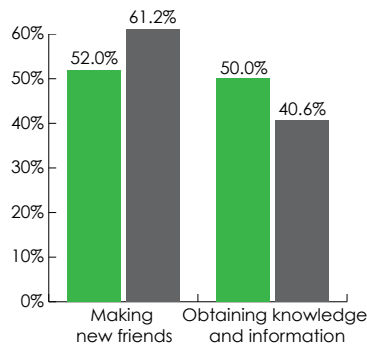


# CAN WECHAT PROVIDE LEARNING FOR CHINA'S MIGRANT WORKERS?

## A Study on WeSupport, a WeChat-based Learning Platform

FEMALE PARTICIPANTS USE WECHAT MORE TO OBTAIN INFO AND HAVE MORE PUBLIC ACCOUNTS

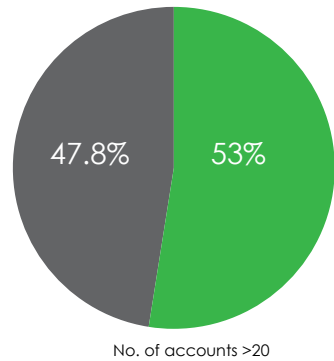


**64%**

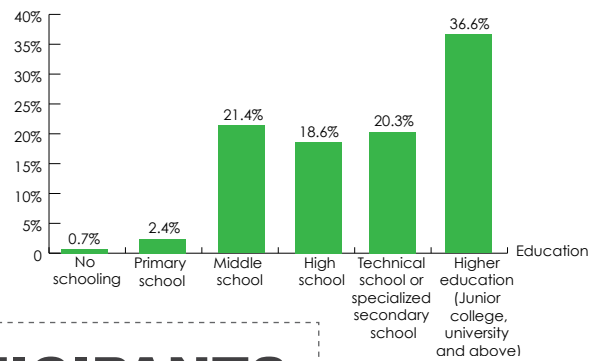
SAY WECHAT HELPS TO MAKE NEW FRIENDS

**4** OUT OF **10**

PARENTS SAY WECHAT IS KEY TO STAYING CONNECTED WITH THEIR CHILDREN



WECHAT USERS ARE HIGHLY EDUCATED



### 567 SURVEY PARTICIPANTS



**PARENT WORKERS**

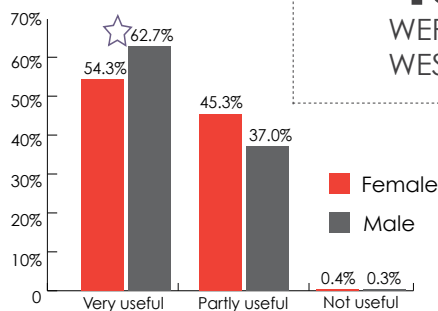


**LINE MANAGERS**



**YOUNG WORKERS**

MALE/LESS EDUCATED USERS FIND WESUPPORT MORE USEFUL



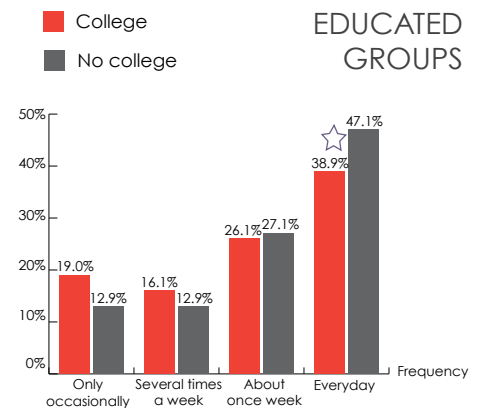
**43%**

WERE INTRODUCED TO WESUPPORT BY FRIENDS

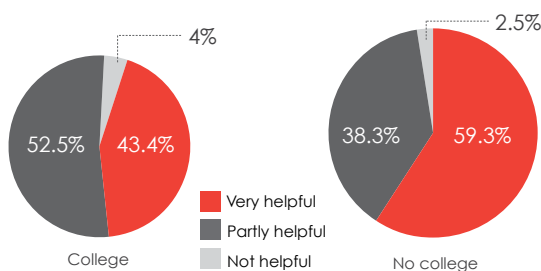
**62%**

PARENTS SAY WESUPPORT HELPED COMMUNICATION WITH CHILDREN

FREQUENCY OF BROWSING WESUPPORT IS HIGHER AMONG LESS EDUCATED GROUPS



WESUPPORT WAS PARTICULARLY HELPFUL FOR LESS EDUCATED LINE MANAGERS



YOUNG WORKERS UNDER THE AGE OF 19 FIND THE YOUNG WORKER CONTENT MOST USEFUL

