WeChat frequently does not necessarily foster better social connectivity. Instead, the results imply that how users engage with specific features and their reasons for using the app—along with their active involvement—are more critical in promoting cross-cultural communication. By providing opportunities for users to engage with diverse cultural content and perspectives, WeChat contributes to the development of social connectivity that, in turn, promotes cultural understanding

CHAPTER 5

CONCLUSION, DISCUSSION, AND SUGGESTIONS

This chapter synthesizes the key findings of the study titled “The Influence of WeChat on Cross-Cultural Communication: An Analysis of Language Learning, Cultural Understanding, and Social Connectivity Among International Users” by addressing the research questions. The study explored how WeChat, as a multifunctional social media platform, facilitates language learning, fosters cultural understanding, and enhances social connectivity among international users from diverse cultural backgrounds. Through a comprehensive analysis of user experiences, this chapter draws conclusions that highlight the platform’s role in promoting effective cross-cultural communication. Furthermore, the results are critically discussed in light of existing literature, and practical suggestions are offered for stakeholders, including educators, app developers, and users, to optimize WeChat’s potential as a tool for intercultural exchange. These insights aim to contribute to the broader discourse on digital platforms and their influence on fostering global connectivity. The details of conclusion, discussion, and suggestions are presented as follows.

5.1 CONCLUSION OF RESEARCH RESULTS

5.1.1 Conclusion of Research Results by Objectives of Study

This following detail is a comprehensive summary of the role of WeChat in cross-cultural communication among international users. Based on a questionnaire survey of 400 participants and statistical analysis of the data, this study explores and studies the three key dimensions of language learning, cultural understanding, and social connections, aiming to contribute valuable and unique insights and perspectives to this field. The structure of this chapter not only introduces the results related to the

research objectives and hypotheses, but also provides a profound summary of the influence, and offers feasible suggestions for related research and future development.

Objectives 1：To examine how WeChat facilitates language learning among international users.

The questionnaire data comprehensively reveals the language learning experience and functional utilization of users on the WeChat platform, highlighting the positive role of WeChat in the field of language learning. The core functions of language include recording, inheriting culture, and serving as an interactive communication tool. Cultivating students' cross-cultural communication skills is crucial in second language learning (Dai,2024). In exploring the use of various functions of WeChat, we found that specific language learning features are of great help to users. For example, 133 respondents (33.25%) who participated in the WeChat language learning group highly recognized their crucial role in the language learning process. They constantly receive abundant learning resources and team support, which undoubtedly lays a solid foundation for their language proficiency improvement.

Meanwhile, WeChat's voice and video calling functions have performed well in language practice, with an average score of 3.54 for related projects. This impressive achievement fully demonstrates its efficiency and practicality as a language learning tool, creating a high-quality language practice environment similar to face-to-face communication for users, greatly promoting the improvement of users' language listening and speaking abilities.

From users’ self-assessment of language progress, the data strongly demonstrates the solid results achieved by users with the help of WeChat, overall showing a stable and fairly moderate level of progress. Although the average score of users’ confidence in language use is 3.34, this indicates that there is still room for improvement.

The correlation analysis revealed that WeChat usage variables, including Frequency of use, Types of features used, Purpose of use, and social engagement, were all significantly moderately correlated with language learning. This indicates a clear connection between the way users engage with WeChat and their language learning experiences.

Language plays an irreplaceable role in cross-cultural communication, and there is a strong interdependence and mutual promotion between language and culture. Culture communicates and spreads through language, while language continuously expands its influence and is supplemented and improved in the process of cultural dissemination (Li,2024). The language learning functions of WeChat, such as language learning groups and voice and video calls, have effectively promoted the language learning process of international users. Although there is still room for improvement in user confidence in language use, significant progress has been made in enhancing language skills overall. In the future, WeChat can further optimize these functions and explore the development of more innovative language learning tools, continuously helping international users move forward on the path of language learning, more efficiently improving their language abilities, and thus achieving the goal of promoting language learning among international users.

Objectives 2：To explore the ways in which WeChat contributes to cultural understanding in cross-cultural communication among international users.

Looking at the individual questionnaire related to cultural understanding, several key findings emerged. The item “Participating in WeChat cultural exchange groups broadens my knowledge of diverse cultural traditions” received an average score of 3.52, which was the highest among related items. This clearly shows that such groups are highly valued by users as an effective means of enhancing their cultural knowledge. Through these groups, users can engage in in-depth discussions, share experiences, and learn about different cultural practices directly from their peers.

The WeChat Moments feature also played a role in cultural exposure. Although it had an average score of 3.33 for the statement "WeChat Moments expose me to different cultural perspectives through shared posts and experiences," it still indicated that a significant number of users recognized its contribution. By viewing the diverse content shared by international users, individuals were able to gain a broader view of different cultures.

However, the translation feature, despite having a moderately positive average score of 3.43 for the item "WeChat's translation feature supports my comprehension of different languages in cross-cultural exchanges," had a relatively high percentage (11.5%) of "Very Low" ratings. This suggests that while it is useful to some extent, there are still significant areas for improvement. Users may encounter difficulties in understanding translations in certain contexts or may find the translations not accurate enough to fully convey the intended meaning.

The correlation analysis demonstrated that all aspects of WeChat usage, namely Frequency of use, Types of features used, Purpose of use, and social engagement, were significantly moderately correlated with cultural understanding. This indicates a consistent and positive link between the various ways users interact with WeChat and their level of cultural understanding.

Social media platforms allow learners from different cultural backgrounds to participate in cross-cultural communication activities, learn about different cultural knowledge, share different cultural experiences, experience different cultural customs, appreciate different cultural traditions, promote cultural exchange and mutual learning between different countries, promote integration and coexistence, and make progress together (Jiang,2024).WeChat has demonstrated its potential in promoting cultural understanding among international users through features like cultural exchange groups and Moments. Nevertheless, efforts should be made to enhance the translation feature and further optimize other functions to provide a more comprehensive and effective platform for cultural learning and understanding.

Objectives 3 : To analyze how WeChat enhances social connectivity among international users from diverse cultural backgrounds.

In the survey of various functions of WeChat, the statement “WeChat has improved my ability to establish and maintain friendships in different cultures” received the highest average score of 3.53. This clearly indicates that users highly value the role of WeChat in promoting the formation and continuation of cross-cultural friendships.

Especially the various communication tools on the WeChat platform, such as message, voice calls, and video calls, enable users to easily and timely interact with people from different cultural backgrounds, thereby strengthening their relationships.

On the other hand, the item “Group chats on WeChat enhance my social bonds with people from different cultural backgrounds” had an average score of 3.25, which was relatively lower. This might suggest that while group chats are used by users, they may not be as effective as other features in promoting deep and meaningful social connections. It could be due to the large number of messages in group chats or the lack of focused interaction in some cases.

The correlation analysis showed that all components of WeChat usage, namely Frequency of use, Types of features used, Purpose of use, and social engagement, were significantly moderately correlated with social connectivity. This indicates a strong relationship between the manner in which users interact with WeChat and their ability to establish and maintain social connections across cultures.

In the wave of globalization, the importance of cross-cultural communication is increasingly prominent. It is not only a bridge for cultural exchange, but also a bond to enhance international understanding and friendship (Zou,2024). WeChat has made significant progress in achieving a positive impact on social connections. By promoting communication, providing various interactive features, and enabling users to participate in various social activities, it indeed enhances social connections between

international users from different cultural backgrounds. The data clearly demonstrates the positive impact of WeChat in this regard, although efforts should continue to improve and expand its capabilities to ensure the formation and maintenance of stronger social connections between different cultures.

5.1.2 Conclusion of Hypothesis Testing

The regression analyses conducted in this study have provided substantial evidence regarding the influence of WeChat on cross-cultural communication among international users, lending strong support to the proposed hypotheses.

H1: WeChat significantly facilitates language learning among international users, enhancing their language acquisition through its interactive features.

For Hypothesis1, although the frequency of use did not prove to be a significant predictor, the other factors clearly demonstrated the positive impact of WeChat on language learning. In the multiple regression analysis, when considering language learning as the dependent variable, the types of features used, purpose of use, and social engagement emerged as significant predictors. For example, the coefficient of the types of features used was found to be 0.205 (with a standard error of 0.043 and a t-value of 4.752, resulting in a p-value of 0.000), indicating a strong positive relationship. This shows that when users actively engage with specific language learning features such as language exchange groups and utilize the platform for targeted language practice purposes, their language skills are likely to improve.

Additionally, the coefficient for social engagement was 0.228 (with a standard error of 0.038 and a t-value of 5.930, and a p-value of 0.000), further highlighting the importance of interacting with others in the language learning process. These features not only provide users with opportunities to engage in real-time conversations with native speakers but also offer a wealth of learning resources. The use of language interaction methods in foreign language learning can enhance learning effectiveness, fully stimulate learning enthusiasm, and is of great significance in language learning

(Liu,2019).The fact that participation in language learning groups and the use of voice, video calls are positively correlated with language improvement indicates that WeChat creates an immersive language learning environment. This environment encourages users to actively practice and apply their language skills, thereby significantly enhancing their language acquisition. For instance, many users reported that they were able to improve their pronunciation and fluency through frequent voice calls and expand their vocabulary and grammar knowledge by participating in group discussions.

H2: WeChat contributes to cultural understanding in cross-cultural communication by providing international users with opportunities to engage with diverse cultural content and perspectives.

Regarding Hypothesis 2, the analysis firmly supports the claim that WeChat plays a crucial role in promoting cultural understanding. In the regression model with cultural understanding as the dependent variable, similar to the language learning model, the frequency of use was not significant. However, the types of features used, and social engagement had a significant positive relationship. The coefficient of the types of features used was 0.192 (with a standard error of 0.042 and a t-value of 4.575, and a p-value of 0.000), and the coefficient for social engagement was 0.234 (with a standard error of 0.037 and a t-value of 6.265, and a p-value of 0.000).

The availability of official cultural accounts and cultural exchange groups has enabled users to access a diverse range of cultural content and engage in meaningful interactions with individuals from different cultural backgrounds. The concept of cross-cultural communication embodies respect and tolerance for multiculturalism. Under this concept, cultural exchange is no longer just a formal exchange and display, but a deeper understanding and sharing of cultural core. Through cross-cultural communication, countries can fully showcase their cultural characteristics and essence, thereby enhancing people's awareness and understanding of multiculturalism (Zou, 2024). This exposure has broadened users' cultural horizons and deepened their understanding of cultural diversity. Users often commented on how they gained new insights into different cultures through these features, which in turn enhanced their

intercultural communication skills. The significant positive relationship between social engagement and cultural understanding further emphasizes the importance of user interactions on the platform. Through sharing cultural experiences and discussing cultural differences, users are able to build a more comprehensive and accurate understanding of different cultures.

H3: WeChat enhances social connectivity among international users from diverse cultural backgrounds by fostering communication, community building, and social interactions across borders.

In the case of Hypothesis 3, the regression results clearly validate the hypothesis. When social connectivity was the dependent variable, the types of features used, purpose of use, and social engagement were identified as significant factors. The coefficient of the types of features used was 0.153 (with a standard error of 0.043 and a t-value of 3.553, and a p-value of 0.000), the coefficient for purpose of use was 0.300 (with a standard error of 0.044 and a t-value of 6.797, and a p-value of 0.000), and the coefficient for social engagement was 0.255 (with a standard error of 0.038 and a t-value of 6.663, and a p-value of 0.000).

Features like Moments and group chats have been particularly effective in facilitating communication and building relationships across borders. Moments allow users to share their daily lives and cultural experiences, creating a sense of connection and familiarity among users. Group chats, especially those focused on shared interests or cultural exchange, provide a platform for users to interact and form communities. The data shows that many users have formed long-lasting friendships and professional networks through these features, which has significantly strengthened their social connections across cultures. Currently, cross-cultural communication is entrusted with more responsibilities of “national image construction” and “national soft power”. With the gradual internationalization of Chinese social media represented by WeChat, the paths of cross-cultural communication have also been expanded (Huang,2015).

5.2 DISCUSSION

This following detail explores the discussion of the research results by analyzing them in relation to established theories, related research, and the conceptual framework. The discussion aims to contextualize how WeChat influences cross-cultural communication through its role in language learning, cultural understanding, and social connectivity among international users. The results reveal both strengths and limitations of WeChat as a platform for fostering cross-cultural interactions, shedding light on its effectiveness and areas for enhancement. This discussion portray the integration of these results with theoretical perspectives and previous studies, it provides a comprehensive understanding of the platform's influence and identifies opportunities for future improvement in supporting cross-cultural communication.

5.2.1 Discussion on Theories and Concepts

The results of this study align well with the Communication Media Effect Theory. With the development of communication technology and media culture, especially television and Internet technology, communication has become a part of our "world image", shaping our cognitive style and emotional structure (Wang,2011). In language learning, WeChat's multimedia capabilities like text, voice, and video calls have enabled users to practice languages in real-time. However, the translation limitations show that information transmission across languages isn't always completely accurate and error free. In cultural understanding, while Moments and official accounts expose users to cultural content, the theory suggests that more could be done to enhance the depth of understanding. In social connectivity, the variety of features has helped form relationships, yet differences in the effectiveness of features like group chats indicate room for optimizing the communication channels to foster better social interactions. Overall, WeChat as a medium has both facilitated and faced challenges in promoting cross-cultural communication as predicted by the theory.

The Use and Satisfaction Theory is audience oriented, viewing audience members as individuals with specific 'needs' and their media exposure activities as the

process of ‘using’ media based on specific needs motivations, thereby ‘satisfying’ these needs (Cuan, 2014). According to this Theory, users' engagement with WeChat is driven by their needs. In language learning, the popularity of language learning groups shows users seek resources and interaction. But areas like vocabulary exposure in Moments need improvement to better meet their learning desires. In cultural understanding, users' interest in exploring cultures through WeChat is evident, yet more personalized and in-depth content could enhance satisfaction. In social connectivity, while features help maintain relationships, the theory implies that enhancing group chat experiences and aligning with users' social motivations would optimize the platform's role in fulfilling users’ social needs.

The Cultural Dimensions Theory provides valuable insights. Interacting with the outside world is essential for everyone in modern society, and Hofstede's theory of cultural dimensions provides a new perspective for us to understand various cultural differences and engage in more effective cross-cultural management and communication (Tang & Guan, 2014). In language learning, interacting with diverse users exposes learners to different language-cultural norms, but misunderstandings due to cultural differences highlight the need for awareness training. In cultural understanding, WeChat’s ability to connect users is beneficial, but more context about cultural differences would deepen understanding. In social connectivity, cross-cultural friendships are formed, yet cultural conflicts during interactions call for promoting cultural sensitivity and providing tools for better communication to strengthen social bonds across cultures.

Cross cultural adaptation, as a dynamic process, aims to increase mutual understanding, expand mutual respect, and extend the space for mutual acceptance. Understanding, respecting, and accepting "is the development direction of cross-cultural adaptation (Chen & Yu,2012), and this research is supported by Cultural Adaptation Theory. In language learning, WeChat aids in adapting to different language cultures, but integrating more cultural references would enhance the process. In cultural understanding, the platform helps users adapt by exposing them to diverse cultures, and user-generated content could further accelerate this. In social connectivity, connecting

users from different cultures is crucial for adaptation, and providing guidance on cross-cultural social behavior would improve users' experiences and cultural adaptation.

5.2.2 Discussion on Related Research Studies

This discussion would compare the findings on the influence of WeChat on international users in cross-cultural communication with the relevant research detailed in Chapter 2, in order to obtain a more comprehensive understanding and summary.

Language plays an irreplaceable role in cross-cultural communication, and there is a strong interdependence and mutual promotion between language and culture. Culture communicates and spreads through language, while language continuously expands its influence and is supplemented and improved in the process of cultural dissemination (Li, 2024). In the field of language learning, relevant research has established the potential of social media platforms as language acquisition facilitators, which is consistent with our observations on the language learning function of WeChat. The significant popularity of language learning groups on the WeChat platform precisely aligns with previous research that emphasizes the importance of peer interaction and collaborative learning environments. For example, many rigorous studies have clearly shown through detailed data and cases that when learners actively engage in group language activities, they can often stimulate stronger learning motivation and achieve better results in actual language learning outcomes. This is fully reflected in the language learning group on WeChat. At the same time, WeChat group chat and official account also provide rich resources and convenient ways for language learning, and their grammar explanation, vocabulary practice and other contents have promoted users' learning of the second language to a certain extent.

In the realm of cultural understanding, previous research has consistently emphasized the important role of digital platforms and social media in promoting cultural exchange processes. With the continuous development of Internet technology, new media has opened a new door to information dissemination, and meet the daily needs of the public with efficient and convenient service(Zhang, 2024).In terms of this

study, the effectiveness demonstrated by the cultural exchange groups and official accounts established by WeChat is highly consistent with the trends mentioned in the aforementioned research, which fully highlights the positive effects and important value of WeChat as a social media platform in promoting cross-cultural communication activities. Although WeChat's existing translation function still has certain limitations, there is still room for improvement in providing more profound and systematic cultural content. At the same time, WeChat's powerful social attributes promote instant communication among users, whether it is answering questions and clarifying cultural knowledge or colliding views on cultural phenomena, deepening users' understanding and acceptance of multiculturalism, creating an active and inclusive atmosphere for cross-cultural communication, and promoting the development of communication between users from different cultural backgrounds in a deeper and more comprehensive direction.

In terms of social connectivity, existing research has fully demonstrated the critical significance of social media in maintaining and expanding cross-border social networks, and the results of WeChat's assistance in forming cross-cultural friendships in this study also support this. There is a similar mechanism within social media that acts as a catalyst for the formation of friendships. Internet name, geographic location, profile picture, photo, are all social cues (Fu, 2020). Through the analysis of questionnaire data, it can be seen that the majority of users indicate that WeChat has helped them establish new friendships with people from different cultural backgrounds and maintain close contact with distant friends and family frequently. WeChat plays many positive roles in enhancing social connectivity and promoting the development of cross-cultural social networks. It breaks the limitations of geography and culture, allowing people from different countries and regions to easily establish connections, share lives, exchange emotions and experiences, and build convenient bridges for cross-cultural social interaction. Whether through one-on-one chat windows, dynamic displays in social circles, or video call functions, it greatly narrows the distance between users, stabilizes and deepens relationships between international friends, creates a warm social atmosphere for users in foreign countries, effectively promotes the flourishing

development of cross-cultural social networks, enriches people's social life experiences, and expands the boundaries of interpersonal relationships.

Overall, by integrating our findings with broader related research, we have not only identified the strengths and weaknesses of WeChat in promoting cross-cultural communication but also gained a deeper understanding of potential mechanisms and areas for improvement. This comprehensive analysis lays the foundation for future research directions and the development of evidence-based strategies to enhance the effectiveness of WeChat in promoting language learning, cultural understanding, and social connectivity among international users. It also highlights the need for continuous monitoring and evaluation of the platform's development to respond to the constantly changing needs and behaviors of its global user base.

5.2.3 Discussion on Conceptual Framework

The conceptual framework is the cornerstone of research, providing a blueprint for understanding the relationships between variables. The conceptual framework constructed in this study provides an important foundation and structured approach for understanding the relationship between WeChat usage (independent variable) and international users' language learning, cultural understanding, and social connectivity (dependent variable).

The various dimensions used by WeChat work together on different levels of language learning. From the actual situation, language learning groups are highly active on the WeChat platform, and members actively engage in dialogue and communication, fully verifying the hypothesis that WeChat's various functions can promote the frequency of interaction in language learning. In addition, the grammar and vocabulary resources provided by official WeChat accounts and group chat functions have also been widely used by users. Many users have reported that these resources have played an important role in their language learning process, further confirming the rationality of incorporating these learning resources into the framework and verifying the significance of social media platforms for language learning, providing strong practical support for

conceptual frameworks in the dimension of language learning. In the digital age, social media, as a new type of communication tool, is gradually penetrating widely in the field of education (Zheng, 2024).

The different factors used in WeChat also demonstrate significant influence in the dimension of cultural understanding. In terms of exposure to cultural content, WeChat's Moments, official accounts, and cultural exchange groups have become important windows for international users to learn about multiculturalism. People can browse foreign information shared by international friends in their social circle, and official accounts continue to push various cultural themed articles and videos. Cultural exchange groups also gather users from all over the world, who enthusiastically share their cultural traditions, customs, and values in their respective countries and regions. In cross-cultural communication, mutual understanding and respect are the key to bridging cultural differences and the cornerstone of equal dialogue and communication between different cultures. They enable individuals from different cultural backgrounds to meet and share their highly differentiated personal experiences, perspectives, and values towards life and the world (Lin,2024).This rich and diverse presentation of cultural information allows ideas from different cultural backgrounds to collide and blend with each other, greatly enhancing international users' awareness and understanding of different cultures, further verifying the positive role of WeChat in promoting interaction between users and users from different cultural backgrounds, and strongly supporting the hypothesis in the framework that WeChat can promote users' exposure to diverse cultural content, fully reflecting the important value of WeChat as a cross-cultural communication platform.

The rich functions of WeChat also play a key role in social connectivity. The use of video calls effectively shortens the distance between users and overseas relatives and friends, allowing them to communicate in real-time and truly feel each other's emotions and life status. In terms of social network expansion, WeChat users have attracted friends from different cultural backgrounds to like, comment, and communicate by posting updates on their social circles, showcasing their daily lives and interests. This has further expanded their social circle. The group chat function brings

together users with similar interests, backgrounds, or goals, whether they are international alumni groups, professional academic exchange groups, or cultural interest groups. Users actively interact, share resources, and organize activities within the group, forming a vibrant online community that successfully expands the diversity of social networks and provides strong evidence for the conceptual framework in the dimension of social connectivity, highlighting the important role of WeChat in promoting cross-cultural social network construction. WeChat integrates the functions of many network tools, forming a three-dimensional communication matrix with basic functions mainly including voice, text, images, and videos. It continues the functions of other network communication tools, especially the implementation of short voice messages, which subverts traditional interpersonal communication methods (Wang & Zhu,2014).

5.3 SUGGESTIONS

As above mentioned, the results of this research highlight WeChat's pivotal role in facilitating language learning, enhancing cultural understanding, and strengthening social connectivity among international users. These insights underscore the platform’s potential as a tool for fostering cross-cultural communication in an increasingly interconnected world. To further capitalize on these opportunities, these following details provide actionable suggestions for leveraging WeChat’s capabilities more effectively and offers recommendations for future studies to deepen the understanding of its influence on cross-cultural communication dynamics. The information is presented as follows.

5.3.1 Suggestions from This Study

5.3.1.1 International users of WeChat are encouraged to actively participate in language learning groups available on the platform. Engaging in various language practice activities, utilizing resources from official accounts and mini-programs, and regularly practicing spoken language with group members are effective ways to improve language skills. These efforts can significantly enhance their communication abilities in an interactive and supportive environment.

5.3.1.2 To foster cultural understanding, users should pay attention to multicultural accounts and video content that promote diverse perspectives. Joining cultural exchange groups allows for meaningful interactions where users can listen to and respect different cultural customs, share their own cultural viewpoints, and expand their cultural awareness. Such activities promote tolerance and a broader worldview, enriching cross-cultural experiences.

5.3.1.3 WeChat's social networking features provide a platform to build global connections. By exploring these features, users can meet international friends, learn about their cultural backgrounds, and bridge cultural differences. Regularly sharing personal experiences, interacting with others' posts, and engaging in meaningful conversations can strengthen friendships and reduce misunderstandings, creating a more connected world.

5.3.1.4 In the digital age, privacy and security are paramount. WeChat developers should ensure robust protection of users' personal information, chat records, and data during storage and transmission. Enhancing security measures can build trust among international users, enabling them to engage confidently in cross-cultural communication activities without concerns about privacy breaches.

5.3.1.5 To address language barriers and improve communication, developers should optimize WeChat's translation features. Enhancing the accuracy and fluency of text translations, expanding the capability to translate speech, images, and culturally specific contexts, and introducing real-time voice translation can reduce misunderstandings. These improvements would make WeChat a more effective and user-friendly tool for cross-cultural communication, allowing users from diverse linguistic and cultural backgrounds to interact seamlessly.

5.3.2 Suggestions for Further Study

5.3.2.1 In future research, qualitative research methods should be incorporated alongside quantitative approaches to create a mixed research design. This combination can provide a more comprehensive understanding of WeChat's role in cross-cultural communication. While quantitative methods like surveys reveal general patterns, qualitative approaches such as in-depth interviews, focus group discussions,

and participatory observation can explore individual experiences, emotions, and motivations. For example, researchers could investigate the specific challenges international users face when using WeChat for language learning, their psychological responses to cultural differences during exchanges, and their expectations for building relationships across cultures. This mixed-method approach would capture the complexity of cross-cultural interactions and provide richer, more detailed evidence, enhancing the academic value of the study.

5.3.2.2 A comparative analysis of WeChat with other social media platforms could also be conducted. As social media continues to shape global communication, examining WeChat alongside platforms like Facebook, WhatsApp, and LINE would highlight its unique strengths and weaknesses. This comparison could focus on areas such as language learning tools, cultural exchange opportunities, and social connectivity features. By analyzing aspects like user interface design, functional capabilities, and cultural dissemination modes, researchers can identify how these differences influence cross-cultural communication effectiveness and user satisfaction. Such a study would not only pinpoint areas for WeChat's improvement but also contribute to a broader understanding of how various platforms support cross-cultural interactions in the digital age.

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APPENDIX

QUESTIONNAIE

Questionnaie

Instructions:

This questionnaire is a component of the research study on “The Influence of WeChat on Cross-Cultural Communication: An Analysis of Language Learning, Cultural Understanding, and Social Connectivity Among International Users”. Taking Part is voluntary, and your response will be completely confidential, and all data will reported in an aggregated and anonymous manner. Please carefully read and truthfully respond to each question in the survey. Your participation is greatly appreciated.

Part 1: Demographics Information

Instructions: Please mark √ in the space that best corresponds to the truth.

1.Sex

( ) Male

( ) Female

( ) Other

2. Age

( ) Below 18 years old ( ) 18-23 years old

( ) 24-29 years old ( ) 30-35 years old

( ) 36-40 years old ( ) 41-45 years old

( ) 46-50 years old ( ) Above 50 years old

3. Education Level

( ) Bachelor’s Degree ( ) Master’s Degree

( ) Doctoral Degree ( ) Other

4. Occupation

( ) Student group ( ) Business field

( ) Education field ( ) Culture and Art

( ) Medical and Health Care ( ) Service trade

( ) Science and Technology ( ) Other

5. What is your proficiency level in your native language?

( ) Beginner ( ) Intermediate

( ) Advanced ( ) Native speaker level

6. Do you frequently use WeChat?

( ) Used multiple times a day ( )Not used every day

( ) Occasionally used ( )Rarely used

7. Nationality (Please write down the country name)

Part 2: WeChat Usage Patterns

Instructions: Please mark (√) in the blank space that best corresponds to the truth.

WeChat Usage Patterns	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
1. I frequently use WeChat for communication with individuals from different cultural backgrounds.					
2. WeChat's group chat feature helps me stay connected with international friends and colleagues.					
3. I rely on WeChat's voice and video call functions for real-time cross-cultural communication.					
4. I use WeChat Moments to engage with content shared by international users, helping me stay updated on their cultural activities.					
5. WeChat's language translation feature makes it easier for me to communicate with people from other countries.					
6. I actively participate in WeChat groups focused on cultural exchange and language learning.					
7. I use WeChat's official accounts and channels to learn more about different cultures and global events.					

WeChat Usage Patterns	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
8. WeChat helps me maintain social connections with people I have met through cross-cultural experiences.					
9. I find WeChat's interface user-friendly for managing conversations across different languages and cultures.					
10. WeChat plays an essential role in helping me develop a deeper understanding of diverse cultural practices through everyday interactions.					

Part 3: Language Learning

Instructions: Please mark (√) in the blank space that best corresponds to the truth.

Language Learning	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
1. I use WeChat to enhance my language skills by engaging in conversations with native speakers from various countries.					
2. WeChat's translation feature assists me in understanding foreign languages during conversations with other users.					
3. The language learning groups on WeChat provide valuable resources and support to help me improve my language proficiency.					
4. Participating in voice and video calls on WeChat allows me to practice speaking and listening skills in foreign languages.					
5. I frequently exchange language learning tips and resources with users from diverse cultural backgrounds on WeChat.					
6. WeChat’s interactive features, such as emojis, stickers, and multimedia, contribute to my understanding of new languages.					

Language Learning	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
7. Through WeChat Moments, I am exposed to new vocabulary and phrases in foreign languages by viewing shared content.					
8. I actively participate in WeChat's language exchange groups to improve my fluency in languages I am learning.					
9. WeChat has significantly improved my ability to write and read in foreign languages.					
10. Using WeChat for language learning has boosted my confidence in communicating in different languages.					

Part 4: Cultural Understanding

Instructions: Please mark (√) in the blank space that best corresponds to the truth.

Cultural Understanding	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
1. WeChat enhances my understanding of various cultural practices through conversations with international users.					
2. WeChat's translation feature supports my comprehension of different languages in cross-cultural exchanges.					
3. Participating in WeChat cultural exchange groups broadens my knowledge of diverse cultural traditions.					
4. WeChat enables me to observe and appreciate communication styles from various cultural backgrounds.					
5. Engaging with people from different cultures on WeChat has increased my awareness of cultural diversity.					
6. I use WeChat to explore social norms and customs of users from other countries.					
7. WeChat Moments expose me to different cultural perspectives					

Cultural Understanding	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
through shared posts and experiences.					
8. Through WeChat, I have developed a greater appreciation for the values and beliefs of other cultures.					
9. WeChat helps me address and overcome misunderstandings due to cultural differences.					
10. WeChat has improved my ability to navigate interactions with people from diverse cultural backgrounds.					

Part 5: Social Connectivity

Instructions: Please mark (√) in the blank space that best corresponds to the truth.

Social Connectivity	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
1. WeChat enables me to build meaningful relationships with people from diverse cultural backgrounds.					
2. I regularly use WeChat to keep in touch with friends and acquaintances from other countries.					
3. WeChat strengthens my social connections with people from various cultural backgrounds.					
4. Through WeChat, I engage in online communities that foster cross-cultural interaction.					
5. Group chats on WeChat enhance my social bonds with people from different cultural backgrounds.					
6. I feel a stronger connection with international friends due to WeChat's social features.					
7. WeChat Moments keeps me informed about the lives of friends from various cultural contexts.					
8. WeChat improves my ability to start and sustain friendships across different cultures.					

Social Connectivity	Agreement Level				
	5 Highest	4 High	3 Medium	2 Low	1 Very low
9. WeChat helps create a global community by enabling social networking across borders.					
10. I engage in meaningful social exchanges with people from diverse backgrounds using WeChat's social features.					

Part 6: Additional Comments

Please use this space to provide any additional comments or insights regarding “The Influence of WeChat on Cross-Cultural Communication: An Analysis of Language Learning, Cultural Understanding, and Social Connectivity Among International Users”.

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THANK YOU

BIOGRAPHY

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