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INTEGRATED NEW MEDIA OPERATION MODEL FOR INTELLIGENT TALENT ASSESSMENT PLATFORMS: THE PATH OF QR CODE ACTIVATION AND CONTENT- DRIVEN ENGAGEMENT



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Abstract: Against the backdrop of the digital economy, intelligent talent assessment platforms are shifting from a "tool-oriented" to an "operation-oriented" paradigm. Based on the pilot practice of a specific platform, this paper proposes and analyzes an integrated operational path of "new media content drainage + QR code activation." The research indicates that this path enhances users' perceived usefulness through storytelling content and significantly lowers the barrier to entry via the QR code mechanism, thereby markedly improving assessment activation and completion rates. The paper constructs an operational framework of "Content Reach -> QR Code Activation -> Online Assessment -> Report Interpretation -> Service Conversion," summarizing the model's advantages in replicability and its potential risks, such as channel dependency and data security. Finally, it provides concrete practical recommendations for platform providers, partner institutions, and career consultants.

Key words: Intelligent Talent Assessment; New Media Operations; QR Code Activation; Content Funneling; Career Education.

Annotatsiya: Raqamli iqtisod sharoitida intellektual islohotlarni baholash platformalari "vosita yo'naltirilgan" paradigmasidan "operatsion yo'naltirilgan" paradigmasiga o'tmoqda. Ushbu maqola muayyan platformaning pilot amaliyotiga asoslanib, "yangi media kontent oqimi + QR kod aktivatsiyasi"ning integratsiyalashgan operatsion yo'lini taklif qiladi va tahlil qiladi. Tadqiqot shuni ko'rsatadiki, bu yo'l foydalanuvchilarning idrok etilayotgan foydasini hikoya qilish asosidagi kontent orqali oshiradi va QR kod mexanizmi orqali kirish to'siqini sezilarli darajada pasaytiradi, shu bilan baholash aktivatsiyasi va yakunlanish ko'rsatkichlarini yaxshilaydi. Maqola "Kontent Yetkazish -> QR Kod Aktivatsiyasi -> Onlayn Baholash -> Hisobotni Izohlash -> Xizmatga O'tkazish" operatsion strukturasini quradi, modelning takrorlanishidagi afzalliklarini va kanal bog'liqligi va ma'lumotlar xavfsizligi kabi potentsial xavflarni umumlashtiradi. Yakunida, platforma ta'minlovchilari, hamkor muassasalar va karyera maslahatchilari uchun an'amviy amaliy tavsiyalar taqdim etiladi.

Kalit so'zlar: Intellektual Islohotlarni Baholash; Yangi Media Operatsiyalari; QR Kod Aktivatsiyasi; Kontent Oqimi; Karyera Ta'limi.

Аннотация: В условиях цифровой экономики платформы интеллектуальной оценки талантов переходят от «инструментально-ориентированной» к «операционно-ориентированной» парадигме. На основе пилотной практики конкретной платформы в данной статье предлагается и анализируется интегрированный операционный путь «привлечения трафика через контент в новых медиа + активация QR-кодом». Исследование показывает, что этот путь повышает воспринимаемую полезность для пользователей через контент, основанный на историях, и значительно снижает порог входа за счет механизма QR-кода, тем самым заметно улучшая показатели активации и завершения оценки. В статье строится операционная рамка «Охват контентом -> Активация QR-кодом -> Онлайн-оценка -> Интерпретация отчета -> Конверсия в услугу», обобщаются преимущества модели в возможности репликации и ее потенциальные риски, такие как зависимость от канала и безопасность данных. В заключение представлены конкретные практические рекомендации для провайдеров платформ, партнерских учреждений и карьерных консультантов.

Ключевые слова: Интеллектуальная Оценка Талантов; Работа в Новых Медиа; Активация QR-кодом; Контентная Вовлеченность; Карьерное Образование.

1. INTRODUCTION

In the thriving platform economy, while intelligent talent assessment tools have become highly digitalized, their promotion often falls into the predicament of “advanced tools, but few users.” Concurrently, new media has become the main channel for young people to obtain career information [4,5]. How to efficiently reach and activate target users through these channels has become a critical challenge in both theory and practice.

In my own platform practice, I have to admit that what often determines the success or failure of a project is not the sophistication of the assessment model, but whether the users (students, teachers) are willing and able to easily complete that “first click” in a real-world scenario. This “last mile” implementation challenge is the focus of this research.

Based on this, this paper aims to answer three core questions: (1) How do new media content and the QR code mechanism synergize to form an efficient conversion path? (2) What are the advantages and limitations of this path in terms of activation rate and completion rate compared to traditional methods? (3) What are the key governance points for the successful implementation of this model? The contribution of this paper lies in organically connecting digital talent assessment research with new media operation practices and extracting a set of reusable operational frameworks.

2. LITERATURE REVIEW AND FRAMEWORK

Existing research reveals a threefold gap. Firstly, digital talent assessment studies often focus on tool validity and platform architecture [1], neglecting the operational mechanisms of “how to get users to actually use” the tools. Secondly, although the Technology Acceptance Model (TAM/UTAUT) clarifies the core role of perceived usefulness and ease of use [2,3], there is little systematic application of these principles in the design of new media operations. Furthermore, QR code marketing [6] and WeChat ecosystem research [7] demonstrate the effectiveness of connecting online and offline, but have not been deeply integrated with the talent assessment context.

In view of this, this paper constructs an integrated operational framework (See Figure 1), merging front-end new media content reach (enhancing perceived usefulness), the middle-stage one-click QR code activation (enhancing perceived ease of use), back-end report interpretation and services, and an underlying data feedback loop into a unified analytical perspective, providing a structural basis for subsequent analysis.

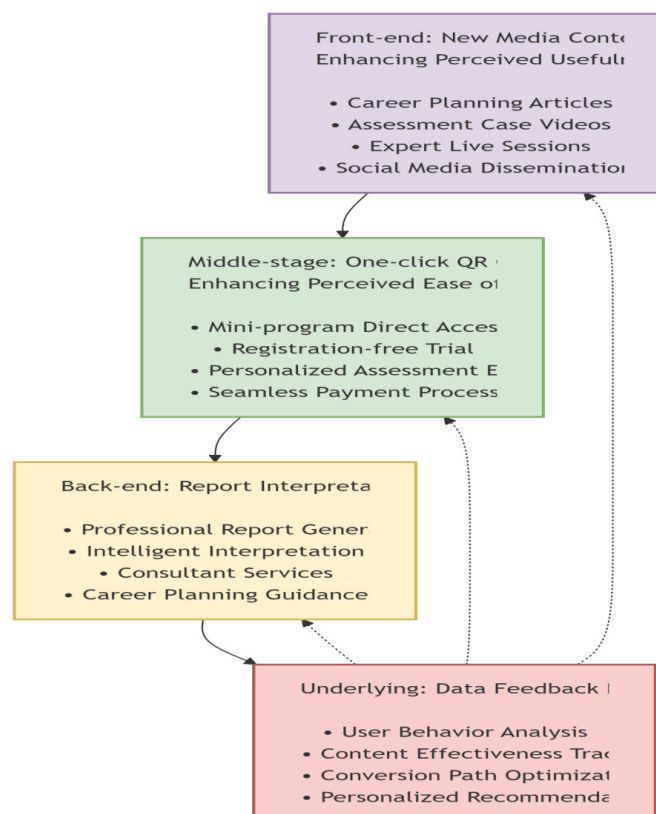


Figure 1. The Integrated Operational Framework of «New Media Content + QR Code Activation»

3. RESEARCH METHODOLOGY

This study adopts a case analysis approach, focusing on an intelligent assessment mini-program platform targeting students and early-career professionals. During the pilot run, the platform collaborated with schools, training institutions, and individual consultants to deploy three typical operational scenarios:

Video Channel Content Funneling + On-site Lecture Scanning: Career planning case studies were delivered via short videos, followed by QR code scanning during offline lectures.

Class/Community Push + E-poster Scanning: Electronic posters containing QR codes were distributed in class groups, allowing students to scan at their convenience.

Consultant One-on-One Distribution: Consultants sent personalized QR codes via WeChat before sessions, requiring clients to complete the assessment.

Data were sourced from anonymized backend records (e.g., scan counts, completion rates) and unstructured interviews with partner consultants. The analysis primarily employed descriptive and comparative methods.

4. ANALYSIS AND RESULTS

4.1 Content Strategy: From Information Push to Value Co-creation

The research found that simply pushing “assessment links” is ineffective. The successful strategy involved “storytelling”: presenting cases like “high school student Xiao Lin” through video channels, showcasing their confusion and enlightenment through interest and personality assessments, and visually displaying report charts and “next-step suggestions.” This essentially translates the abstract “usefulness of assessment” into a tangible value proposition for users, laying the psychological groundwork for subsequent behavioral conversion.

4.2 QR Code Activation: The Key to Simplifying Complex Operations

In this model, the QR code acts as a “behavioral folder.” Whether “scanning while listening” during a lecture or using printed cards for “delayed activation,” it simplifies the complex process of “searching-logging in-finding” into a single action of “scanning-clicking.” From a very practical point of view, whether a student completes the assessment often hinges on whether their phone displays an irrelevant video or a direct assessment page at that critical moment. Backend data indicated that in activities employing this mechanism, assessment completion rates stabilized in the 85%–95% range, significantly outperforming the traditional link distribution method.

4.3 From Assessment to Service: Building Trust and a Data Loop

Assessment completion is not the end goal. The platform enhanced report usability through structured reports (featuring a key findings summary on the first page) and actionable “next-step suggestions” (e.g., «suggest scheduling an in-depth consultation»). Follow-up interpretation by consultants further solidified trust. Preliminary data showed that most users found the reports «easy to understand» and «valuable for reference.” This practice initiated a “content-assessment-consultation” data feedback loop, providing a basis for continuous optimization.

4.4 Model Advantages, Risks, and Success Factors

Advantages include: 1) Significantly lowering the barrier to entry; 2) Building trust through front-loaded content; 3) Seamless integration with offline educational settings; 4) High replicability. Risks involve: 1) Dependence on a single channel (e.g., WeChat); 2) The challenge of balancing content engagement with professional depth; 3) Data privacy and security concerns arising from increased data flow. Success Factors depend on: the platform’s technical and data analytics capabilities, the willingness of partner institutions to engage with new media, and the consultants’ ability to transform a one-time assessment into an ongoing consulting action.

5. CONCLUSION AND RECOMMENDATIONS

This study confirms that the integrated path of “new media content funneling + QR code activation” effectively addresses the “difficult implementation” problem of intelligent talent assessment. It elevates new media from a mere “promotional channel” to a “tool for value delivery” and achieves ultimate simplification of the user path through QR codes.

Practical recommendations are as follows:

For Platform Providers: Establish cross-departmental teams integrating technology, content, and operations to continuously optimize the entire user experience path.

For Partner Institutions: Integrate assessment and new media content into the overall career education plan, creating multiple touchpoints.

For Career Consultants: Fully utilize backend data to transform a one-off assessment into a complete service cycle of “content-assessment-consultation-review.”

Research Limitations and Future Directions: This study is exploratory. Future research could conduct quantitative validation with larger samples, directly measuring user perceptions by incorporating TAM/UTAUT models, and explore adding intelligent recommendation functions based on user behavior to further enhance conversion and decision-making quality.

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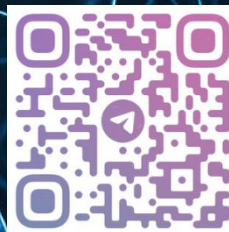
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