The Coping Strategies of Information Dissemination of Sports Emergencies in Colleges and Universities in the New Media Age

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ABSTRACT. In recent years, sports emergencies in Colleges and universities have occurred frequently. It not only affects the normal school order, but also affects the construction of a harmonious socialist society to a certain extent. The influence of network public opinion is gradually expanding, and the right to speak is no longer controlled by the traditional media alone. In the process of reporting emergencies, the formation of public opinion is more complicated due to the rapid development of new media. This paper focuses on the analysis of the impact of new media technology on College emergency response. And from the university public opinion monitoring, psychological intervention mechanism and ideological and political education three aspects try to analyze the university emergency response strategy. After a public outcry, the new media should make full use of the charisma of celebrities. Set agendas for relevant reports, sparking public attention and guiding public opinion. Colleges and universities need to strengthen management internally and improve the professional conduct of scholars. It is also necessary to use the driving force of new media to call on the government and the community to pay attention to college issues. Thereby promoting the establishment of a benign mechanism in colleges and universities.

Keywords: Emergencies; New Media; Benign Mechanisms

1. Introduction

In recent years, sports emergencies in Colleges and universities have occurred

frequently. It not only affects the normal school order, but also affects the construction of a harmonious socialist society to a certain extent. New media refers to a new form of media based on digital information technology and characterized by interactive communication [1]. Such as digital magazines, digital newspapers, digital broadcasting, mobile televisions with short messages on mobile phones, micro-blogs, micro-messaging, etc. [2]. With the help of new media, relevant information has been disseminated at an alarming speed. Emergency information release relies more and more on the real-time updating and fissile diffusion ability of the powerful new network technology of new media. If not handled properly, it is easy to magnify events and affect campus and social stability [3]. Education has always been the focus of social attention. Higher education carries the great expectations of the country, society, family and individual students. Therefore, important events in the field of higher education often touch people's nerves and sometimes become social hotspots. With the development of the Internet, new media has penetrated the daily life of college students [4]. Subtle influence on their living habits, ways of thinking and values. It also poses new challenges to the crisis management of colleges and universities, especially colleges and universities.

Many colleges and universities often only seek to fulfill their responsibility to inform the leaders and superior authorities in a timely manner after an incident that may cause grievances, and then wait for the guidance and intervention of the superior administrative order. This phenomenon reflects that some colleges and universities are still deeply influenced by the inertia of the planned economy [5]. It shows strong administrative dependence and lacks self-consciousness. In the process of reporting emergencies, the formation of public opinion is more complicated due to the rapid development of new media. The influence of Internet public opinion is gradually expanding, and the right to speak is no longer controlled by traditional media alone [6]. People use Weibo and Weixin as "self-media" to make their own voices and show strong public influence. With the huge dissemination energy of new media such as micro-blog and micro-messaging, crisis public relations in Colleges and universities are facing severe challenges. For colleges and universities, dealing with emergencies is the top priority of the school crisis management system [7]. This paper focuses on the impact of new media technologies on the handling of emergencies in colleges and universities. And from the three aspects of college public opinion monitoring, psychological intervention mechanism and ideological

and political education, try to analyze the coping strategies of college emergencies.

2. Materials And Methods

In the new media era, media channels are no longer single, and traditional media is difficult to "listen to the world". Media convergence is the way to survive in all future media. It changes the communication relationship between the media and the audience and changes the traditional discourse environment. Make social media enter a new era of communication [8]. After the information is published via a certain media, it will be quickly quoted and forwarded by other media. Traditional media interacts with new media and weaves it into a letter and giant network. Covering all aspects of social life. After the occurrence of sports accidents in colleges and universities, the social attention is high, and the phenomenon of "hungry and thirst" is obvious. Some information that cannot be transmitted through official channels has spread in new media such as WeChat and Weibo, and the speed of lyric communication and feedback is unimaginable. When an incident may cause negative public opinion, some universities still stick to the traditional "ostrich" model, hoping to solve it by closing the door.

In the new media era, an important feature of information dissemination is its fast speed and wide range. The resonance of public opinion places will have a great influence on communication and form the authoritative voice of public opinion. For a specific problem, the original variable contains two parts of information. One part is a linear function of common factors which can not be observed directly, the other part is a special factor which has nothing to do with common factors. When the maximum number of iterations stops, the length of individuals in the population is equal to the number of functional requirements for analysis. The score comparison of retrieval results is shown in Figure 1.
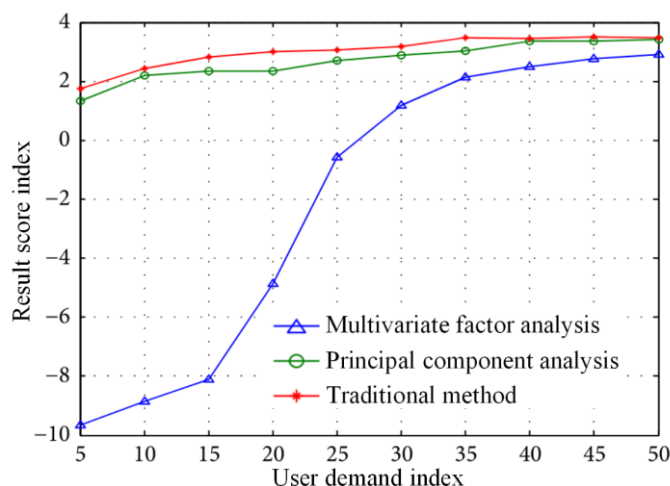
Figure 1 Comparison of component search results scores

In the information age, the importance of the media is beyond doubt. In the new media era, everyone can express their opinions on the platform that belongs to themselves and influence the direction of public opinion. Due to the ignorance of the publisher, the arbitrariness of the user when posting and delivering the message is greatly increased. A variety of different sounds come from all directions, making any one person's mouth a trigger for a crisis. Any detail can be a predisposing factor for the crisis. Any piece of valuable information can be used to spread beyond the boundaries of the world at any time and anywhere. From local hotspots quickly to national and even global hotspots. New media has the characteristics of being able to receive and respond to suggestions from the audience. The audience is both a recipient of information and a communicator of information. For colleges and universities to deal with emergencies, this feature of the new media is a double-edged sword [9]. When an incident may cause negative public opinion, some universities still stick to the traditional "ostrich" model, hoping to solve it by closing the door.

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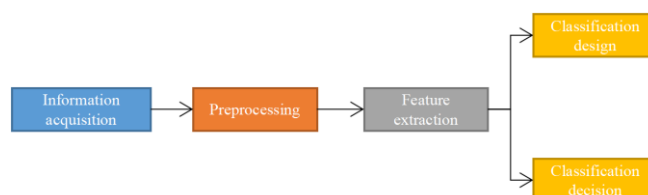

Figure 2 Basic structure of the model identification system

3. Result Analysis and Discussion

At the moment of the rapid development of new media, how can China's news media effectively guide public opinion and create a harmonious public opinion environment has become a difficult problem of the times. The civilian characteristics of new media make speech and information communication lack self-discipline. The public is curious about negative information, irrational about emergencies, emotional, sensory, and biased opinions. It is the "butterfly effect" that ignited the crisis of public opinion. When an emergency occurs, it will often cause widespread concern. It will not only have a strong impact on the campus, but will also spread rapidly to other universities and even the entire society. This has caused widespread concern about this incident in society [10]. The Internet world is different from the real world. With the support of new media technology, the mode of information dissemination has gradually changed from one-way communication to two-way interaction and multi-way communication, presenting a three-dimensional network dissemination structure. Its virtuality makes it difficult to identify the identity of the disseminator of bad information and the disseminator of rumors, and it is difficult to ascertain its responsibility for the serious consequences.

The crisis in Colleges and universities has the common characteristics of sudden, focused, destructive and urgent. At the same time, because of the organizational nature of the University itself, it also has the characteristics of high sensitivity and

attention. In order to better study the influence of competition in information dissemination on various factors, the demonstration part adopts the idea of normalization in the degree of competition in information dissemination. As shown in Table 1.

Table 1 Table of information dissemination competition

Degree of decrease(%)	0-20	20-40	40-60	60-80
Normalized value	0.2	0.4	0.6	0.8

After the sudden incident, people communicate information and comment through new media. The video recording function of new media such as mobile phones enables the occurrence and development of emergencies to be instantaneously disseminated through the network. From the means of coping with public opinion, many colleges and universities are still difficult to jump out of the old model formed in the era of traditional media. Documentary, reporting and general release of information are common. Lack of equal communication and interaction with the audience. In universities for nationalities, it is difficult for college students to distinguish the true and false information on the Internet because they have little contact with the society. It is highly probable that it will spread without knowing the truth of the emergency, causing extremely bad effects. When emergencies occur, the public media guidance of traditional media cannot be separated from the public opinion guidance of new media. The best interaction between the two can achieve the best results of public opinion guidance. Traditional media should rationally guide public opinion and use its authority to guide new media related reports. Traditional media should cooperate with new media to actively guide public opinion. Use the authority and credibility of the mainstream media to effectively influence online public opinion.

4. Conclusions

The response management of emergency information dissemination in colleges

and universities is a large systematic project, based on the transformation of information management concepts, improvement of information monitoring and collection systems, and standardization of information management systems. More important is the concerted efforts and cooperation between the various departments of the school. When an emergency occurs, the school should be coordinated. The cooperation between the various departments minimizes the negative impacts and injuries caused by the incident and ensures the school's normal study and work order. A special crisis management system should be established and a crisis public relations department should be established. In the incubation period of the crisis, it is responsible for crisis early warning, assessment, and the use of modern technology. Establish a multi-functional electronic information monitoring system. Regular investigation to exclude all potential risk factors. After public emergencies, new media should make full use of celebrity's appeal. To set the agenda of relevant reports, arouse public concern and guide the direction of public opinion. Institutions of higher learning need not only to strengthen internal management and improve the professional ethics of scholars, but also to use the impetus of new media. It calls on the government and all walks of life to pay attention to the problems of colleges and universities and promote the establishment of a sound mechanism of colleges and universities. We should fundamentally reverse the academic atmosphere and thoroughly solve the academic crisis.

5. Acknowledgements

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