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

Male/less educated users find WeSupport more useful.

43% were introduced to WeSupport by friends.

62% say WeSupport helped communication with children.

WeSupport was particularly helpful for less educated line managers.

Young workers under the age of 19 find the young worker content most useful.

Frequency of browsing WeSupport is higher among less educated groups.