Motivation and Exploration of "Learning Power" App Users

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Abstract: In the digital era, learning methods are changing rapidly. Mobile learning applications have gradually become an important way for people to acquire knowledge and improve their skills due to their convenience, interactivity and personalization. Among them, "Learning Power" serves as a popular learning application, and the motivation and exploration behavior of its user groups are of great significance to understanding user needs, optimizing product functions and improving user experience. This study aims to explore the use motivation and exploratory behavior of "Learning Power" application users in order to provide a useful reference for the sustainable development of the application. The popularization of the Internet has brought about profound changes in human society. The "Learning Power" App is a comprehensive and innovative platform created with the core concept of "Learning to be strong," facilitating the study of consortium ideology and theory for the outstanding consortium members. It aggregates a large number of comprehensive resources, including free periodicals, forums on current affairs, movies and books, rich in knowledge, comprehensiveness, and news. After analyzing the survey questionnaires of app users, it can be found that customer motivation is subject to change. The "Learning Power" app has adjusted its platform operation program to meet user needs based on customer feedback and requirements. Moreover, as new sections are constantly being added to "Learning Power", the focus shifts to gaining user trust and encouraging the use of newly created modules.

Keywords: Learning Power; Learning; Users; Motivation to Use; Diverse Needs

1. The General Orientation of a Strong Learning Nation

1.1 Positioning at the Time of Establishment

Highlighting mainstream ideology in the decentralized and noisy online virtual space has become the most important task in building the uniqueness of China's thinking in the new era [1]. The app aims to provide massive, free graphic and audio/video learning resources with five signature features: rich learning resources, Learning Stronger, video learning, online quizzes, and learning points. Since its nationwide launch on New Year's Day in 2019, [1] the "Learning Power" app has evolved from primarily serving outstanding consortium members to catering to a broader audience. Initially, users might start using the platform out of obligation, but as they become familiar with it, they recognize its advantages for learning and embrace its concepts willingly [2].

1.2 Reliance on Innovation During Development

In the process of development, relying on innovation is the core force driving the "learning ability" application forward. Take a well-known learning platform as an example, it always adheres to innovative ideas in the process of development, constantly launches new functions and optimizing user experience. According to statistics, in the past five years, the platform has been updated by more than 10 iterations per year, including some disruptive innovations. For example, the platform takes the lead in introducing intelligent recommendation algorithm, which recommends personalized learning resources for users according to their learning behaviors and preferences, which greatly improves the learning efficiency and satisfaction of users. Innovation is not only reflected in the product functions, but also reflected in the deep insight

and satisfaction of user needs. Through a large number of user research and data analysis, the platform finds out the pain points and difficulties existing in the learning process of users, and then develops targeted solutions. For example, in view of the lack of learning resources reported by users, the platform actively cooperates with major educational institutions to introduce high-quality course resources and enrich users' learning choices.

In addition, the platform also focuses on using new technologies to improve the user experience. For example, artificial intelligence and big data technology are used to realize the accurate analysis and prediction of users' learning behavior, so as to provide users with more personalized learning paths and recommendations. At the same time, the platform also constantly optimizes the interface design and interaction mode, so that users can feel the more smooth and more convenient experience in the process of use.

It is by virtue of this concept and practice of constantly relying on innovation in the development process that the platform can stand out in the fierce market competition and become one of the learning platforms trusted and loved by users. This also fully demonstrates the important role of innovation in promoting the development of "learning ability" applications.

2. Learning Platform is Comprehensive and Innovative

The comprehensiveness and innovation of learning platform are the key elements of constructing efficient learning ecology. In terms of comprehensive aspects, an excellent learning platform should have diversified learning resources, covering the knowledge system of different disciplines, fields and levels. Take a well-known online learning platform, for example, which integrates more than 100,000 online courses, covering the whole stage from basic education to higher education, and meeting the needs of different learners. At the same time, the platform also provides rich interactive functions, such as online discussion, homework submission and real-time q & A, providing learners with a full range of learning support.

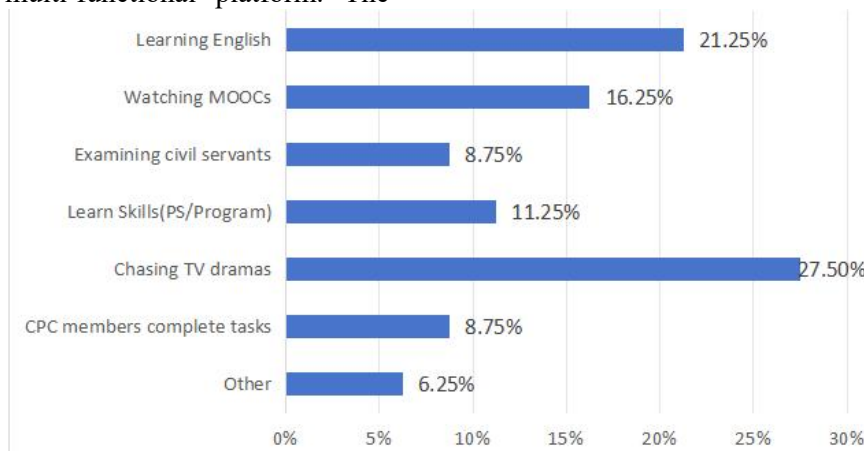In terms of innovation, learning platforms need to constantly explore new teaching models and technology applications to improve the learning experience and effect. For example, in recent years, artificial intelligence technology has been widely used in the education field. A learning platform uses artificial intelligence technology to provide learners with personalized learning path recommendation and intelligent guidance, which effectively improves the learning effect. In addition, the platform also introduces virtual reality and augmented reality technology to provide learners with an immersive learning experience, making learning more vivid and interesting.

Comprehensive and innovation do not exist in isolation, but are mutually reinforcing and common development. A highly comprehensive learning platform can provide more resources and space for innovation, and innovation can continuously improve the comprehensive performance of the platform. Therefore, in the construction of a learning platform, it is necessary to pay attention to balance and synthesis, not only to ensure the richness and diversity of resources, but also to constantly explore new teaching modes and technology applications, so as to promote the sustainable development and progress of the learning platform.

It is the first internet learning platform for China's outstanding consortium members, leveraging internet and 5G network technologies. It integrates multiple functions into one platform, catering to diverse user needs. The app offers a vast array of resources, with over 180 first-level columns in 17 sections on the computer side and 38 channels in two sections on the mobile side. It meets both academic and leisure needs, catering to users of all ages. Integration with office software enhances user experience, offering seamless association with other apps. Analyze users' subjective evaluations of the Learning Power app across three dimensions: purpose of use behavior, user demographics, and political affiliation. A total of 80 users were surveyed using a questionnaire-based method.

Figure 1. represents the statistics of 80 users on the usage of the Learning Power APP, revealing that the use of Learning Power is not just for the majority who initially understood this APP as a platform for outstanding consortium members to learn about history. People frequently use the "cultural" features of Learning Power. However, as users become

more familiar with it, they continually explore and accept its entertainment capabilities and the integration of entertainment with culture.

In everyday life, most people choose apps like "CCTV News" and "People's Daily" for news, and apps like "Tencent Video" and "Douyin" for entertainment and leisure. The software that integrates numerous information functions into one platform is yet to be widely seen, but the Learning Power APP strives to achieve this, transforming all user needs into a multifaceted application unit, enabling users to study, watch dramas, and enjoy leisure activities all within a single app, truly becoming a multi-functional platform. The

diversified development of software not only saves users a significant amount of time switching between apps but also fulfills a broad range of user needs more substantially.

Moreover, many articles about the "five hidden uses" of Learning Power have been released, aiding students in accumulating materials for language arts, watching films and dramas online, participating in the Chinese Poetry Congress, compiling commentaries and character materials for public exams, researching graduate school admissions information, learning about current hot industries and employment trends, and more.
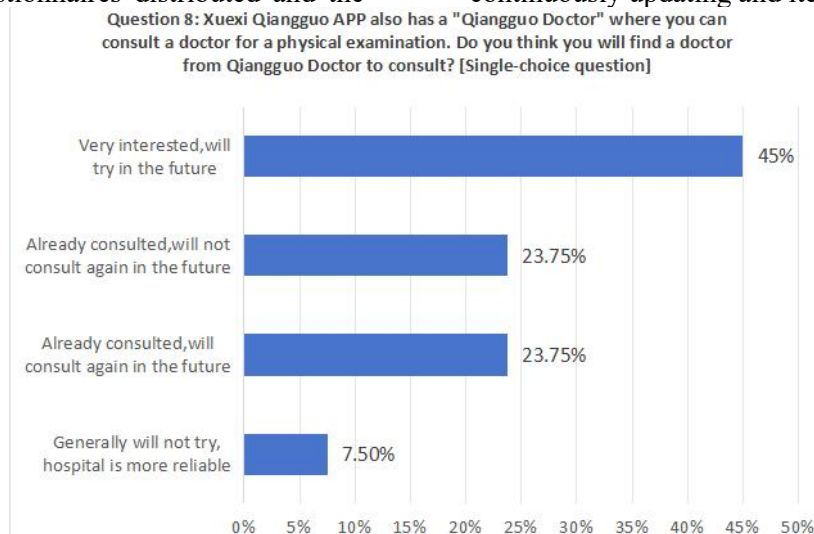

Figure 1. Statistical Chart of Respondents' Intention to Use the Learning Power App

Analysis of Figure 2 shows that the recently upgraded and relaunched "Strong Country Doctor" module within this cultural and educational APP has sparked my curiosity about its appeal to other users. Among the 80 users surveyed, 45% have not tried but are interested in this module. Although the number of questionnaires distributed and the

actual number of registrations for the Learning Power platform vary significantly, the sampling still shows a general anticipation for new things. They are hopeful about the platform's innovations.
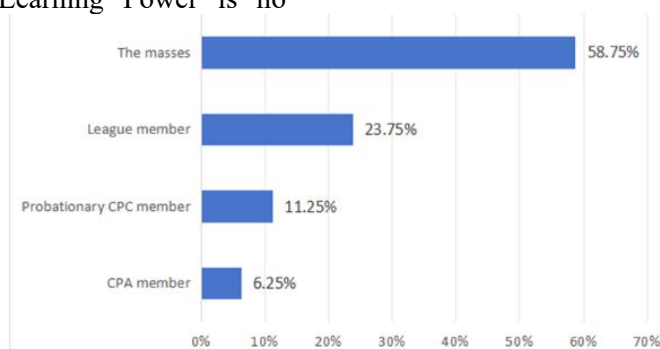
Thus, it is evident that Learning Power is adapting to changes in various populations and continuously updating and iterating itself.

Figure 2. Respondents' Feedback on the Opening of Dr. Strong Country

Analyzing from the political profiles of users in Figure 3, most of those who initially registered with Learning Power were outstanding consortium members. The positioning of Learning Power at the outset was as a platform "based on outstanding consortium members and oriented towards society." However, sampling shows that the target audience for Learning Power is no longer singular but diversified. The Learning Power APP's utility for each type of user is steadily increasing, and individuals from any age group can find relevant content on the Learning Power platform. This richness of carriers, innovation in forms, and activation of expression achieve a refined and tangible dissemination of theory [3].

Figures 3. Statistical Chart of Political Affiliation of Respondents

3. Internal Drivers of Learning Power App Development

3.1 Individual User Incentives for App Updates

The design of the discovery reward mechanism needs to fully consider the psychological needs and behavioral habits of the users. For example, by introducing the competition of competition mechanism, the formation of learning competition between users, can effectively stimulate users' learning motivation. At the same time, according to the user's learning progress and results, give different levels of rewards, can better meet the sense of user achievement. In addition, citing the famous psychologist Maslow's hierarchy of needs theory, it can be found that by updating the reward strategy, it not only meets the basic needs of users, but also further stimulates the self-realization needs of users, thus improving the overall satisfaction of users with the application.

Individual users' rewards for app updates play an important role in boosting user engagement and retention. By designing a reasonable reward mechanism and combining with users 'psychological needs and behavior habits, users can effectively stimulate their learning motivation and improve users' loyalty and satisfaction with applications. In the future, more learning applications will continue to explore more innovative reward strategies to better meet the needs of users and drive the continuous development of learning applications.

Based on relevant survey data and analysis, it has been found that during the use of the Learning Power APP, users' initial intentions gradually change from indifference to deep engagement. During this period, as learning deepens and users gain a more profound understanding of our country's historical events and traditional culture, their love for our motherland intensifies, along with a stronger sense of national honor and mission, gradually expanding their knowledge in other areas. Learning Power provides them with positive red knowledge, transitioning them from passive information receivers to active learners. As a fully independent software, "Learning Power" can share its content and resources to other social platforms, enabling one-click sharing directly with mainstream new media platforms such as Weibo, WeChat, Moments, QQ, etc., facilitating interaction with friends, family, and colleagues, and enhancing the breadth of content dissemination [4].

3.2 User Emotional Changes in the Process

Although initially, users of the Learning Power platform may have primarily been motivated by scoring points, as learners' awareness increases and the Learning Power App continues to improve, the platform strives to meet the needs of each user, stimulating

their enthusiasm and thus reflecting their motivation for use, creating a continuous process of change. With the ongoing updates to Learning Power, users' selectivity and autonomy in learning have greatly enhanced, and their motivation for learning has shifted from merely achieving scores to willingly learning and desiring to learn more about the country's history, enriching their knowledge and perspectives, acquiring more life skills, and expanding their social networks. Additionally, Learning Power effectively promotes user interaction, which not only facilitates better learning but also reflects the dynamic learning needs and mindsets of users during their engagement with it. According to research by Bryant and Zellman, people choose different entertainment program contents based on changes in their mindset [5]. For example, under stress, they may seek programs that soothe their emotions to calm their hearts; when calm, they may prefer more exciting and challenging programs to enhance their mindset.

3.3 Interaction between the APP and the User

Studying the desire to use, behavioral habits, and long-term willingness to use of users of Learning Power, with a view to discovering the correlation between them. After the survey, users of Learning Power are passionate about continuously expanding their knowledge, improving their skills, broadening their horizons, and practicing their applications. In the process of learning, with the slow accumulation of knowledge, the Learning Power APP upgrades and innovates at the right time, enriching the platform content according to the statistics of users' reading or learning, so that more users enter the Learning Power team and slowly form a kind of learning trend, thus quietly influencing people's actions in a dynamic way, enriching people's lives and meeting the needs of everyone's spiritual and cultural life [6]. As people are eager to learn the latest news, their motivation will be stimulated by the outside world and then change their behavior. The external stimulus will also trigger the internal driving force, which will push them to continuously improve and enhance their experience, thus constituting an orderly cycle system, which will allow them to continuously

improve and enhance their level of use. With its diverse and pluralistic information, the platform of Learning Power has gained a stable and reliable user flow, and users have also stocked up knowledge from the platform, which satisfies the needs of both culture and entertainment. Moreover, the Learning Power APP also plays the function of core value education and constantly draws the essence from excellent traditional Chinese culture [7]. Although mainstream news belongs to the content that should be treated seriously, it is also necessary to use a way that is more acceptable to the people to ensure the quality of news delivery [8]. Due to the rapid development of Internet media, the "Learning Power" App adopts the "Internet +" form of communication to develop innovation, using a variety of carriers to beautify the boring text and get rid of the previous monotonous plane information [9]. Then, as a user of Learning Power, he or she learns with demand and is empowered for new development. In order to give full play to the advantages of the "Learning Power" learning platform. For all kinds of people to meet different needs and empowerment [10].

In today's world, where information is constantly flooding in from every direction, the Learning Power platform stands out as a beacon of knowledge and cultural enrichment. It not only serves as a one-stop shop for news and updates but also acts as a powerful tool for personal and intellectual growth. The diverse content on the platform ensures that users of all ages and backgrounds can find something that resonates with them, whether it's the latest scientific advancements, trending cultural topics, or insights into ancient wisdom.

The Learning Power platform's ability to blend serious news with engaging content is a testament to its commitment to quality and innovation. It avoids the pitfalls of traditional news delivery by presenting information in a way that is both informative and entertaining. This approach not only keeps users engaged but also encourages them to delve deeper into topics that interest them.

Moreover, the Learning Power platform leverages the power of the internet to connect users with a global community of learners. This allows individuals to share their insights, ask questions, and collaborate on projects, further enriching their learning experience.

The platform's interactive features also foster a sense of community and belonging, making the learning process more enjoyable and meaningful.

4. Conclusion

By prioritizing user experience and feedback, the Learning Power app aims to serve a diverse user base and contribute to national development goals. Its adaptability and commitment to innovation position it as a valuable tool for lifelong learning and cultural enrichment in the digital age.

Analyzing user feedback and behavior patterns helps the Learning Power app continuously refine its features and offerings, fostering a mutually beneficial relationship between the app and its users. By placing user experience and satisfaction at the forefront, the app serves as a valuable resource for individuals of all backgrounds, reinforcing the notion that it caters to the broader public rather than a specific demographic.

The ongoing evolution of the Learning Power app reflects a commitment to comprehensive reform and societal advancement. By embracing technological advancements and leveraging user input, the app contributes to the broader goals of economic optimization, poverty alleviation, and rural revitalization. Furthermore, the app serves as a testament to the potential of technology to enhance learning experiences and promote cultural exchange in the modern era.

In conclusion, the emergence of the Learning Power app signifies a significant step forward in the realm of educational technology. By providing a diverse array of resources and fostering a dynamic learning environment, the app empowers users to expand their knowledge, skills, and perspectives. As society continues to evolve, the Learning Power app stands poised to play a pivotal role in shaping the future of education and cultural exchange, ultimately contributing to the realization of a stronger, more informed society.

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