



CCR CSR invites you to attend the launch of our newest study ***"Can WeChat Provide Learning for China's Migrant Workers? A Study on WeSupport, a WeChat-based Learning Platform"***, which takes place in Beijing on December 12, 2016.

“微信联动你我：瑞联稚博关于微信在线学习平台——微助知识库的研究”将于2016年12月12日在北京召开发布会。

With over 700 million active users, WeChat has dramatically changed the way people in China embrace and use mobile technology in their daily lives. Tapping into WeChat's reach and potential, CCR CSR launched an eLearning platform, known as "WeSupport eLearning Platform", on WeChat in 2015. This platform seeks to support migrant parent workers, young workers and line managers working in factories through weekly knowledge-sharing. In order to assess the degree to which this platform has responded to the needs of China's migrant workers, CCR CSR conducted a survey. Close to 600 workers, the majority of whom migrated from the countryside and worked in factories spanning over 7 industries, participated.

在中国，拥有超过8亿活跃用户的微信，显著地改变了人们日常交流和使用移动科技的方式。鉴于微信广泛的用户基础和发展潜力，瑞联稚博于2015年发布了一款基于微信的在线学习平台——“微助知识库”。这个平台通过每周推送相关的知识和技能，为工厂工作的打工父母、青年工人和一线班组长提供支持。为了评估这一平台在多大程度上满足了外来务工人员的需求，瑞联稚博开展了本研究。在参与调查的近600名工人中，大部分人来自农村，所工作的行业超过7个。

During the launch, we will present the many interesting findings the study has uncovered, including characteristics, online habits and interests of WeSupport users, differences in attitudes towards eLearning vis-à-vis gender and education levels and some of the challenges that need to be addressed to make eLearning more accessible to those who need it most.

在即将召开的发布会中，我们将展示多项有趣的发现，包括“微助知识库”用户的不同特征、网络习惯、兴趣，用户的性别和教育水平与对待平台的不同态度之间的关系，以及将在线教育带给最需要的人群所需要解决的问题和挑战。

There will also be two panels that will take further the discussions on how migrant workers can be better supported through mobile-based learning.

现场还将有两场专题研讨，关注如何借助在线学习平台和移动技术更好地为外来务工人员提供支持。

We sincerely hope you can join us.
我们诚挚地邀请您的参加。

The CCR CSR Team,
瑞联稚博